

2012

Festival for the Eno

Wednesday July 4th, Saturday July 7th, and Sunday July 8th

benefiting the

ENO RIVER ASSOCIATION

raising money to buy land for parks, protect drinking water,
and provide habitat for creatures of all kinds



SPONSOR PROGRAM

Including information about how to be a Corporate Volunteer, Green Advertiser, Sustainable Home and Garden Exhibitor, Food or Raffle Donor

WHAT'S IT ALL ABOUT?

Earnings from Festival for the Eno are used to purchase land for Eno River State Park, and protect other land that helps keep Raleigh, Durham and Hillsborough's drinking water clean. To-date, the Festival has generated over \$1,000,000 for land protection in our area.

Event earnings have helped the Eno River Association purchase and protect 6,000 critical conservation acres— which in addition to Eno River State Park includes 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 benefits us all—today, and for generations to come.

Festival for the Eno showcases non-stop blues, rock, bluegrass, folk, old time, gospel, and world music; and features the exhibition and sale of crafts by over 100 jury-selected artists. A Sustainable Home and Garden Expo, an environmental education area for kids (EEEE!), and exhibits throughout the Festival raise awareness about the river and the importance of environmental stewardship. The event is family-friendly and drug and alcohol free.

WHAT'S IN IT FOR YOU

Sponsoring the 33rd Annual 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 parks for recreation. Plus, it's just plain fun!

WHAT'S IN IT FOR OUR COMMUNITY

In addition to helping provide parkland, safeguard drinking water, and protect habitat for creatures of all kinds, the Festival generates over \$1 Million in economic activity in Durham each year. Eno River State Park—used by a half a million visitors annually—has an even greater impact on our local economy, not to mention our quality of life.

JOIN THE CROWD!

Past sponsors include BB&T, Burt's Bees, CT Wilson Construction Company, Duke Energy, Empire Eats, Great Outdoor Provision Company, the Independent Weekly, Jersey Mike's Subs, PSNC Energy, the Redwoods Group Foundation, SunTrust, Topsail Technologies, The Bicycle Chain, Texas Roadhouse, Tom's of Maine, and Whole Foods Market, and WRAL.com to name a few.

2012 FESTIVAL AT A GLANCE

WHEN July 4th, 7th, and 8th (Wednesday, Saturday and Sunday)
10 AM - 6 PM each day

WHERE West Point on the Eno City Park
5101 N. Roxboro Road, Durham, North Carolina

TICKETS

Adults	Single Day	\$10/day early bird, \$15/day in advance, or \$18/day at the gate
	3-Day Pass	\$30/early bird, \$37/in advance; \$45/at the gate
Under 12		Free

CONTACT Cash and In-kind Sponsorships,
Employee Volunteer opportunities

Cynthia Satterfield
Development Director
cynthia@enoriver.org
919-620-9099, x 201

Sustainable Home and Garden,
advertising in the Festival Program,
and other Festival inquiries

Greg Bell
Festival Coordinator
greg@enoriver.org
919-620-9099, x 203

Eno River Association
4404 Guess Road
Durham, NC 27712
919-620-9099
Festival@enoriver.org
www.enoriver.org

AUDIENCE 21,533 individuals attended the festival in 2010 (most recent figures available)

- 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



\$5,000 SPONSOR

- Recognition on WUNC radio the weeks leading up to the Festival
- Logo featured on Festival posters displayed throughout the Triangle
- Optional vendor booth (must be present all three days and follow Trash-Free¹ guidelines)
- Full-page ad in program (10,000 distributed) in addition to listing by sponsor category
- Sponsor logo displayed on Festival website (30,000 hits leading up to the event)
- Banner display
- Rotating stage announcements recognizing your support
- Twitter and Facebook postings recognizing your support
- VIP main entry parking, meals at Performer Hospitality, and preferred seating at the Meadow Stage
- Additional general admission tickets for employees
- Ability to use “Official Sponsor of Festival for the Eno” in company advertising

\$2,500 SPONSOR

- Optional vendor booth (must be present all three days and follow Trash-Free¹ guidelines)
- Half-page ad in program (10,000 distributed) in addition to listing by sponsor category
- Sponsor logo display on Festival for the Eno website (30,000 hits leading up to the event)
- Banner display at event
- Rotating stage announcements recognizing your support
- Twitter and Facebook postings recognizing your support
- VIP main entry parking, meals at Performer Hospitality, and preferred seating at the Meadow Stage
- Additional general admission tickets for employees
- Ability to use “Official Sponsor of Festival for the Eno” in company advertising

