



Riverfest 2020

Memorial Day Weekend- May 22nd – May 24th, 2020
Berg & Animas Parks, Farmington NM

Friday	May 22nd	5pm-9pm	Berg Park
Saturday	May 23rd	10am-8pm	Berg & Animas Parks
Sunday	May 24th	11am-5pm	Berg & Animas Parks

Little Pavilion
Main Music &
Performance
Stage at River
Reach Terrace



Main Music
& Performance
Stage at
Rocky Reach
Landing



RiverKids
Activities
Tent



WIENER DOG RACES



Wiener
Dog
Races



Riverfest
Duck Race



VIP
Sponsorship
Area

Beer & Wine
Garden
at
River Reach
Terrace



Food Tent
at
River Reach
Terrace



Recycled
Fashion Show
at
River Reach
Terrace



Food Tent
at
Rocky Reach
Landing



Beer & Wine
Garden
at Rocky Reach
Landing



2nd Annual
Riverfest Rally
Raft Race

For the love of the Animas!

Arts & Crafts
Area



Children's
Amusements



Fine Arts
by Northwest
New Mexico
Arts Council



Car Shows
at Cottonwood Landing



Roverfest
at Riverfest



Memorial
Day
Weekend!



River Reach Foundation

P.O. Box 2056 | Farmington Nm 87499-2056
(505) 716-4405 | www.riverreachfoundation.com



The River Reach Foundation is a 501©3 non-profit organization. Your donations are tax deductible!



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Dear Friend:

Riverfest 2020, our event's 34th year, is almost upon us! We are reaching out to you to support the mission of the River Reach Foundation (RRF) to promote, protect, and enhance our riverine corridor.

In order to put on this community-wide event, we need your funds and support. Will you consider a generous donation to the RRF, or a Sponsorship to promote your business or organization at Riverfest 2020, to continue these important events and projects and to offset the operating costs of the River Reach Foundation?

In 2019, Riverfest, our signature event since 1987, had an estimated 30,000 in attendance. Each Memorial Day weekend, Riverfest draws participation from the region, with fun for all ages.

Food & Drink Vendors	Musicians & Cultural Dancers	Kids Activities & Amusements	Beer & Wine Gardens
Duck Race	Raft Rides	Raft Races	Riverine Education
Non-Profit Vendors	Commercial Vendors	Fine Arts & Arts & Crafts	5 & 10K Walk & Run

Your contributions and participation help to support our region's efforts to improve the economy, recruit businesses and active retirees, and bring outdoor enthusiasts to our community. The Foundation needs your help, not only to finance the popular events of Riverfest and Riverglo, but with the vision of completing projects and events that we have identified. Current projects slated include the Animas and San Juan River Trail System expansion (such as the "Among the Waters Trail" near SJRMC), the development of more Animas River rapids (such as those near Rocky Reach Landing), trail and river cleanup/ maintenance, wildflower planting near the Regional Animal Shelter, and clearing invasive weeds, brush and trees. Several school youth groups and community members have participated in our projects as volunteers. They realize the vital role our rivers are to our quality of life. The RRF also hopes to help maintain and improve the quality of life for who have lived here and loved the area for so long!

Our non-profit organization is in partnership with the City of Farmington Parks, Recreation and Cultural Affairs Department (PRCA), San Juan County, Farmington Convention and Visitors Bureau, Farmington Chamber of Commerce, local and regional watershed and recreational boating groups, and outdoor recreation entrepreneurs.

The RRF, established in 1986, is encouraging new memberships, and invites all persons interested in our projects to attend our monthly meetings held at the Civic Center. We are welcome to new ideas to vitalize our community. If desired, RRF Board Members can schedule a brief, informative presentation to your organization to generate interest in our mission and ongoing projects/events, as well as discuss how to tailor a partnership with your group.

Attached you will find further information and the needed forms, which may also be downloaded from our website listed below. Don't hesitate to email or call us for more information on how to promote your business or organization at Riverfest 2020 or to donate. Thank you for your consideration and support!

Sincerely,

River Reach Foundation Board/Riverfest 2020 Operating Committee

Contact: Gloria Lehmer (505) 330-4656 gllehmer@yahoo.com

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If your Logo is needed for printed material, please e-mail your Logo and this completed form to River Reach Foundation by Friday, April 17th, 2020. P.O. Box 2056, Farmington, NM 87499 505.716.4405
Payments and Sponsorship info available on website www.RiverReachFoundation.com.

