



46th

Festival for the Eno

July 4 & 5, 2025
10am - 6pm
West Point on the Eno
Durham City Park

Music. Arts. Food. Fun on the Eno.

80 bands & performers | 75 juried artisans
Participatory workshops | Environmental education
Food trucks | Beer garden | NC's first Green Certified Festival
20,000 attendees from across the Triangle

**Sponsorship
Opportunities**

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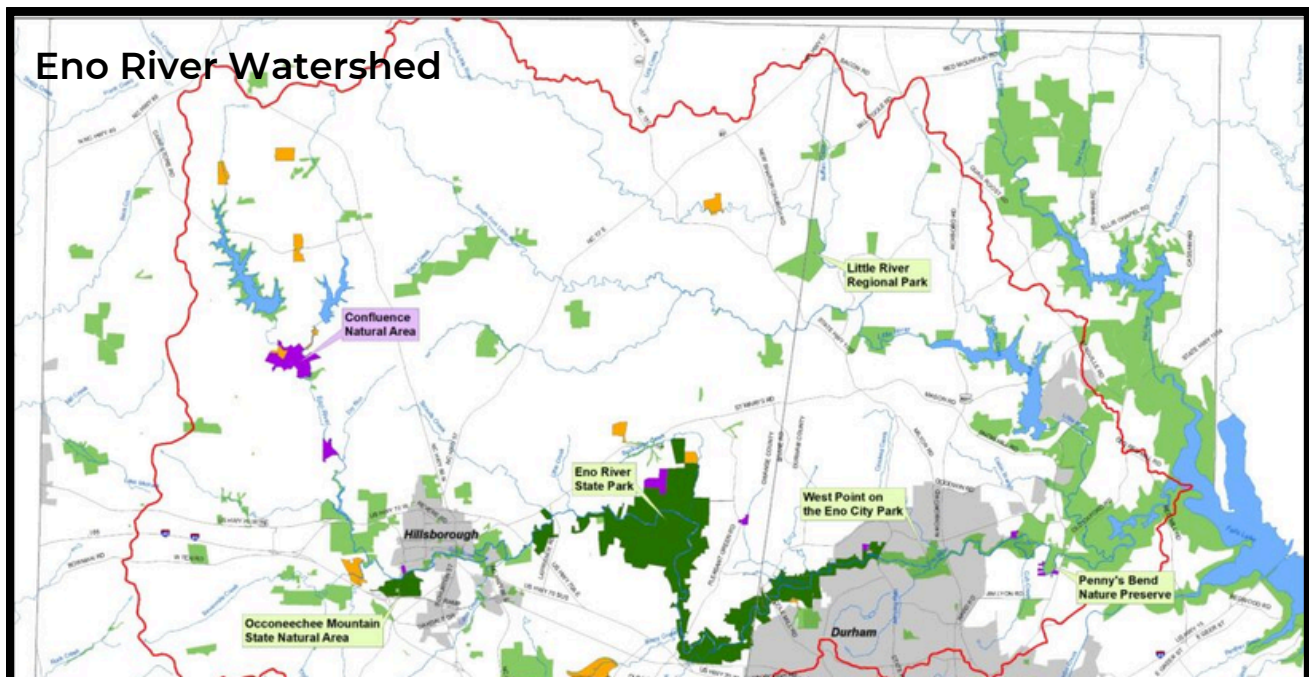


Protecting the places you love since 1966.

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 **7,800 acres of forests, farms, and historic sites**, including:

- 25+ miles of river and stream protections
- 1,100 acres of conservation easements
- 426 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 Eno River for 45 Festivals and counting



The annual Festival for the Eno...

brings **tens of thousands** together on the banks of the Eno each July for music, arts, and entertainment. EnoFest grows awareness and builds community in support of the nonprofit that has brought us parks, preserves, and important environmental protections to **millions of our neighbors** each year.



“...a giant backyard barbecue for the creative class: it’s homey and raucous, full of music, dancing, crafts and sweaty kids slurping giant glasses of lemonade” -New York Times

EnoFest highlights include:

- 4 performance stages across 100 acres of parkland
- 80 bands & performers including local & national acts
- 75 juried artisans booths featuring local & regional crafts
- Food trucks, beer garden, and multiple ice cream vendors
- Workshops, environmental education, and kids activities
- NC’s first Green Certified Festival, plus a Trash-Free program that diverts over 90% of Festival waste

