CAMBRIDGE RIVER FESTIVAL • JUNE 1, 2013

The **Cambridge River Festival** celebrates the arts with a **free** outdoor event, attracting an enthusiastic **audience of 200,000** to the banks of the Charles River. With 33 years under its belt, the River Festival has become a venerated Cambridge "institution" and a highly anticipated annual event. Beginning with a procession from Harvard Square to the Charles River, the Festival's enormous variety of visual and performing art and food reflects the city's diverse neighborhoods and cultural heritage.

Visitors experience a wide array of Cambridge-based visual and performing arts which extend along a mile-long stretch of Memorial Drive between JFK Street and Western Avenue. The Cambridge River Festival collaborates with many local organizations and programs to showcase multiple stages of live national and local jazz, folk, world music, dance, poetry and theater performances. Visitors also enjoy family entertainment, hands-on art-making activities and demonstrations, crafts, and a grand assortment of specialty foods and traditional festival fare.

Locals connect with an array of arts, cultural, and community organizations active year-round in Cambridge, and get inspired to delve more deeply into their local arts scene. This one-day festival is a showcase of what Cambridge has to offer and visitors and community members alike with an array of arts, cultural, and community organizations' activities that happen year-round throughout the city.

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Cambridge River Festival

Free one-day celebration of the arts

The Cambridge Arts Council drew over 200,000 visitors for the 2012 33rd Annual Cambridge River Festival.

Below is a demographic summary of our audience for this event:

Racial Diversity:

68% White	7% Hispanic
12% Afr. Amer.	5% Multiracial
12% Asian	3% Other

Median Age:	30.4 years
Median Household Income:	$47,979
Average Annual Wage:	$65,713

2013 PROJECTED BUDGET

Income	**Amount**
Corporate Sponsorships	70,000
Revenue	30,000
TOTAL	**$100,000**

Expenses	**Amount**
Performers & Artists	30,000
Marketing	20,000
Logistics	50,000
TOTAL	**$100,000**

34th CAMBRIDGE RIVER FESTIVAL
Sponsorship Opportunities

Benefactor ($20,000)

- Association with all (5) Festival stages. (Includes banner placement at each stage and (3) audio plugs throughout the event at all (5) stages)
- Logo placement on all promotional and marketing materials for River Festival (includes; festival banners and signage, festival program, pre-event postcard, marketing and advertising materials, and collateral pieces)
- On-site space for marketing and branded giveaways and/or product sampling
- Option to have name and logo on River Festival website with a link to company URL
- Reserved seating at all (5) Festival stages (5 seats at each stage)
- Access to hospitality tent for company employees and clients
- Opportunity to place company banner at Cambridge Open Studios (a consecutive 3 weekend event which precedes the River Festival)
- Event evaluation report (details event demographics and participation numbers)

Champion ($10,000)

- Association with (2) Festival stages. (Includes (2) audio plugs and banner placement at selected stages)
- Name and logo presence on promotional materials (festival program, postcard, marketing materials)
- Option to have name and logo on River Festival website with a link to company URL
- On-site space for marketing and branded giveaways and/or product sampling
- Reserved seating at stage of choice (10 seats)
- Event evaluation report (details event demographics and participation numbers)

Activity ($5,000)

- Association with 1 selected activity venue
- Option to place banner at selected activity venue
- On-site space for marketing and branded giveaways and/or product sampling Acknowledgement in River Festival program and on promotional materials
- Option to have name and logo on River Festival website adjacent to description of sponsored activity

Media and In-Kind (Negotiable)

- Media Sponsors contact : Jason Weeks, Executive Director
  jweeks@cambridgema.gov or 617-3498-4383

- In-Kind Sponsors contact: Julie Barry, Director of Community Arts
  jbarry@cambridgema.gov or 617-349-4381