



March 22, 2018

Greetings Cultural Supporter!

The Arts Community of Easton is proud to announce that the Annual Riverside Festival of the Arts is sprouting its wings for the 22nd time. Thank you to the many volunteers and donors that make this event possible. We are excited that Lafayette College Director of Community-based teaching, Art Professor Jim Toia is our Honorary Chair this year. Our volunteer committee is already working diligently to put the many pieces into place for another arts-packed weekend on September 15 and 16, 2018.

The festival attracts artists and art-lovers together from an ever-expanding radius. Over 80 Artists will be selected to participate in our art exhibition, and may also compete in our Juried Art Gallery Contest.

The festival abounds with free music, talent, performances, free demos and art that comes alive along the Delaware & Lehigh river confluence.

Riverside Festival of the Arts is expecting more than 10,000 in attendance this year. Sponsorships are needed to fund all aspects of marketing, promotion, logistics, musician performances, and children's interactive art experiences. Of course there will be another exciting Plein Air (open air) Art Contest.

With your sponsorship, you will enjoy enhanced customized levels of exposure and publicity this year. Please have a look at the sponsorships on the back. We are working with a June 1, 2018 deadline for sponsorships.

The arts are alive and well in Easton, thanks to your support. Thank you for your tax-deductible contribution to the Riverside Festival of the Arts!

Much appreciated,

Jim Toia, Honorary Chairperson
Director, Lafayette College Community Based Teaching Program
and Chair, Karl Stirner Arts Trail

ACE Officers:

President: Danny Moyer
Vice Pres: Cindy Vojnovic
Secretary: Rachel Engh
Treasurer: Open

ACE Board:

Colleen 'Lady' Heller Alrefai
Lydia Bruno
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Howard McGinn
Rebecca Migdal
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Ian Summers
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Riverside Festival Committee:

Honorary Chairperson: Jim Toia
Festival Director:
Colleen 'Lady' Heller Alrefai
Adam Atkinson
Lydia Bruno
Christin Donner
Jim English
Mary Iacovone
April Khalil
Irina Rajput
Bill Rich
Ellen Shaughnessy
Chris Vilardi
Sandra Zajacek

VISIONARY \$3,000+ (one)

- * EXCLUSIVE – only your company banner will be featured on the main live music stage.
- * Professional backdrop for selfies with Riverside festival of the Arts **PRESENTED BY:** your company logo + name on a social media backdrop for photo booth / paparazzi shots.
- * Heavy online social media promotion on festival media + your company.
- * Company logo on festival posters, festival website (with link to you).
- * Your company may have an exclusive company 10x10' booth at festival for any demos, tchotchkes/give-aways.
- * Full page/full color back cover program acknowledgment.

LUMINARY \$2,500-\$2,999 (two)

- * Your company sponsors our free phone charging station at the event (banner/logos).
- * Company logo on festival posters, festival website (with link to you), social media shout-outs on our facebook/instagram, etc.
- * Inside cover /full page color program acknowledgment.

CONNOISSEUR of Culture \$2500

- * You are the exclusive sponsor for our exciting new culinary experience – a catered fund-raiser (maybe along an Easton riverside).
- * Outdoor May fine dining experience with a selection of a few locally crafted beers and a couple fine wine selections.
- * You will help plan the outdoor dining experience details with us.
- * You get 6 complimentary seats at the table.
- * Your company logo on the event invitations (fund-raiser) as the sole sponsor and all over social media/ press releases.

Creative CURATOR \$1,000-1,999

- * Pick a festival event you want to sponsor: performance arts, plein air contest, etc – custom event sponsor. We will work with you. EXAMPLE: EastonYOGA sponsored Native American ceremonies / Lenape drum-beat + free yoga for Sunday stage opening.
- * Your company banner will be on that festival event all weekend and featured online and on festival social media.
- * Full-page B+W acknowledgment in festival program.
- * Donate over \$1500 and your logo will be featured along with RFA logo on canvas festival bags. (500 given out to attendees).

BENEFACTOR \$500-\$999

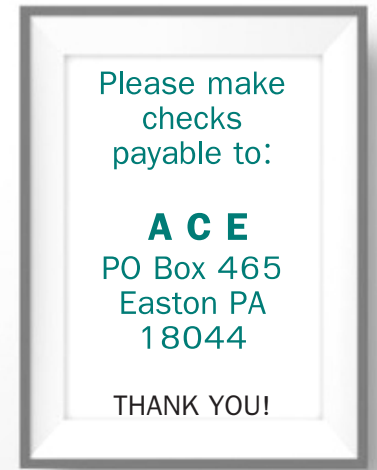
- * Your company sponsors dance or other performances at the event.
- * Your company may have brief announcements between acts.
- * 1/2- page festival program acknowledgment

PATRON \$250-499

- * 1/4-page BW festival program acknowledgment
- * Your company logo+link on festival website
- * Company banner near the interactive childrens' art booth

Apprentice: over \$25

Donated funds or In-kind donated gifts for artist prizes, fund-raisers, and for our most treasured volunteers. You are profusely thanked in the festival program



ACE is a Section 501(c)(3) exempt organization. Donations to ACE are tax deductible, as permitted by law. Questions? EastonRiverside@gmail.com or call Lady: 631-455-2195 EastonRiversideFest.org

Amount of Sponsorship: _____ Contact Name: _____

Street Address _____ City _____ State _____, Zip _____

Phone: _____ Email Address (Please print legibly): _____

Sponsorship for a specific RFA event; we are all about creativity – your idea: _____

For program acknowledgments, please provide either high-quality artwork or email a 300+ DPI file (PDF, PNG, or BPM/TIF format) to eastonrivesidefest@gmail.com – full page: 7 7/8” height x 5” w / half page: 3 7/8” h x 5” w / quarter page: 1 7/8” h x 5” w. we can help put your program acknowledgment together if needed.