

Eno River Association presents the 45th Annual

Festival for the Eno

Thursday, July 4th
& Saturday, July 6th
West Point on The Eno
Durham City Park



business
sponsorship
packages

join us in our mission to
conserve & protect the
natural; historical; &
cultural resources of the
eno river basin.

FOR MORE THAN 40 YEARS we have

gathered on July 4th to celebrate the Eno River's diverse cultures through live music, a juried craft show, food and fun. Festival for the Eno is our largest community event, uplifting the stories of all peoples in the watershed. Future Festivals will provide new, immersive programs to highlight the Eno's natural, cultural, and historical resources. Thousands of festival goers will witness climate change and urbanization impacts through hands-on activities and presentations, learn about Eno watershed protection priorities, practice stewardship skills, and join their voices together as we advocate for a resilient watershed.

Your financial sponsorship

goes directly towards the costs associated with booking entertainment, producing, marketing, & administering the Festival for the Eno.



919-748-2126

Darlene@enoriver.org

TITLE Partnership \$20,000

- WUNC 5 spots + pre-event recognition
- FULL Page INDY Festival guide ad **
- MEADOW (Main) Stage signage
- Advance ticket sales messaging + branding
- Spotlight email editorial - image + logo
- 6 VIP Passes*; 15 GA Tickets; 8 Fest T-shirts
- Logo on websites, Annual Report, and INDY festival schedule
- VIP tote bag exclusive branding
- Logo on Poster
- Signage in main thoroughfare (banner supplied by sponsor)
- Stage announcement - top billing
- Social media promos x 5
- Vendor space - 10x10 space, tent, table, chairs, 4 badges/day

HEADWATER \$10,000

- WUNC 3 spots + pre-event promo recognition
- MEADOW (Main) Stage signage
- 1/2 PAGE INDY Festival guide ad **
- Logo on Poster
- Signage onsite main thoroughfare (banner supplied by sponsor)
- Stage announcements
- Spotlight email editorial - image + logo
- Social media promo x 3
- Logo on websites, festival schedule, 2024 Annual Report
- 6 VIP Passes*; 12 GA Tickets; 8 Fest T-shirts
- Vendor space - 10x10 space, tent, table, chairs, 4 badges/day

MAIN STEM \$8,500

- WUNC 1 spots + recognition in pre-event promos
- 1/2 Page Ad in INDY Festival guide **
- Grove Stage recognition – signage and emcee
- Onsite Signage opportunity in main thoroughfare (banner supplied by sponsor)
- Spotlight email editorial - image + logo
- Sponsor Logo on Festival for the Eno + Eno River Association websites
- Logo in 2024 Annual Report, dist 1K+ homes
- Social media promo x 2
- 6 VIP Passes *
- 10 General Admission Tickets
- 6 Festival Commemorative T-shirts
- Vendor space - 10x10 space, tent, table, chairs, 4 badges/day



***VIP Passes** includes parking, backstage hospitality food/beverage, Meadow stage shaded seating, complimentary nonalcoholic drinks from ERA booths

****INDY Ad** supplied by sponsor



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TRAILHEAD \$5,000

- 1/4 Page Ad in INDY Festival guide, **
 - Onsite Signage opportunity in main thoroughfare (banner supplied by sponsor)
 - Stage announcement recognition
 - Spotlight editorial with image + logo in email marketing
 - Social media promotion
 - Long inclusion in 2024 Annual Report
 - Sponsor Logo on Festival for the Eno Website, Eno River Association partner webpage
 - Branding opportunity in INDY Festival guide
 - 4 VIP Passes *
 - 6 General Admission Tickets
 - 6 Festival Commemorative T-shirts
 - Vendor space- 10x10 space, tent, table, chairs, 4 badges/day
-

RIVER RAPIDS \$2,500

- Spotlight editorial with image + logo in email marketing
 - Social media promotion
 - Sponsor Logo on Festival for the Eno Website, Eno River Association partner webpage
 - Logo inclusion in printed 2024 Annual Report
 - Logo inclusion in INDY Festival guide
 - Festival onsite vending opportunity
 - 2 VIP Passes *
 - 4 General Admission Tickets
 - 4 Festival Commemorative T-shirts
 - Vendor space- 10x10 space, table, chairs
-

ROCK GARDEN \$1,500

- Social media promotion
 - Email marketing recognition
 - Sponsor Logo on Festival for the Eno Website, Eno River Association partner webpage
 - Logo inclusion in 2024 Annual Report
 - Logo inclusion in INDY Festival guide
 - Festival onsite vending opportunity
 - 1 VIP Pass *; 2 General Admission Tickets
 - 2 Festival Commemorative T-shirts
 - Vendor space- 10x10 space, table, chairs
-

