

# SPONSORSHIP LEVELS AND BENEFITS

Supporting the Royal Gorge Whitewater festival isn't just an investment in our community - it's also an opportunity to gain recognition for your business. Marketing for the festival includes digital, print, brochures, locally-produced media, and on-site assets. Find the festival online at [www.royalgorgewhitewaterfestival.com](http://www.royalgorgewhitewaterfestival.com) or on social media.

SPONSORSHIP BENEFITS	Premier * \$10,000	Class 5 * \$7,500	Class IV \$5,000	Class III \$3,000	Class II \$1,000	Class I \$1-999
Logo / name and website link on website	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo / name on participant t-shirts	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Logo / name on event brochures	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo / name on print ads	LOGO	LOGO	LOGO	NAME	NAME	NAME
Complementary 2-day passes	20	15	10	6	4	2
Banners inside festival grounds	3	2	2	1	1	
Logo on festival event banners	•	•	•	•	•	
Booth at festival	FREE	FREE	FREE	FREE		
Verbal recognition in announcements	•	•	•			
Company featured in social media	•	•	•			
Logo on vertical main stage banner	•	•	•			
Advertisement in Cañon City Shopper	FULL PAGE	HALF PAGE				
Banners at premier locations	•					



## INCREASED VISIBILITY

At sponsorship levels Class III and above, you'll have a strong presence at the festival. Festival-goers and participants will see your name / logo on brochures, banners, advertisements, and more.

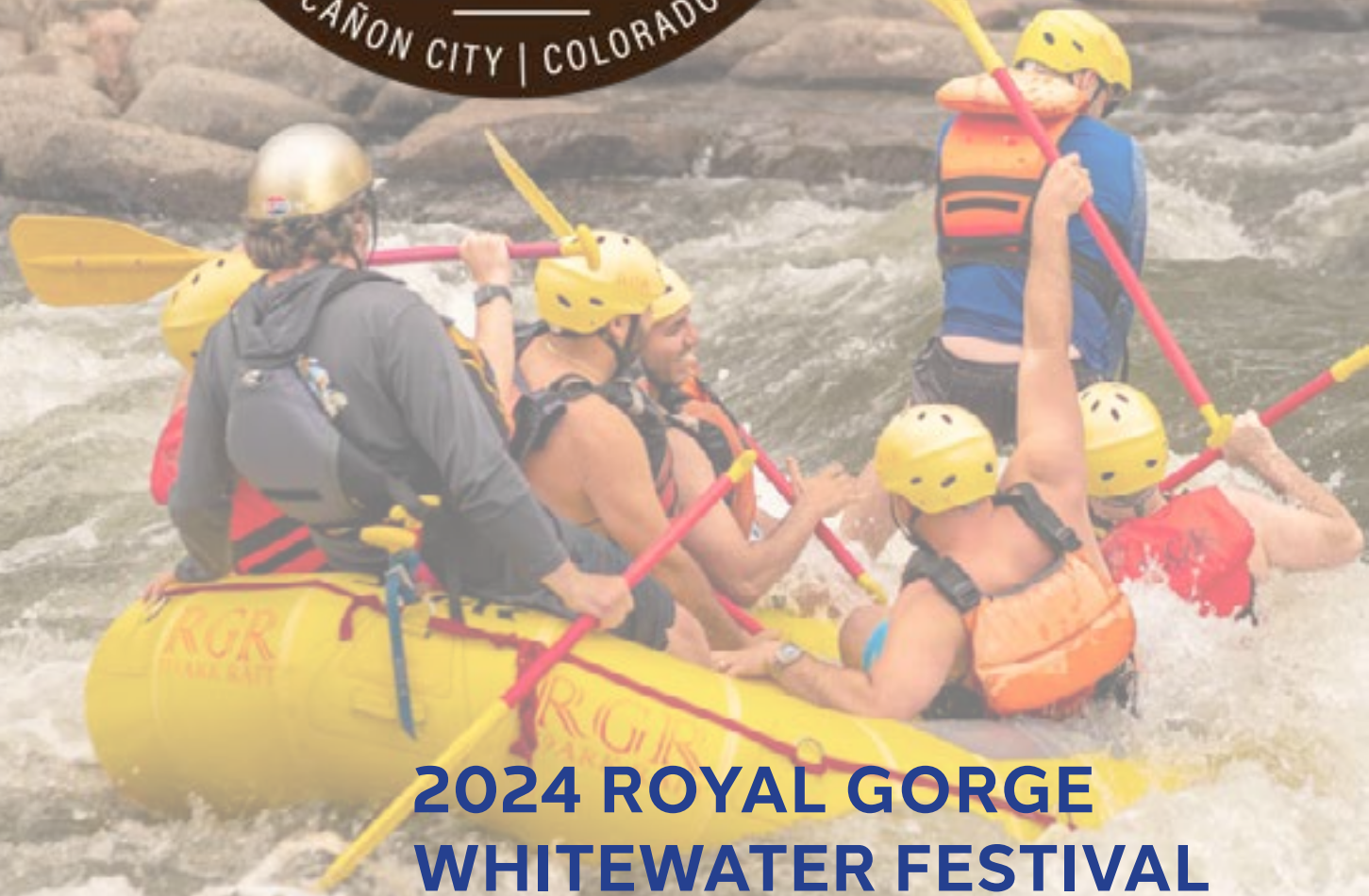
## \* EXCLUSIVE INDUSTRY SPONSORSHIP

If you'd like to make sure that you're the only business in a specific industry (insurance agency, realtor, etc), contact our sponsor coordinator for information on which level will be appropriate for your business.

