



Sponsorship and Advertising Opportunities

What is the 2Rivers Festival?

The 2Rivers Festival 2020 will take place throughout the months of May and June. It is a series of **free** events along the Speed and Eramosa Rivers. Guidebooks with event information, advertisements, and river-related tips and facts are distributed to help attendees navigate the festival and our rivers!



2Rivers Cleanup in Royal City Park!

Goals of the 2Rivers Festival

- **Connect** our community with our beautiful river corridors - our most important ecological, cultural and recreational feature
- Provide **opportunities** for community members to engage with our rivers, and learn from experts and like-minded community members and organizations
- **Partner** with local businesses that care for the health of our rivers and community
- Increase **awareness** of the work we all do and the waters we protect
- **Educate** the public on issues affecting source waters and how they can protect them
- **Build** the profile of Wellington Water Watchers' mandate and **grow** our community



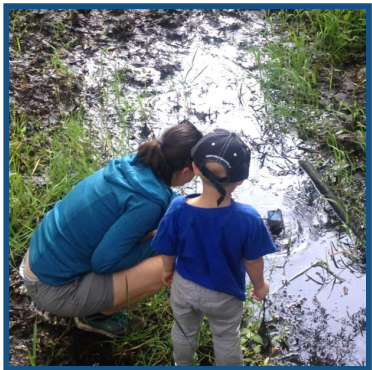
Singing under the bridge to a buoyant audience!

How can you get involved?

Be an advertiser and help make the 2Rivers Festival 2020 a success!

A look at our Reach

- 25** Events in 2019
- 1000** Registrations for events of the 2019 2Rivers Festival
- 8000** Social media followers
- 8000** E-newsletter subscribers
- 5000** Printed Festival Guidebooks
- 15,500** Page views of the 2Rivers Festival website in 2019



Checking out 'Creek Creatures'!

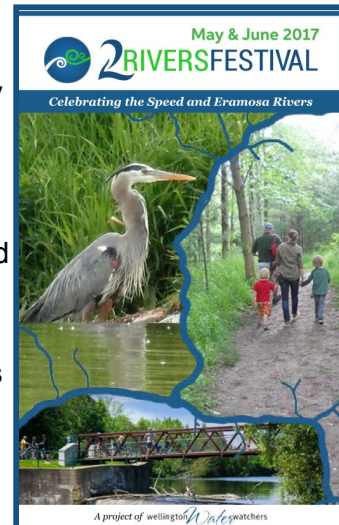


Sponsorship and Advertising Opportunities

How will you be recognized?

2Rivers Festival is promoted all year long and therefore we promote our sponsors all year long! We'll include you in as many promotional spots as possible, including the festival guidebook, our website, social media, emails, and at events.

Our events are widely attended. In 2019, 1,000 people registered to attend the 25 events we hosted as part of the 2Rivers Festival and we had 15,504 page views. Our social media presence is significant. Between Wellington Water Watchers and the 2Rivers Festival, we have 8,000 followers on Twitter, Facebook, and Instagram. As well, we have 8,000 subscribers to our monthly newsletter. You'll get great exposure as a 2Rivers Festival Sponsor!



Sponsorship Opportunity **** ONLY 1 AVAILABLE

Festival Sponsor \$10,000 (1 Available)

- Recognition at 2Rivers Festival events
- Linked logo on 2Rivers Festival website and promotion in newsletter
- Colour logo in print advertisements
- Option to distribute festival brochures at your business location
- Logo on the front of the 2Rivers Festival guidebook
- Full page advertisement on inside front cover
- Banner Ad on the guidebook centerfold calendar
- Opportunity to have organization representation at events
- Your banner or signage and verbal recognition at all events
- A plaque at Wellington Water Watchers' 10C Shared Space office
- Promotion on 2Rivers Festival website as Event Sponsor
- Press release and photo opportunity when the cheque is received
- Coordination of multiple press opportunities
- 2Rivers Festival displays at all local branches
- Inclusion in all event emails, on 2Rivers Festival website, and social media
- Logo presence on all Song Writing Competition promotion and sharing
- Stage signage at the Song Writing Competition Event



Sponsorship and Advertising Opportunities

EXCLUSIVE SPONSORSHIP
OPPORTUNITY

A vertical graphic with a background of water over rocks. At the top is a rounded rectangle with the 2RIVERSFESTIVAL logo. Below it, the text "2020 FESTIVAL SPONSOR" is centered in large blue letters. Underneath, a white box contains the heading "IF YOUR ORGANIZATION SUPPORTS" followed by three bullet points. Below that, another white box contains the heading "YOU WILL HAVE" followed by a list of benefits. To the right of this list is a green water drop icon containing the text "Only 1 \$10,000 spot". At the bottom of the graphic is a green checkmark icon followed by the email address "TWORIVERSFEST@GMAIL.COM".