TRIBUTARY \$750

- Social media promotion X1
- Email marketing recognition X1
- logo inclusion in INDY festival guide
- Sponsor Logo on Festival for the Eno Website, Eno River Association partner webpage
- 1 VIP Pass*; 2 General Admission Tickets
- Vendor space- 10x10 space, table, chairs



***VIP Passes** includes parking, backstage hospitality food/beverage, Meadow stage shaded seating, comp nonalcoholic drinks from ERA booths

****INDY Ad** supplied by sponsor



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Sponsorship Benefits Details

Our Supporters & Festival Goers



ATTENDANCE up to 20K
Multi-generational & culturally diverse
32% Durham County | 28% Orange County | 22% Wake County
18% from beyond the Triangle | 63% are return visitors
67% are 26-55 years of age | 32% attend with one or more children
90% have a bachelor's degree or higher education level
78% of households have an income of \$50K+

Our Marketing & Promo Reach

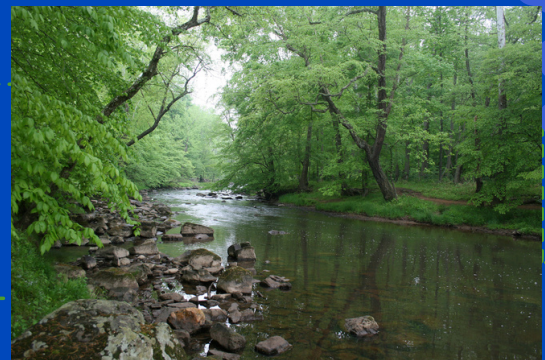
Facebook: 11K+ followers
Instagram: 16K+ followers
Email Newsletters: 16.8K subscribers; 46% open rate
Festival for the Eno website: 46K unique visitors
Eno River Association website: 37K unique visitors
INDY circulation: 14K papers in 350+ places, 100K+ readers, 3M online page views



Programming on 25 Acres of Protected Land



80 bands & performers
75 juried artisans
Participatory workshops
Food trucks & beverage garden
NC's first Green Certified
Festival





Why You Should Support Eno River Association

Since 1966, Eno River Association

has worked to protect the places you love and ensure access for everyone. Today our work must evolve as we respond to a fast-growing Triangle, longstanding systemic inequities, and climate change. Through support from sponsors, donors, and grant funders, Eno River Association - a 501c3 nonprofit land trust conservation organization, has protected more than 7,500 acres of forests, farms and historic sites in northern Durham and Orange counties. We have ensured more than 25 miles of river and stream protections, 1,100 acres of conservation easements, 426 acres of working farm easements, and clean drinking water for 600,000 residents in Durham, Orange, and Wake counties.

Local, Regional, State Protected & Stewarded Parks

- Eno River State Park
- Occoneechee Mountain State Natural Area
- West Pint on the Eno Durham City Park
- Penny's Bend Nature Preserve
- Little River Regional Park
- Confluence Natural Area
- Panther Branch Natural Area
- Sections of the Mountain to Sea Trail



Eno River Association

is an accredited land conservancy nonprofit organization that raises funds for land acquisition, protection, and care within the Eno River Watershed, a primary water supply for the Triangle.



2024 SPONSORSHIP FORM

EIN 56-1134204 | enoriver.org | development@enoriver.org
4404 Guess Rd, Durham NC 27712 | 919-620-9099 ext.201

SPONSORSHIP LEVELS (check one)



☐ **TITLE**
\$20,000

☐ **Head-
water**
\$10,000

☐ **Main
Stem**
\$8,500

☐ **Trail-
head**
\$5,000

☐ **River
Rapids**
\$2,500

☐ **Rock
Garden**
\$1,500

☐ **Tributary**
\$750

CONTACT INFO

BUSINESS NAME _____

CONTACT NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____

EMAIL _____

METHOD OF PAYMENT

AMOUNT _____

NAME ON CARD _____

CARD ADDRESS _____

ACCT # _____

EXP. DATE _____ CVV CODE _____ ZIP CODE _____

SIGNATURE _____

DATE _____

☐ YES, I will cover credit card processing transaction fee of 3%

FOR ERA USE ONLY

Payment: _____

Batched: _____

Logo: _____

Website: _____

T-shirts: _____

INDY Ad: _____

Notes:

