



**SPONSORSHIP  
OPPORTUNITIES**

**Saturday, August 20, 2011  
11 AM - 4 PM**



Riverfront Development Corporation  
OF DELAWARE

**EVENT:** 2<sup>nd</sup> Annual Horizon Services' Riverfront FAMILYFest  
**DATE:** Saturday, August 20, 2011  
**TIME:** 11 AM – 4 PM  
**LOCATION:** Riverfront Wilmington

Riverfront FamilyFest is a free, fun event for families of all ages that turns Riverfront Wilmington into a playground for the day. Last year over 2500 family members spent the day together exploring the wonderful Riverfront attractions and enjoying all the fun activities at the Chase Center. Over 25 families participated in the "Amazing Riverfront Wilmington Race" searching for clues. Congratulations to the Birl Family, who won a trip for four to New York City with hotel stay, gift certificates and round trip tickets on Amtrak. The Chase Center will host the "Back to School Expo" featuring over 100 exhibitors offering families products, services and interactive activities. Kids can enjoy local entertainment on the "Get Up and Move Stage" or play on blow up games, slides and obstacle courses. This year activities will be expanded outside of the Chase Center.

### **WHY YOU SHOULD SUPPORT THIS EVENT**

As a sponsor, you are helping us to keep this a "free event" with no admission. As a free event, we are able to attract a wide demographic mix of families from both the local community and wider tri-state region and introducing those to affordable and fun family attractions, non-profit services that are available to help them get ready for a new school year. Bringing thousand of people to the Wilmington Riverfront helps stimulate our local businesses, museums and the city economy while promoting enjoyable play for families.

This is also a great opportunity to spread your community mission, services and products to over our anticipated 3000 visitors.

### **PARTICIPATING ATTRACTIONS**

Chase Center on the Riverfront  
DuPont Environmental Education Center  
Delaware Children's Museum  
Riverfront Market  
Delaware Center for Contemporary Art  
Wilmington Fire Department and Wilmington Police Department  
Harry's Seafood Grill  
Firestone Roasting House  
Molly's  
The Goddard School  
Currie Hair Skin & Nails  
Wilmington Rowing Center  
Wilmington Youth Rowing Association

## **AUDIENCE**

This event will attract over 3000 people, particularly families with children of all ages, from the adjoining communities of New Castle County, and the surrounding tri-state counties, who are seeking high-quality family friendly activities and attractions.

Plus over 100 exhibitors to participate in the Back to School Fair at the Chase Center, including both non-profit services and for-profit businesses, who will be marketing their products with special offers and giveaways.

## **EVENT PROMOTION**

Advertising and promotion will start at the end of July with heavy marketing saturation in the immediate month prior to the event and continued throughout the entire year on its' unique website, [www.riverfrontFAMILYfest.com](http://www.riverfrontFAMILYfest.com), and other social marketing sites. The event will be regionally promoted utilizing billboards, radio, internet and print publications, as well as social marketing and email blasts; including: MetroKids, News Journal, WDEL, WSTW, Out & About.

## **MISSION**

The primary goal of Riverfront FAMILYFest is to introduce residents and visitors to the Riverfront attractions while supporting Riverfront Development Corporation of Delaware's efforts to market Riverfront Wilmington as a family destination.

Riverfront Wilmington is an important employment and tourist center for the city of Wilmington, as well as a place where local residents can escape to for unique entertainment, a taste of history, and an assortment of culinary delights.

Riverfront Development Corporation of Delaware is a 501 3C, whose mission is to create economic vitality along the Brandywine and Christiana rivers, while enhancing the environment, encouraging historic preservation and promoting public access. RDC owns and operates the Chase Center on the Riverfront, DuPont Environmental Education Center, and maintains the entire length of Riverwalk and Tubman Garrett Riverfront Park.

## **BENEFICIARY**

Any sponsorship dollars exceeding the costs of the event will contribute to the Riverfront Development Corporation of Delaware's marketing fund for special projects.