\$1,000 SPONSOR

- Optional vendor booth (must be present all three days and follow Trash-Free¹ guidelines)
- Quarter-page ad in program (10,000 distributed) in addition to listing by sponsor category
- Sponsor logo display on Festival for the Eno website (30,000 hits leading up to the event)
- Banner display at event
- Rotating stage announcements recognizing your support
- Twitter and Facebook postings recognizing your support
- VIP main entry parking, meals at Performer Hospitality, and preferred seating at the Meadow Stage
- Additional general admission tickets for employees
- Ability to use “Official Sponsor of Festival for the Eno” in company advertising

\$500 SPONSOR

- Sponsor name grouped and sized by category in program
- Sponsor logo display on Festival for the Eno website (30,000 hits leading up to the event)
- Banner display at event
- Rotating stage announcements recognizing your support
- Twitter and Facebook postings recognizing your support
- VIP parking (bridge access), meals at Performer Hospitality, and preferred seating at the Meadow Stage
- Additional general admission tickets for employees

¹The Trash-Free Program minimizes the negative environmental impact of the Festival by only allowing products on site that can be recycled or composted. Guidelines can be found at <http://enoriver.org/Festival/index.html>.

IN-KIND DONATIONS

Eno River Association gladly accepts items for our Festival Raffle and in-kind gifts of advertising, technical support, food and drinks for Performer Hospitality, and other goods and services.

Except for food and drink donors, in-kind donations typically require a minimum cash contribution to receive the full benefits of sponsorship. Please contact Cynthia Satterfield at 919-620-9099, x201 for more information.

CORPORATE / GROUP VOLUNTEERS

Get your employees involved! Hundreds of corporate, non-profit and individual volunteers mobilize each year in support of Festival for the Eno. Volunteers receive free admission, and it's a great team-building experience! Sponsor benefits for corporate volunteers depend on the number of person hours provided plus any cash contributions made. Past volunteers have included employees from Biomerieux, Inc. and the American Red Cross.

Because of set-up and breakdown, volunteer workdays can take place before, during or after the Festival. Please contact Cynthia Satterfield at 919-620-9099, x201 to schedule your group today.

OTHER TRIANGLE GREEN BUSINESS OPPORTUNITIES

Sustainable Home and Garden Expo*

Promote your sustainable business at the largest ticketed Independence Day celebration in North Carolina. A SHAG booth fee buys a 10'x10' space along a primary thoroughfare below the main Meadow Stage, as well as the opportunity to display and sell your products. You will also receive four free passes per day for individuals staffing the booth.

Rates: Booth Fee: \$300
Table & 2 Chairs (Optional): \$40
10'x10' Tent (Optional): \$125
Extra Passes (Max 4 Per Day): \$5 Each

Deadline: Application Due June 1, 2012
*A separate SHAG application is required:
go to <http://enoriver.org/Festival/index.html>
for more information.

Sponsoring the Sustainable Home and Garden Expo (\$2,500)

Booth, table, chairs, tent and extra passes, and all of the sponsor benefits are included in a SHAG Sponsorship.

Festival Program Advertising**

We distribute 10,000 copies of our 24-page, full-color tabloid program at the Festival. Ads are located primarily in the "performer bio" section, where attendees go to find detailed information about our many outstanding Festival performers.

Rates: Full Page: \$550
1/2 (Horizontal): \$300
1/4: \$175
1/8: \$100

Deadlines:
- Space Reservation June 1, 2012
- Artwork due by June 8, 2012
**Ad specs and submission forms available at:
<http://enoriver.org/Festival/index.html>.

For more information about being a SHAG exhibitor or purchased advertising, contact Greg Bell at greg@enoriver.org or 919-620-9099 x 203.

FESTIVAL PLEDGE FORM

YES! I/We would like to be an official sponsor of the 2012 Festival for the Eno and help the Eno River Association protect land, water and wildlife in our community.

CASH SPONSORSHIPS

___ \$5,000

Is this a general sponsorship or do you want to underwrite the Meadow Stage, the Trash Free Program, EEEK! Area, or the giant Sandy Feat sand sculpture?