## PRESENTING SPONSORSHIP AND BENEFITS

Title sponsorship (\$20,000) is available to a single sponsor. This exclusive sponsorship option is available to only one business by contacting our sponsorship coordinator at [rgwhitewaterfest@gmail.com](mailto:rgwhitewaterfest@gmail.com). See your business name associated with the festival logo in all marketing modes!





**2024 ROYAL GORGE  
WHITEWATER FESTIVAL  
JULY 26-27, 2024**

**SPONSORSHIP OPPORTUNITIES**



# 2024 ROYAL GORGE WHITEWATER FESTIVAL SPONSORSHIP OPPORTUNITIES

Royal Gorge Whitewater Festival - the premier, community event of the summer in beautiful Cañon City, Colorado - is entering its 15th year! Our success, of course, is only possible with the financial support of sponsors. Join us as we come together again in 2024 to support and celebrate the lifeblood of our community - the Arkansas River.

*The festival is an important event that helps bolster our regional economy:*

- Supports local non-profits
- Bolsters summer visitation to the region
- Generates business for local small businesses
- Encourages repeat visitation and regional visibility

*Creating a community event also supports our recreation culture in the Royal Gorge Region:*

- Engages the community in volunteer opportunities
- Brings people together during the summer season
- Supports responsible recreation education
- Generates funding for river health projects

*Royal Gorge Whitewater Festival is a partnership between three non-profit organizations - plus hundreds of additional volunteers - vital to Fremont County, all focused on enhancing life in our community. Each of the organizations behind the festival has committed to the continuation of the event.*



The Royal Gorge Chamber Alliance Foundation provides effective leadership and opportunities for the benefit of its business members and community, and promotes the Greater Cañon City area as an outstanding place to live, work, play, and conduct business.

The Royal Gorge Chamber Alliance provides first point of contact for businesses and visitors interested in our community through numerous services and free information packets covering relocation and visitor planning.



The Fremont Community Foundation (FCF) is an all-volunteer 501(c)(3) organization dedicated to improving the quality of life in Fremont County, Colorado. They have been working in the community since 1999.

FCF puts on fundraisers each year, with all net proceeds raised given away at the end of each year to other non-profit agencies within Fremont County.



Royal Gorge River Initiative Organization (RG-RIO) is an all-volunteer non-profit with a continuing mission to foster good use and stewardship of the river corridor. They support:

- River corridor improvement, restoration, and conservation
- River activities and education
- River events and promotion

RG-RIO proudly supports youth paddle sports and is the parent club of the national champion men's under-19 rafting team.

# ROYAL GORGE WHITEWATER FESTIVAL STATISTICS

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## ANNUAL ATTENDEES

**13,500**  
ATTENDEES

The festival attracts both participants and attendees from across Colorado and neighboring states. Over 70% of participants are local, but visitors visit from the Front Range, Western Slope, and beyond.



## WEBSITE / ADVERTISING REACH

**24K**  
WEBSITE  
VISITORS

Our website garners over 24,000 unique visitors throughout the year, which means your business logo will be seen by festival attendees long before they reach the event. Our Facebook page has 5.6K followers.



## FESTIVAL ATTRACTIONS AND EVENTS

**70**  
VENDORS

**9**  
LIVE BANDS

The festival features:

- nine live bands on two stages over two days,
- fourteen whitewater events
- five running / mountain biking trail events
- over 70 merchandise vendors
- 12 food vendors





# 2024 ROYAL GORGE WHITEWATER FESTIVAL SPONSORSHIP CONTRACT

Thank you for your support of the 2024 Royal Gorge Whitewater Festival!  
Please return this form via email or mail to:

*Royal Gorge Chamber Alliance Foundation  
424 Main Street, Cañon City, CO 81212*

## BUSINESS/ORGANIZATION INFORMATION

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Business / Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Business Phone (for advertising): \_\_\_\_\_

Signature of contact: \_\_\_\_\_ Date: \_\_\_\_\_

*Checks should be made out to "Royal Gorge Chamber Alliance Foundation" and sent to:  
**Royal Gorge Chamber Alliance, 424 Main Street, Cañon City, Colorado 81212***

Sponsorship Level	Cash Donation (Must equal at least 50% of total)	In-Kind Donation Value (Must equal <50% of total)	Total
Presenting Sponsor		-----	
Premier Sponsor			
Class V Sponsor			
Class IV Sponsor			
Class III Sponsor			
Class II Sponsor			
Class I Sponsor			
Total:			