## SPONSORSHIP LEVELS

### **\$8,000 TITLE SPONSOR – only one spot available**

**SOLD**

#### **Brand Recognition Benefits**

Company name and/or logo on select print ads and promotional materials  
Prominent corporate four color full page ad on the back cover of 1200 event program books  
Insert your marketing materials into the tote bags  
Company logo and link on all the pages on [www.RiverfrontFamilyFest.com](http://www.RiverfrontFamilyFest.com) website  
Publicity and corporate mention in all press releases and event calendars

#### **Event Marketing Benefits**

Premium double booth exhibit to market to families directly  
Location in the Chase Center Lobby and other location to be determined to display banners  
15% off the food and beverage of your next event or meeting at the Chase Center\*

### **\$6000 “GET UP AND MOVE” ENTERTAINMENT SPONSOR – only one spot available**

#### **Brand Recognition Benefits**

Company name and/or logo on select print ads and promotional materials  
Company logo on sponsorship page on [www.RiverfrontFamilyFest.com](http://www.RiverfrontFamilyFest.com) website  
Insert your marketing materials into the tote bags  
Prominent corporate black and white full-page ad in 1200 event program books

#### **Event Marketing Benefits**

Premium booth exhibit to market to families directly  
Location in the Chase Center’s Wilmington Hall to display banner  
Logo and messaging on the “Get Up & Move” stage screen with ability to play DVD or ad promoting your business and or community message.  
10% off the food and beverage of your next event or meeting at the Chase Center\*

### **\$6000 “RADIO DISNEY” ENTERTAINMENT SPONSOR – only one spot available**

#### **Brand Recognition Benefits**

Company name and/or logo on select print ads and promotional materials  
Company logo on sponsorship page on [www.RiverfrontFamilyFest.com](http://www.RiverfrontFamilyFest.com) website  
Insert your marketing materials into the tote bags  
Prominent corporate black and white full-page ad in 1200 event program books

#### **Event Marketing Benefits**

Premium booth exhibit to market to families directly  
Location in the Chase Center to display banner  
Co-promotion and messaging on the “Radio Disney Road Crew” stage, and the ability to promote your business and or community message  
10% off the food and beverage of your next event or meeting at the Chase Center\*

### **\$2500 BACK TO SCHOOL EXPO BAG SPONSOR – only one spot available**

#### **Brand Recognition Benefits**

Company logo in one color on 1200 recycled tote bags  
Company logo on sponsorship page on [www.RiverfrontFamilyFest.com](http://www.RiverfrontFamilyFest.com) website and other appropriate marketing messages  
Insert your marketing materials into the tote bags  
Prominent black and white half-page ad in 1200 event program books

**Event Marketing Benefits**

Table-top exhibit to market to families directly

**\$2000 AMAZING RIVERFRONT SCAVENGER HUNT SPONSOR – only one spot available****Brand Recognition Benefits**

Company logo on 250 lanyards and Scavenger Hunt Maps

Company logo on sponsorship page on [www.RiverfrontFamilyFest.com](http://www.RiverfrontFamilyFest.com) website and other appropriate marketing messages

Insert your marketing materials into the tote bags

Prominent black and white half-page ad in 1200 event program books

**Event Marketing Benefits**

Table-top exhibit to market to families directly in the lobby and display banner on the Chase Center's registration desk to help promote the race

**\$1500 EVENT SPONSOR****Brand Recognition Benefits**

Company logo on sponsorship page on [www.RiverfrontFamilyFest.com](http://www.RiverfrontFamilyFest.com) website and other appropriate marketing messages

Insert your marketing materials into the tote bags

**Event Marketing Benefits**

Customizable exhibit space to market community program or products to families directly

**Call us to customize your involvement that promotes your corporate community mission.**

\* Special Events must be a newly contracted event for over 100 guests and completed by 2/29/12

## SPONSORSHIP PARTICIPATION FORM

Please check one:

- \$8000 Title Sponsor
- \$6000 Get Up and Move Entertainment Sponsor
- \$6000 Radio Disney Entertainment Sponsor
- \$2500 Back to School Expo Tote Sponsor
- \$2000 Amazing Riverfront Scavenger Hunt Sponsor
- \$1500 Event Sponsor
- \$\_\_\_\_\_ other customized Sponsor – contact us for ideas

### Payments

All sponsorships must be paid in full by 7/31/11

Checks payable to: Riverfront Development Corporation of DE

### Materials

Send EPS logo and program book advertisement to:

[info@centerontheriverfront.com](mailto:info@centerontheriverfront.com) by 8/1/11 or contact Kerrie Van Horn, Director of Marketing at 302.425.3929 x138 for questions.

Please fill your information below as it should appear in promotional material:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Website Link: \_\_\_\_\_

Email: \_\_\_\_\_

I have read and agree to the terms of this sponsorship:

Signature of Authorized Representative: \_\_\_\_\_

Please fax back to: 302.425.4897