___ \$2,500

Is this a general sponsorship or do you want to underwrite the River Stage, Grove Stage, Sustainable Home and Garden Expo, or the Way Cool Spot Mist Tent?

___ \$1,000

Is this a general sponsorship or do you want to underwrite the Chimney Stage, Hands-On Clay, Face Painting, or one of our Trash-Free Stations?

___ \$500

___ OTHER

We are unable to sponsor the Festival this year, but would like to help protect our land, water and wildlife. Enclosed is our contribution of

\$ _____

___ A check made payable to the Eno River Association is enclosed.

___ Payment(s) will be made on the following date(s): *Multiple pledge payments accepted* _____

CORPORATE / GROUP VOLUNTEERS

We would like to organize a team of employees to volunteer for the 2012 Festival. The name, phone number and email address of our Volunteer Coordinator is: _____

FOOD AND DRINK DONATIONS FOR PERFORMER HOSPITALITY

We would like to donate food and/or drinks for Performer Hospitality on the following date(s):

_____ Wed. July 4th _____ Sat. July 7th _____ Sun. July 9th

Describe the food and/or drinks to be donated and the number of people will you be able to feed (example pork BBQ, baked beans and cornbread for 200): _____

FESTIVAL RAFFLE DONATIONS

The raffle is an important part of our fundraising strategy. If you have a new, quality item or service to donate, we want to hear about it! Donations can include tents, boats, back packs, domestic or international travel, art-work, tickets, green lawn care services, gift certificates, or consulting services. Be creative!

___ Please call me to make arrangements for delivery or pick-up of the following raffle item: _____

COMMUNICATIONS

Primary contact name/phone number/email address: _____

Company name as it should be listed in marketing materials: _____

Representative signature: _____

Return completed forms to the Eno River Association at 4404 Guess Road, Durham, NC 27712.

SPONSOR LEVEL Can be a general sponsorship or underwrite these specific features		Radio Advertising on WUNC	Logo on Promotional Poster	Optional Vendor Booth (must be present all three days and adhere to trash-free guidelines)	Ad Space in Festival Program	Sponsor Recognition in Program	Logo Displayed on Website	Banner Display	Rotating Stage Announcements	Twitter & Facebook Postings	VIP Parking and Access	General Admission Tickets	Meals in Performer Hospitality	Preferred Seating at the Meadow Stage	Use of "Festival for the Eno Official Sponsor" in Company Advertising
\$5,000 The Meadow Stage, EEEK! (Eno Environmental Education for Kids Area), the Sandy Feat sand sculpture	up to 10 ads during the weeks leading up to the event	•	•	Full Page	Listing as a Level I Sponsor	Listing as a Level I Sponsor	•	•	•	6 VIP parking passes and all-access badges with main entry parking at the Mangum House	20 general admission tickets (parking at Durham County Stadium); additional general admission tickets available at \$5ea.	•	•	•	
\$2,500 The Way Cool Spot Mist Tent, the River Stage, the Grove Stage, the Sustainable Home and Garden Expo			•	Half Page	Listing as a Level II Sponsor	Listing as a Level II Sponsor	•	•	•	4 VIP parking passes and all-access badges with main entry parking at the Mangum House	16 general admission tickets (parking at Durham County Stadium); additional general admission tickets available at \$5ea.	•	•	•	
\$1,000 Chimney Stage, Hands-on-Clay, Face Painting, Trash Free (per station)			•	Quarter Page	Listing as a Level III Sponsor	Listing as a Level III Sponsor	•	•	•	2 VIP parking passes and all-access badges with main entry parking at the Mangum House	12 general admission tickets (parking at Durham County Stadium); additional general admission tickets available at \$5ea.	•	•	•	
\$500					Listing as a Level IV Sponsor	Listing as a Level IV Sponsor	•	•	•	1 VIP parking pass - bridge access parking at Proctor's Garage	6 general admission tickets (parking at Durham County Stadium); additional general admission tickets available at \$5ea.	•	•	•	
In-Kind	Except for food and drink donors, in-kind donations typically require a minimum cash contribution to receive the full benefits of sponsorship. Please contact Cynthia Satterfield at 919-620-9099, x201 for more information.														
Volunteer Sponsor	Free admission for volunteers; sponsor benefits depend on the number of volunteer hours provided plus any cash contributions made. Please contact Cynthia Satterfield at 919-620-9099, x201 for more information.														