



2026

Festival for the Eno

The Eno Flows Downtown: Celebrating 60 Years of the Eno River Association

September 12th, 2026
Downtown Durham
at Carolina Theatre
and DPLEX Plaza

Sponsorship
Opportunities

Hsi Chen
Director of Development and Communications
Hsi@enoriver.org | 919-620-9099 x 207

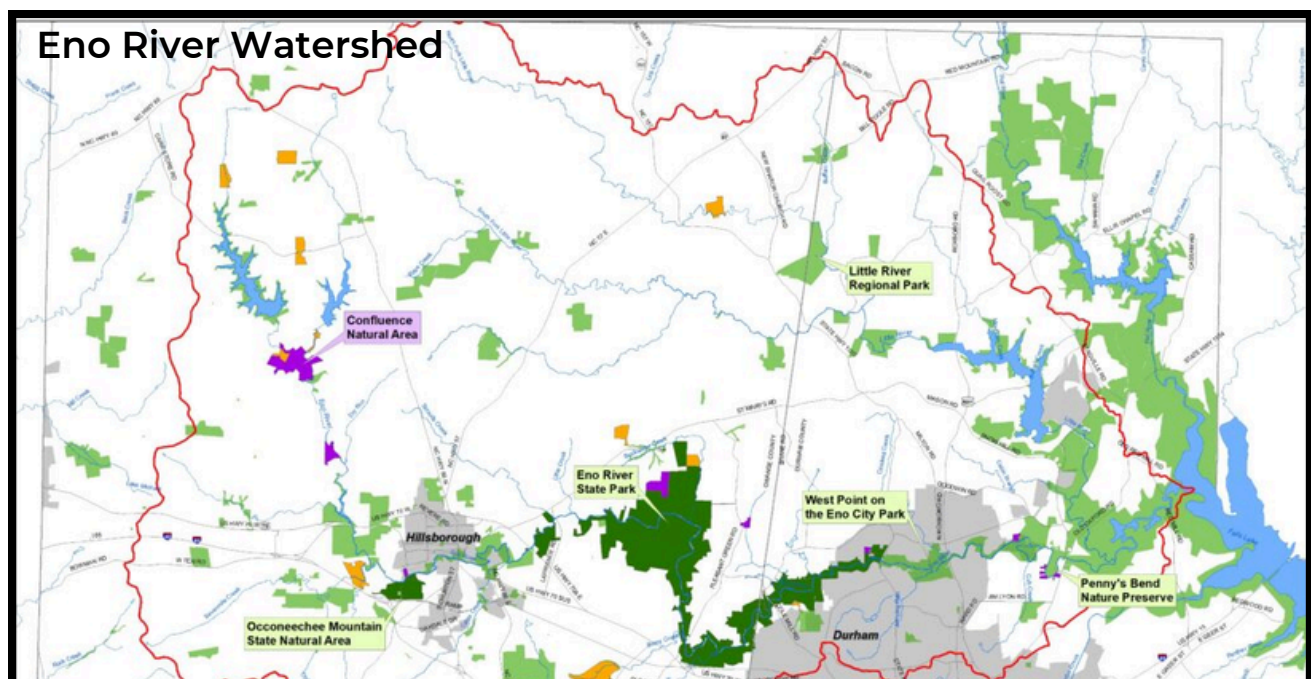
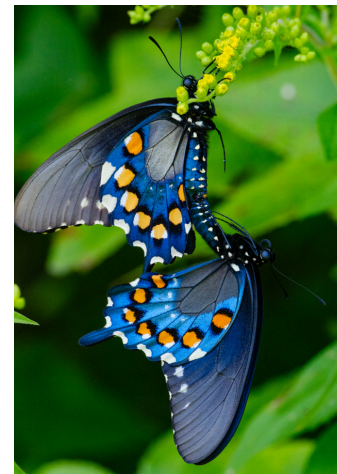


Protecting the places you love since 1966.

The picturesque Eno River runs 42 miles...

from Orange County through northern Durham to Falls Lake. The Eno River Association is the land trust and environmental nonprofit that has protected its natural, historical, and cultural resources since 1966. Thanks to partnerships with parks departments, corporations, and donors, the Association has protected over **8,000 acres of forests, farms, and historic sites**, including:

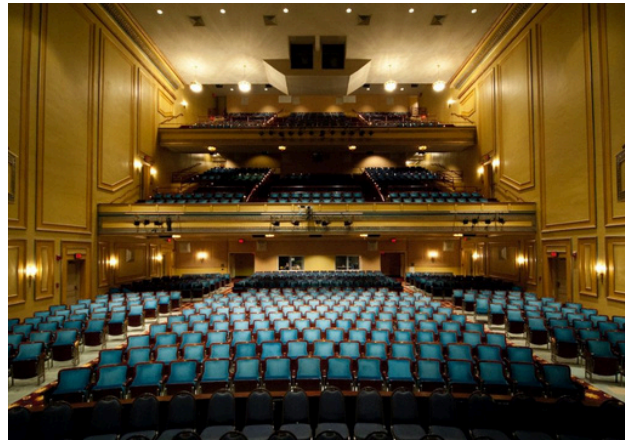
- 25+ miles of river and stream protections
- over 1,000 acres of conservation easements
- around 500 acres of working farm easements
- drinking water protection for 600,000 residents in Durham, Orange, and Wake counties
- education programs for thousands of youth and adults each year, including two STEM summer camps, field trips, and in-school programming
- creation and stewardship of seven public parks and natural areas including Eno River State Park, West Point on the Eno, sections of the Mountain to Sea Trail, and more





Supporting the river with music, arts, and community.

