

21st Annual
Riverside Festival of the Arts
September 16th & 17th, 2017 ~ Saturday & Sunday ~ 10am to 5pm
EastonRiversideFest.org ~ EastonRiverside@gmail.com



Dear Friends of Riverside Festival of the Arts (RFA),

Our Mission ~ To encourage and promote the arts of all disciplines, to foster an appreciation of the arts and to enrich the quality of life of the Easton and regional area by providing arts education opportunities and community programming.

RFA Requests Your Support ~ RFA is a 100% volunteer event. We need sponsorship and support to be a success.

- **Who** ~ RFA is a function of the Arts Community of Easton, Inc. (ACE), a 501(c)(3) exempt organization. ACE is dependent upon benefactors from the community, public support and membership to ensure its ability to continue to provide an outstanding celebration of the arts. 100% tax deductible non-profit event.
- **Where** ~ The festival is held at Scott Park and Riverside Park on the banks of Easton, PA's historic and scenic Lehigh and Delaware Rivers in our 21st year! Over 10,000 people expected this year!
- **Why** ~ RFA attracts thousands of individuals who appreciate art in its varied genre. Those attending are inspired by our city's history, architecture and beautiful waterways. Our artists create fine art, crafts, jewelry, photography and cuisine. The increase in tourism for hotels, eateries and shops is a bonus.
- **Juried Art Gallery** ~ Art produced by the finest artists and crafts people from the region will be showcased. Three expert judges will determine the winners of three cash prizes totaling \$2000.
- **Plein Air Art Contest** ~ The open air painting competition is dynamic and exciting. This will be the 8th annual contest held on both days with the winner announced on Sunday the 17th. Artists select an inspiring location to create their art for a chance at four cash prizes totaling \$2,000.
- **Performing Arts** ~ Performances include dance, music, poetry, and theater of all ages.
- **Educational Activities** ~ RFA will offer educational venues, teaching various art forms and skills through interactive demonstrations of poetry, writing, painting, and performance.
- **Hands-on Demonstrations** ~ Skilled crafts people will assist and inspire participants by demonstrating an array of art forms, including glass blowing, mosaics, sculpting and pottery.
- **Live Music** ~ Our region is full of talented and original musical artists. They will be performing throughout the festival with the directors being the noted musicians James Supra and with Gross.
- **Cuisine Challenge** ~ Local chefs will compete in a "Foodie" contest with art as the focus. Professional chef judges will determine a winner. The challenges may not result in *food fights*, they will result in *bragging rights!*
- **Children's Interactive Art** ~ Thanks to Crayola's generous donation of art supplies, RFA will feature the ever-popular 'Test Lab' experience FREE all weekend long!

Thank you for your consideration,

'Lady' Colleen Heller
Chair Riverside Festival of the Arts
EastonRiverside@gmail.com or 631-455-2195



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"Art is a tryst, for in the joy of it, maker and beholder meet." – Kojiro Tomita

Platinum Sponsorship - \$2,500+

- ✓ *Platinum Sponsors* are prominently displayed on ACE and RFA websites and on all printed material and most media coverage
- ✓ Full page acknowledgement in the RFA Program Guide. Inside front cover, first page and back cover available on a first come-first serve basis - 7-7/8" h x 5" w full color page
- ✓ Acknowledged on the website as main sponsor(s)
- ✓ Two company banners prominently displayed around the event ~ supplied by donor
- ✓ Logo displayed on two large banners ~ supplied by donor
- ✓ Logo featured on posters advertising the event.

Champion Sponsorship - \$1,500+

- ✓ *Champion Sponsors* are named on various RFA printed materials and RFA website
- ✓ Full page acknowledgement in RFA Program Guide 7-7/8" h x 5" w black and white page
- ✓ Acknowledged on the website's sponsor page
- ✓ Two company banners prominently displayed around the event ~ supplied by donor
- ✓ Logo featured on RFA website and sponsor list.

Patron Sponsorship - \$1000+

- ✓ *Patron Sponsors* are named on RFA Program Guide
- ✓ 1/2 page acknowledgement in RFA Program Guide 3-7/8" h x 5" w black and white page
- ✓ One banner at the event supplied by donor
- ✓ Logo/name featured on RFA website.

Benefactor Sponsorship - \$500+

- ✓ *Benefactor Sponsors* are named on RFA Program Guide
- ✓ 1/4 page acknowledgement in RFA Program Guide 1-7/8" h x 5" w black and white page
- ✓ Name featured on RFA website.

Honorable Mention - \$250+

- ✓ *Honorable Mention* donors 1/8 page ad and are named in RFA Program Guide

Custom Donations

- ✓ Sponsors are welcome to contribute to a specific Riverside Festival event. Indicate selection and amount above.

All other Donations

- ✓ All donations are gratefully accepted! Thank you for your generosity in helping make the Riverside Festival of the Arts a success. We will be listing all your donations in our program.

Please make checks payable to: ACE	
Mail to: Riverside Festival of the Arts P.O. Box 465 Easton, Pa 18044 Chair ~ (631) 455-2195	
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Amount of Donation / In-Kind	
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Email Address (Please print legibly)	
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Sponsorship for specific RFA event	
For brochure acknowledgements, please provide either high-quality artwork to scan or email a 300+ DPI file (PDF, PNG, or BPM/TIF format) to EastonRiverside@gmail.com	

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