



IT'S TIME TO GO GREENER

with a Festival for the Eno Sponsorship

WHAT'S IN IT FOR YOU

Sponsoring Festival for the Eno is an exceptional opportunity for you to reach over 20,000 Durham, Orange and Wake County residents with your marketing message; co-brand your business with the area's oldest, most well-respected environmental organization; and improve the lives of your customers and employees by helping to safeguard local drinking water and provide public parks for recreation.

WHAT'S IN IT FOR US

In addition to providing the Association with an excellent environmental education and outreach opportunity, earnings from the Festival are used to purchase land for Eno River State Park, and safeguard stream buffers that protect drinking water for Raleigh, Durham and Hillsborough. To-date, the Festival has generated over \$1,000,000 for land protection in our area.

WHAT'S IN IT FOR OUR COMMUNITY

The Festival generated \$1.2 Million in economic activity in Durham last year alone. Eno River State Park – used by nearly ½ Million visitors annually (and by over 2 Million visitors since 2006) – has an even greater impact on our local economy, not to mention our quality of life.

WHAT'S IT ALL ABOUT

Festival for the Eno is held at West Point on the Eno Durham City Park over 4th of July weekend. It is a ticketed event showcasing non-stop blues, rock, bluegrass, folk, old time, gospel and world music; and featuring the exhibition and sale of crafts by over 100 jury-selected artists. EEEK! (Eno Environmental Education for Kids); the Sustainable Home and Garden Expo; and hands-on exhibits, demos, and workshops teach Festival-goers about the river and the importance of environmental stewardship.

THE ONLY THING MISSING IS YOUR BUSINESS

Past sponsors include BB&T, Clif Bars, CT Wilson Construction Company, Durham Regional Hospital, Great Outdoor Provision Company, the Redwoods Group Foundation, SunTrust, The Bicycle Chain, Tom's of Maine, and Whole Foods Market, to name a few.

THERE ARE SO MANY EVENTS TO SUPPORT; WHY SPONSOR THIS FESTIVAL?

The Eno River Association has been instrumental in protecting 6,000 critical conservation acres—including Eno River State Park and four other public parks. While the Festival takes place over only three days, purchasing land for parks and protecting the quality of our drinking water will benefit us all for generations to come.

FESTIVAL AT A GLANCE

- When** Saturday – Monday July 2nd, 3rd and 4th from 10 AM – 6 PM each day
- Where** West Point on the Eno Durham City Park
5101 N. Roxboro Road
Durham, North Carolina
- Tickets** Adults
\$15/ day or \$35/3-day pass
\$13/ day or \$30/3-day pass for advance tickets
\$10/day or \$25/3-day pass for Early-Birds
- Children
12 and under admitted free
- Contact** Cynthia Satterfield, Development Director
Eno River Association
4404 Guess Rd
Durham, NC 27712
919-620-9099 x 201
cynthia@enoriver.org / www.enoriver.org
- Audience** 21,533 individuals attended the Festival in 2010
- 32% were from Durham County
 - 28% were from Orange County
 - 22% were from Wake County
 - 18% were from elsewhere in the Triangle or beyond
- Demographics
- 67% of Festival attendees are 26 – 55 years old
 - 90% have a Bachelors Degree or higher level of education
 - 78% of households have an income of \$50K or more
 - 32% attended with one or more children
 - 68% attended with family
 - 63% are return visitors
- Volunteers** Hundreds of Eno River Association volunteers mobilize each year in support of the Festival, as well as volunteers from 35 area non-profits and governmental agencies, including: Orange, Durham and Wake Counties, the City of Durham, the Durham Animal Protection Society, the Sierra Club, the Audubon Society, the American Red Cross, TROSA (Triangle Residential Options for Substance Abusers), the NC Museum of Life and Science, and the NC Museum of Natural History.



SPONSOR BENEFITS

FESTIVAL PREMIUM (\$5,000): premium visibility and access to prospective customers

- Recognition on WUNC-Radio during premium time slots the week of the Festival
- Promotional booth in a premium location for interfacing with prospective customers (note: all promotional items must be compatible with our trash-free¹ program)
- Your business name/logo on a banner displayed in a premium location
- Premium listing in 15K programs and on the Festival website (30K+ hits the month before event)
- Emcee recognition from all 4 Festival stages throughout the three-day event
- VIP preferred parking and passes
- Complimentary tickets for additional employees
- Additional custom benefits tailored to your business needs (call for more information)

FESTIVAL PRESENTER (\$3,500): superior visibility for your business

- Recognition on WUNC-Radio the week of the Festival
- Your business name/logo on a banner prominently displayed in a high-visibility / high-traffic area
- Premium listing in 15K programs and on the Festival website (30K+ hits the month before event)
- Emcee recognition from all 4 Festival stages throughout the three-day event
- VIP preferred parking and passes
- Complimentary tickets for additional employees

FESTIVAL STAR (\$1,000): high visibility for your business

- Your business name/logo on a banner prominently displayed on site
- Premium listing in 15K programs and on the Festival website (30K+ hits the month before event)
- Emcee recognition from all 4 Festival stages throughout the three-day event
- VIP preferred parking and passes
- Complimentary tickets for additional employees

FESTIVAL PARTNER (\$500): special opportunities to support the Festival are available at this level. Please call for more information.

FESTIVAL VOLUNTEER: special opportunities for your employees to volunteer at the Festival are available. Please call for more information.

¹ The trash-free program minimizes the negative environmental impact of the Festival by only allowing products on site that can be recycled or composted.