



2018 • Browns Island, Richmond

2018 Sponsorship Opportunities

Back to the Bay spotlights the vital importance of the Chesapeake Bay and Virginia's rivers and streams and celebrates Chesapeake Bay Awareness Week with a day of fun-filled and engaging activities to grow environmental stewardship and care for Virginia's treasured waters.

This year, *Back to the Bay* will be part of the Richmond Symphony's **Festival of the River: Three Days of Art, Music and Environment**. This unique one-time festival will bring together over 30 partners to showcase the best of the James River, Chesapeake Bay and Richmond Region through a lively celebration of art, music and the environment. The festival will be held on Brown's Island June 8-10, 2018 and will feature *Back to the Bay* festivities on Saturday, June 9.

Be a *Back to the Bay* Sponsor

Don't miss the opportunity to be part of the annual *Back to the Bay* event this year at Festival of the River. We are expecting over a thousand visitors this year.

Deadline for Sponsorships: May 1, 2018

\$10,000 Platinum Sponsor

- Ten (10) tickets to ***Cheers to the Chesapeake*** VIP reception (Governor Northam Invited) on Friday, June 8 from 5:30-8 p.m. at WestRock with honorary invited guests
- Opportunity to speak at ***Cheers to the Chesapeake*** VIP reception
- Announced sponsor recognition from "Big Tent" on Brown's Island during *Back to the Bay* to 5,000+ audience
- Recognition on all *Back to the Bay* event signage, as well as pre- and post event social media marketing, newsletters, and press materials
- Hyperlinked logo on Alliance for the Chesapeake Bay website, *Back to the Bay* webpage and social media
- Discounted 12-month Businesses for the Bay membership
- Sustainability exhibit space at *Back to the Bay* on Saturday, June 9
- Admission to **Festival of the River** main stage for 20 guests

\$5,000 Gold Sponsor

- Four (4) tickets to ***Cheers to the Chesapeake*** VIP reception on Friday, June 8 from 5:30 - 8p.m. at WestRock with honorary invited guests
- Recognition on all *Back to the Bay* event signage, social media and marketing and press materials
- Hyperlinked logo on Alliance for the Chesapeake Bay website, *Back to the Bay* webpage and social media
- Sustainability exhibit space at *Back to the Bay* event on Saturday, June 9
- Admission to **Festival of the River** main stage for 10 guests

\$2,500 Silver Sponsor

- Two (2) tickets to ***Cheers to the Chesapeake*** VIP reception on Friday, June 8 from 5:30 - 8p.m. at WestRock with honorary invited guests
- Recognition on all *Back to the Bay* event signage, social media and marketing and press materials
- Hyperlinked logo on Alliance for the Chesapeake Bay website, *Back to the Bay* webpage and social media
- Admission to **Festival of the River** main stage for 5 guests.

Cheers to the Chesapeake

VIP reception (Governor Northam Invited)
hosted by the Alliance for the Chesapeake Bay
at WestRock on Friday, June 8 from 5:30-8 p.m.
before the Festival kicks off.

General Festival Schedule

Friday, June 8

- Friday Cheers evening concert featuring Rhiannon Giddens, No BS Brass Band and the Richmond Symphony
- Lighting Installation from 1708 Gallery

Saturday, June 9

- Alliance for the Chesapeake Bay presents ***Back to the Bay***
- James River and Chesapeake Bay Watershed cleanups
- Performances by the Richmond Symphony and Sound Arts Richmond

Sunday, June 10

- Richmond Community Member Quilt Picnic
- Concert by the Richmond Symphony



FESTIVAL OF THE RIVER

Three Days of Music, Art and Environment
June 8-10, 2018

Contact:

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Make your sponsorship commitment online: allianceforthebay.org/b2b