For nearly 50 years, the Festival for the Eno has celebrated community, music, and conservation, but due to increasing extreme summer weather and the temporary closure of West Point on the Eno, the event is evolving. In 2026, the Eno River Association will host a 60th Anniversary benefit concert and community celebration in downtown Durham on September 12, carrying forward the Festival's spirit in a more sustainable format, with plans to return to a reimagined Festival in Spring 2027.



60th Anniversary Celebration highlights include:

- All Day | Downtown Durham: Explore and connect with local businesses partnering with ERA to celebrate our 60th anniversary
- Afternoon | DPlex Plaza: Enjoy free live music and performance art, visit community partner tables, and shop new Eno River Association merchandise
- Evening | Carolina Theatre: Experience our special anniversary benefit concert featuring live music, guest speakers, and a culture & history exhibit

Festival for the Eno Audiences

Attendance up to 20,000 over two days

Multi-generational & culturally diverse

51% Durham County | 33% Orange | 12% Wake

67% of Festival guests are repeat attendees

61% of attendees have a household income of \$50K+

60th Anniversary Sponsor Levels

Consider aligning your brand to an audience of thousands during six months of promotion and celebration activities. Sponsorships provide an array of visibility and benefits, and are one of the **BEST DEALS** for your marketing dollars.

Sponsorship Marketing Reach

11K+ Facebook followers | 9K+ Instagram followers

Email Subscribers: 18K+, 55% open rate

EnoFest.org: **95K+ visitors annually**

EnoRiver.org: **50K+ visitors annually**

Total Marketing Reach estimated at more than 100K+

	HEADWATER	MAIN STEM	TRAILHEAD	RIVER RAPIDS	ROCK GARDEN
	\$10,000	\$8,500	\$5,000	\$2,500	\$1,500
Event Promo Poster, distributed to locations around the Triangle	Logo				
Ticket purchaser emails, confirmations and reminders	Logo				
EnoRiver.org, 50K visitors annually	Logo on joint sponsor slider	Logo on joint sponsor slider	Logo on joint sponsor slider	Logo on joint sponsor slider	Logo on joint sponsor slider
EnoFest.org, 95K visitors annually	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page	Logo on sponsor page
Promotional emails and newsletters, 18K+ subscribers, 55% open rate	Spotlight email editorial with image + logo	Spotlight email editorial with image + logo	Spotlight email editorial with image + logo	Logo inclusion in all-sponsors listing and article	Logo inclusion in all-sponsors listing and article
Eno River Association social media promos, 20K+ total followers	3 mentions: solo, sponsor level, and in all-sponsors post	2 mentions: sponsor level and in all-sponsors post	2 mentions: sponsor level and in all-sponsors post	Mention in a single all-sponsors post	Mention in a single all-sponsors post
Verbal recognition from stage during opening announcements	Joint recognition during opening	Joint recognition during opening	Joint recognition during opening		

	HEADWATER	MAIN STEM	TRAILHEAD	RIVER RAPIDS	ROCK GARDEN
Banner signage, banner supplied by sponsor	Banner in prominent location				
Digital Guide: An event program accessible by all attendees and all visitors to EnoRiver.org and Enofest.org	Logo/Listing on sponsor page	Logo/Listing on sponsor page	Logo/Listing on sponsor page	Logo/Listing on sponsor page	Logo/Listing on sponsor page
On-site tabling opportunities, all tents, tables, and chairs supplied by sponsor	Booth in prominent location	Booth	Booth		
VIP Passes: Includes VIP seating, sponsor lounge with food/beverage, plus Eno River Association 60th Anniversary event tee	4 VIP Passes	4 VIP Passes	2 VIP Passes		



2026 Sponsorship Form



Sponsorship Level

- \$10,000 Headwater
- \$8,500 Main Stem
- \$5,000 Trailhead
- \$2,500 River Rapids
- \$1,500 Rock Garden
- Other: _____

IMPORTANT DATES

June 12 - Sponsorships must be confirmed in writing to receive full benefits.

August 12 - Payment due.

Contact Info

BUSINESS NAME: _____
This is the name we will use on promotional materials, as appropriate.

MAILING ADDRESS: _____

PRIMARY CONTACT NAME: _____

PHONE: _____ EMAIL: _____

Payment Options

- Check enclosed for the full amount
\$ _____
- Please bill my credit card for the full amount
\$ _____

Other payment instructions: _____

For credit card payments:

CC #: _____

EXP. DATE _____

CVV CODE _____

ZIP CODE _____

SIGNATURE _____

- YES, I will cover CC fees of 3.5%.



Or, make a payment securely online:



THANK YOU! Your sponsorship supports the Eno River Association's work year-round, helping us protect land, steward natural areas, and connect the community to the river through programs, conservation efforts, and outreach.