Festival 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+



www.enofest.org | www.enoriver.org



2025 EnoFest Sponsor Levels

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

Sponsorship Marketing Reach

10K+ Facebook followers | 8K+ Instagram followers

Email Subscribers: 17K+, 49% open rate

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

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

Total Marketing Reach estimated at more than 100K+

	MEADOW STAGE	HEADWATER	MAIN STEM	TRAILHEAD	RIVER RAPIDS	ROCK GARDEN
	\$20,000	\$10,000	\$8,500	\$5,000	\$2,500	\$1,500
WUNC On-Air Sponsorships	Mentioned in a selection of spots					
INDY Weekly Ads (3 full page and 1 half page across weeks)	Logo featured in all ads	Logo featured in three (3) ads				
2025 EnoFest Promo Poster, distributed to 350+ locations around the Triangle	Company logo	Company logo				
Ticket purchaser emails, confirmations and reminders	Prominent logo	Logo	Logo			
EnoRiver.org, 50K visitors annually	Logo on two sliders	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 and music line-up Pages	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page
Promotional emails and newsletters, 17K+ subscribers, 59% open rate	Spotlight email editorial - image + logo	Spotlight email editorial - image + logo	Spotlight email editorial - image + logo	Spotlight email editorial - image + logo	Logo inclusion in all-sponsors listing and article	Logo inclusion in all-sponsors listing and article
Eno River Association social media promos, 18K+ total followers	minimum 5 total: 3 solo, 2 joint posts	minimum 3 total: 1 solo, 1 with level, 1 all-sponsor post	2 mentions: sponsor level and in all-sponsor post	2 mentions: sponsor level and in all-sponsor post	Mention in a single (1) all-sponsor post	Mention in a single (1) all-sponsor post

	MEADOW STAGE	HEADWATER	MAIN STEM	TRAILHEAD	RIVER RAPIDS	ROCK GARDEN
Stage Signage, banner printed by Eno	Meadow Stage					
Verbal recognition from Meadow Stage during Opening Announcements daily, and other announcements as listed	Multiple mentions daily; spotlight during Opening	Joint recognition during Opening	Joint recognition during Opening	Joint recognition during Opening		
Banner Signage in Upper Meadow, banner supplied by sponsor	Prominent location	Prominent location	Meadow fencing	Meadow fencing	Meadow fencing	
Digital Festival Guide, an event program and map, accessible by all attendees and all visitors to EnoFest.org	Logo/Listing on Meadow Stage line-up, sponsor page	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
EnoFest on-site vending opportunities, location plus 4 entry badges per day for booth staff, vendor will supply all tents, tables, chairs	First choice of vendor location from list provided	Prominent location off sidewalk between Food Court and Grove, shaded	Booth location in Upper Meadow	Booth location in Upper Meadow	Booth location in Lower Meadow	Booth location in Lower Meadow
VIP Passes: Includes parking, backstage hospitality food/ beverage, Meadow Stage shaded seating, free nonalcoholic drinks from ERA booths	6 VIP Passes	6 VIP Passes	4 VIP Passes	2 VIP Passes		
EnoFest tee, must be redeemed on site	8 t-shirt coupons	6 t-shirt coupons	5 t-shirt coupons	3 t-shirt coupons	2 t-shirt coupons	

NEW! River Stage Sponsorship - \$15,000

The River Stage has been a fan favorite for rocking bands, dancing, and local acts. The area surrounding the stage teems with nonprofit vendors, kids' activities, and craft artists. The River Stage sponsor will receive Headwater level benefits, plus:

- Top billing on River Stage including signage, company description, and daily mentions by stage emcee
- Prominent listing on the sponsor and music line-up pages on EnoFest.org and the digital program
- Additional ticketing, tees, and opportunities aligned to River Stage promotion



2025 Sponsorship Form



Sponsorship Level

- \$20,000 Meadow Stage
- \$15,000 River Stage
- \$10,000 Headwater
- \$8,500 Main Stem
- \$5,000 Trailhead
- \$2,500 River Rapids
- \$1,500 Rock Garden

Contact Info

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

MAILING ADDRESS: _____

PRIMARY CONTACT NAME: _____

PHONE: _____ EMAIL: _____

IMPORTANT DATES

March 31 - Sponsorships must be confirmed in writing to receive full benefits.

May 1 - At least 50% of sponsorship due.

July 1 - Full payment due.

Payment Options

- Check enclosed for the full amount
\$ _____
- Check enclosed for the initial deposit (50%)
\$ _____
- Please bill my credit card for the full amount
\$ _____
- Please bill my credit card for the initial deposit today \$ _____ (50%) and the remaining balance on July 1, 2025.

Other payment instructions: _____

For credit card payments:

CC #: _____

EXP. DATE _____

CVV CODE _____

ZIP CODE _____

SIGNATURE _____

YES, I will cover credit card fees of 3%.

Make a payment
securely online:



THANK YOU! Your sponsorship supports the costs of bringing together thousands on the banks of the Eno, including booking entertainment, production costs, marketing, and administration.