2020 FESTIVAL SPONSOR

IF YOUR ORGANIZATION SUPPORTS

- **Celebrating** the Speed and Eramosa Rivers in the City of Guelph
- **Connecting** our community with the local river system
- **Educating** the community on issues affecting source waters

YOU WILL HAVE

- Your logo on the front of the 2Rivers Festival Guide
- Organization representation at events
- Promotion on 2Rivers Festival website as Festival Sponsor
- Press release, photo opportunities, and coordination of multiple press opportunities
- & MORE



✓ TWORIVERSFEST@GMAIL.COM

*****Charitable Tax Receipt Available*****



Sponsorship and Advertising Opportunities

Advertising Opportunities

All Advertisers Receive

- Recognition at 2Rivers Festival events
- Linked logo on 2Rivers Festival website and promotion in newsletter
- Colour logo in print advertisements
- Option to distribute festival brochures at your business location

Outside Back Cover - Full Page Advertisements \$2000 (1 Available)

- Full page advertisement in your choice of available guidebook locations

Inside Back Cover - Full Page Advertisements \$1500 (1 Available)

- Full page advertisement in your choice of available guidebook locations

Full Page Advertisements \$1000 (3 Available)

- Full page advertisement in your choice of available guidebook locations

Half Page Advertisements \$500

- Half page advertisement in your choice of available guidebook locations

Quarter Page Advertisements \$250

- Quarter page advertisement in your choice of available guidebook locations



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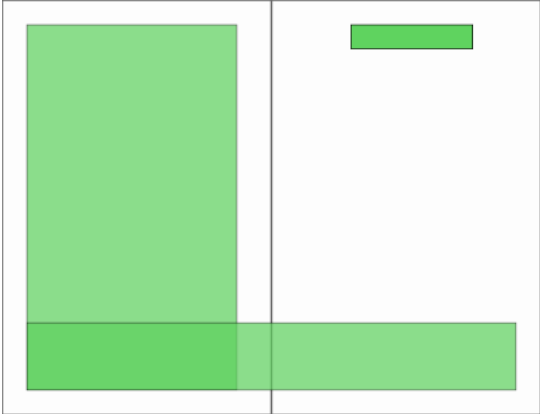
Ad Specifications

The illustrations below are to demonstrate approximate size ratios relative to the brochure pages. For exact sizes refer to ad measurements. Please supply all artwork as high resolution (at least 300dpi) image files.

Note: We would be more than happy to create a simple ad for you for a nominal fee (\$50) if you provide us with a high resolution version of your logo, wording and contact information you would like included.

Festival Advertising Sponsor

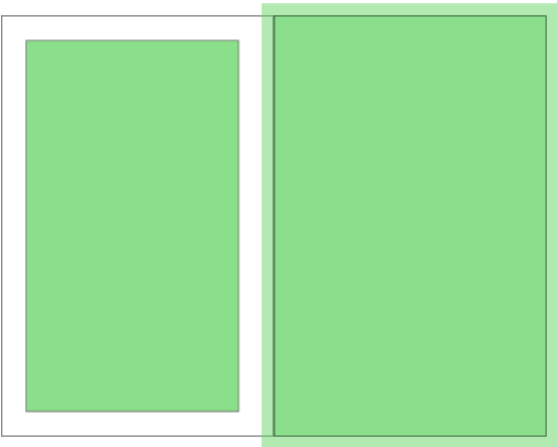
- 2.5" x 0.5" Front cover logo
- 10" x 1.4" Calendar Banner Ad
- 4.3" x 7.5" Inside Cover Full Page Ad



Full Page Advertisement

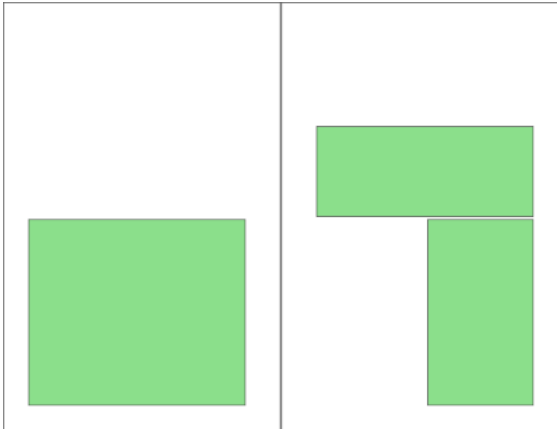
- 4.3" x 7.5" Full Page Ad
- 5.5" x 8.5" Full Back Page Ad*

*include a 0.25" bleed



Half Page Advertisement

- 4.3" x 3.7"



Quarter Page Advertisement

- Horizontal: 4.3" x 1.8"
- Vertical: 2.1" x 3.7"



2 RIVERS FESTIVAL

Sponsorship and Advertising Opportunities

Invoice

Company Name: _____

Primary Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone Number: (____) _____ Email: _____

Advertisement Requested

- Festival Event Sponsor \$10,000
- Full Page Ad \$1,000
- Half Page Ad \$500
- Quarter Page Ad \$250

Additional Specifications (location, vertical or horizontal layout for quarter page ads, other)

Festival Brochures

- We are willing to provide space for brochure distribution in our premises
Number of copies requested to provide to customers: _____

Payment

- Cheque received
- Payment forthcoming by mail to:
Wellington Water Watchers, 42 Carden, Guelph ON, N1H 3A2

For further festival advertising information, please contact

Sales - Arlene Slocombe 519-994-0270 or arlene.slocombe@gmail.com

Send ad image files to Layout and Design - Laura Andrighetti laura.andrighetti@gmail.com

Sponsorship/Advertising fees are used to cover the costs of hosting the 2Rivers Festival and ensuring that events are free to the public. Any surplus monies go to support the work of Wellington Water Watchers and source water protection.

Thank you so much for your support!