



**JULY**  
17 & 18  
**2026**

ROYAL GORGE WHITEWATER FESTIVAL

# SPONSORSHIP OPPORTUNITIES



# 2026 ROYAL GORGE WHITEWATER FESTIVAL

**A Festival That Strengthens Our Community**

**The Royal Gorge Whitewater Festival is the signature summer celebration of the Arkansas River and the adventurous spirit of the Royal Gorge Region.**

Now in its 17th year, the festival draws thousands of visitors, athletes, and outdoor enthusiasts to Cañon City for two days of competition, live music, and community fun. This high-energy event depends on the support of local and regional businesses — by sponsoring, your organization helps power one of Colorado's most exciting outdoor festivals while gaining meaningful visibility with thousands of engaged attendees.

## Why Sponsor?

***Sponsoring the Royal Gorge Whitewater Festival means investing in more than a weekend event — it means investing in the economic vitality and future of Fremont County and your community.***

- Supports local non-profit organizations
- Drive tourism and summer visitation
- Generate revenue for local small businesses
- Showcase the Royal Gorge Region to new audiences
- Engages the community in volunteer opportunities
- Promote responsible recreation and river stewardship
- Fund projects that protect and enhance the Arkansas River corridor.

## Your Event Organizers

*The Royal Gorge Whitewater Festival is produced through a unique partnership of three nonprofit organizations, supported by hundreds of volunteers, working together to enhance life in Fremont County.*



As part of the Royal Gorge Chamber Alliance, the Foundation supports its members and community by promoting the Greater Cañon City area and serving as the first point of contact for businesses and visitors.



Royal Gorge River Initiative Organization volunteer-led nonprofit dedicated to the stewardship, conservation, and promotion of the river corridor. It supports improvement projects, education, events, and youth paddle sports as the parent club of the national champion men's under-19 rafting team.



The Fremont Community Foundation (FCF) is an all-volunteer nonprofit dedicated to improving quality of life in Fremont County since 1999, hosting annual fundraisers and distributing all net proceeds to local nonprofits.

# GET SEEN BY THOUSANDS.

Sponsoring the Royal Gorge Whitewater Festival puts your brand in front of thousands of engaged attendees and keeps it there. Festival marketing spans digital, print, social media, locally-produced media, and on-site assets, giving sponsors powerful exposure long before the event begins and long after it ends.

## ANNUAL ATTENDEES

**18.5K**  
FESTIVAL  
ATTENDEES

**Rooted locally, known regionally.** Over 70% of participants call the area home, while visitors travel from the Front Range, Western Slope, and neighboring states to be part of the action.



## WEBSITE TRAFFIC

**28K**  
ONLINE  
VISITORS

Your brand logo is featured across our website, reaching **28,000+ unique online visitors** annually, long before they ever hit the water.



## FACEBOOK FOLLOWERS

**6K**  
FACEBOOK  
FOLLOWERS

With **6,000 Facebook followers** and growing, your brand stays visible to an engaged community of outdoor enthusiasts year-round.



# SPONSORSHIPS FOR ANY BUDGET

Our sponsorship levels are named after the classes of whitewater rapids, and just like the river, as the class increases, so does the visibility and impact for your brand. From strong regional exposure to premier festival branding, there's a level designed to meet your goals.



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

<https://www.royalgorgewhitewaterfestival.com/sponsors>

## \*EXCLUSIVE SPONSORS

Starred sponsors enjoy exclusive industry representation at their level; meaning no competing business from your category participates at the same tier. Contact our sponsorship coordinator to learn more about industry exclusivity.

## PRESENTING SPONSOR

One exclusive Presenting Sponsor opportunity is available at \$20,000, placing your organization at the center of one of Colorado's most exciting outdoor events. The Presenting Sponsor receives unmatched visibility, including name integration with the festival brand across all marketing platforms.