Riverfest 2020 Sponsorship Form

Company Name: _____
 Contact Name: _____
 Mailing Address: _____ City, State, Zip: _____
 Phone: _____ E-Mail: _____
 Notes/Comments: _____

EVENT SPONSORSHIPS		
Choose your sponsorship Events		
_____	Little Pavilion Main Music & Performance Stage at River Reach Terrace	\$1,500
_____	Rocky Reach Landing Main Music & Performance Stage	\$1,500
_____	RiverKids Activities Tent	\$1,500
_____	Wiener Dog Races	\$1,500
_____	Riverfest Duck Race	\$1,500
_____	VIP Sponsorship Area	\$1,500
_____	Beer & Wine Garden at River Reach Terrace	\$1,500
_____	Beer & Wine Garden at Rocky Reach Landing	\$1,500
_____	River Reach Terrace Food Tent	\$1,500
_____	Rocky Reach Landing Food Tent	\$1,500
_____	Recycled Fashion Show at the Terrace	\$1,500
_____	2 nd Annual Riverfest Rally Raft Race - For the Love of the Animas	\$1,000
_____	Arts & Crafts Area	\$1,000
_____	Children's Amusements	\$1,000
_____	Fine Arts by Northwest New Mexico Arts Council	\$1,000
_____	Car Shows at Cottonwood Landing	\$1,000
_____	Roverfest	\$1,000

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If your Logo is needed for printed material, please e-mail your Logo and this completed form to River Reach Foundation by Friday, April 17th, 2020, otherwise sponsorships are accepted until the event.

P.O. Box 2056, Farmington, NM 87499 505.716.4405

Payments and Sponsorship info available on website www.RiverReachFoundation.com.

Riverfest 2020 Donation Form

Name: _____

Contact Name: _____

Mailing Address: _____ City, State, Zip: _____

Phone: _____ E-Mail: _____

Notes/Comments: _____

GENERAL DONATIONS		
_____	Outfitter includes: Logo on Riverfest Volunteer T-Shirts Dedicated Event Banners Logo, Name Listing, and mention on other applicable printed material, advertising and social media outlets Your 10x10 or 10X20 booth at designated location at Riverfest Name mention on Main Music Stages during music breaks throughout the Event 8 VIP Passes	\$5000+
_____	Captain includes: Logo on Riverfest Volunteer T-Shirts Dedicated Event Banners Logo, Name Listing and mention on other printed material, advertising and social media outlets Your 10x10 booth allowed at designated location at Riverfest Name mention on Main Music Stages during music breaks throughout the Event 6 VIP Passes	\$3000
_____	Guide includes: Logo or Name Listing on Riverfest Volunteer T-Shirt Logo, Name Listing, and mention on other applicable printed material, advertising, and social media outlets 4 VIP Passes	\$1500
_____	Paddler includes: Name Listing on Riverfest Volunteer T-Shirt Name listing or mention on other applicable printed material, advertising, and social media outlets 2 VIP Passes	\$750
_____	Boater includes: Name Listing on applicable printed material for Riverfest	\$250
_____	I want to donate a DUCK RACE prize or donate another amount:	\$_____

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RIVERFEST 2020 DONOR LEVELS OF GIVING

OUTFITTER \$5000+ Includes:

- Logo or Name Listing on the Riverfest Volunteer T-shirts
- Logo or Name Listing on a dedicated event banner at Riverfest
- Logo or Name Listing on other applicable printed material, advertising and social media outlets
- Your 10x10 or 10X20 booth at a designated location at Riverfest
- Name mention on Main Music Stages during music breaks throughout the Event
- 8 VIP Event Access tickets

CAPTAIN \$3000 Includes:

- Logo or Name Listing on the Riverfest Volunteer T-shirts
- Logo or Name Listing on a dedicated event banner at Riverfest
- Logo or Name Listing or mention on other printed material, advertising and social media outlets
- Your 10x10 booth allowed at designated location at Riverfest
- Name mention on Main Music Stages during music breaks throughout the Event
- 6 VIP Event Access tickets

GUIDE \$1500 Includes:

- Logo or Name listing on the Riverfest Volunteer T-shirts
- Logo, Name listing, and mention on other applicable printed material, advertising, and social media outlets
- 4 VIP Event Access tickets

PADDLER \$750 Includes:

- Name listing on the Riverfest Volunteer T-shirts
- Name listing or mention on other applicable printed material, advertising, and social media outlets
- 2 VIP Event Access tickets

BOATER \$250 Includes:

- Name listing on applicable printed material for Riverfest.

DUCK RACE prize or a donation of another amount accepted.

PLEASE NOTE: Sponsorship form, your logo, and payment must be returned by **April 17, 2020** for inclusion in printed materials.

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