



# **Friends** *of the* **VERDE RIVER**

*Working Collaboratively for a Healthy Verde River*



**2020-2021  
Event Sponsorship  
Opportunities**

## At a Glance

- 400 Participants
- 100 Volunteers
- 200 Inbound Visitors
- Concert
- Family Nature Festival
- Keynote Speaker
- Held in April Annually

## Verde Valley Birding & Nature Festival

The Verde Valley Birding and Nature Festival engages birders, photographers, and nature lovers by providing quality guided birding experiences and workshops across Northern Arizona.



The festival celebrates an appreciation of a broad spectrum of resident and migratory birds and wildlife in their natural habitats while encouraging stewardship of the unique ecosystem created by the Verde River and its tributaries.

The festival brings over 400 participants to the Verde Valley during the last full weekend in April, supporting the local economy through event participation, and patronage at local business establishments. For a full list of partners, visit [VerdeRiver.org/about-the-festival/](http://VerdeRiver.org/about-the-festival/)

## At a Glance

- 100 Children and families
- Child Education Opportunities
- Family Focused
- Connected to the Verde Valley Birding and Nature Festival

## Family Nature Festival

The Family Nature Festival is a free event for children and families. This event connects youth with the outdoors, featuring educational opportunities, experiences with wildlife, and fun activities appropriate for the whole family. Support this exciting event to help make outdoor education accessible to all! This event takes place during the Verde Valley Birding and Nature Festival.



## Verde River Runoff

Friends of the Verde River presents the Verde River Runoff in Camp Verde. This 5 and 10-mile kayak, canoe and stand-up boarder race is a popular event that draws novice and seasoned paddlers alike from across the state. The after-party and award presentation ceremony are held at the Camp Verde Spring Heritage Pecan & Wine Festival.



Friends' partners for this event include Prescott National Forest, Copper Canyon Fire District, SRP, and the Camp Verde Pecan and Wine Festival. In addition to hosting up to 200 race paddlers, this event also engages more than 40 volunteers in tasks from safety boaters to time keepers.

*\* This event might be a virtual race in 2020 and 2021. All publicity will be online, in that case.*

## State of the Watershed Conference

The State of the Verde Watershed Conference is a biennial meeting of professionals, elected and appointed officials, organizations, businesses, and community members who care about the issues and conditions of the Verde River and its watershed. In 2019, we launched the first ever Verde Watershed Report Card. Speakers and attendees learned about current conditions and trends in the areas of water, habitat, and community. Keynote speakers in 2019 included Arizona State Lands Commissioner Lisa Atkins and the Vice President for Science Applications at the University of Maryland Center for Environmental Science (UMCES), Dr. William Dennison. Multiple sponsorship opportunities include field trips, welcome social, conference dinner, refreshment breaks, lunches, and breakout sessions. Because of COVID-19, this conference will be held next in 2022.



## At a Glance

- 150 Participants
- 50 Volunteers
- 100 Inbound Visitors

## At a Glance

- Biennial
- 150 Participants
- 50 Volunteers
- 100 Inbound Visitors

## At a Glance **Fiesta de la Garza**

- 100 Participants
- Featured Cork Pull
- Locally Focused
- Celebrates Our Supporters and Partners
- Fundraiser

Fiesta De la Garza, is an annual appreciation event and fundraiser. This catered event celebrates all of the hard working partners of Friends of the Verde River. Awards are given to those partners that have shown outstanding service to the Verde River. This event brings together a diverse group of professionals from different industries across the state.



## At a Glance **Listening to the Verde**

- New Recurring Program
- Video Series
- Online Marketing Opportunity
- Radio Placement Opportunity



**Listening  
to the  
Verde**

Listening to the Verde is a new recurring program that features a full season of speakers, discussions, and interviews, with water professionals and local residents. This series will reach a large online audience and give speakers an opportunity to share their love for the Verde River, while cultivating new stewards of the river. By sponsoring Listening to the Verde, your business will have an excellent online exposure.



# Wild & Scenic Film Festival

The Wild & Scenic Film Festival is the largest film festival of its kind, showcasing the best and brightest in environmental and adventure films.

The 5-day flagship festival is held annually in the historic small towns of Nevada City and Grass Valley, California.

Friends of the Verde River became an "On-Tour" host of the festival in 2018, presenting three hours of inspiring films in two different venues. Friends partners with Prescott Creeks, sharing our passion for water and environmental stewardship.



## At a Glance

- Biennial
- 200 Participants
- 2 Locations
- 3 Hours of Films

\*Friends of the Verde River does not guarantee that all of these events will take place as scheduled. In the case of cancellation due to circumstances outside of our control, Friends will publicize all event sponsors for a period of at least 30 days on its website and at least three times on our social media accounts. All event sponsors will be recognized in our annual report.

# Sponsorship Benefits

Your sponsorship enables us to accomplish our mission of working collaboratively for a healthy, flowing Verde River system. All sponsors are acknowledged on our website and social media, in the annual report, and event materials. We encourage you to participate in the Verde Watershed Restoration Coalition and Verde Front, two collaborative groups that are also working towards our mission.

In the list of benefits below, only the Full Season Sponsor receives acknowledgement for all events. Otherwise, please select which event or events you wish your donation to apply to. For example, your \$5,000 sponsorship may receive Gold level billing for one event, Silver level billing for two events, or Bronze level billing for up to five events, and so on.

## **\$10,000 (only one full season sponsorship available)**

- Full Season Sponsor
- For ticketed events, up to ten tickets
- Logo or name acknowledged as a "Full Season Sponsor"

## **\$5,000 - \$9,999**

- Gold Sponsor
- For ticketed events, up to eight tickets
- Logo or name acknowledged as a "Gold Sponsor"

## **\$2,500 - \$4,999**

- Silver Sponsor
- For ticketed events, up to six tickets
- Logo or name acknowledged as a "Silver Sponsor"

## **\$1,000 - \$2,499**

- Bronze Sponsor
- For ticketed events, up to four tickets
- Logo or name acknowledged as a "Bronze Sponsor"

## **\$250 - \$999**

- Event or Exhibit Sponsor
- For ticketed events, two tickets
- Logo or name acknowledged as an "Events Sponsor"

**Thank you for  
Supporting a Healthy Verde  
River!**