



Riverfest Weekend & New England Paddlesports Championship

August 6 - August 7, 2022



Riverfest - Saturday

The first annual Riverfest will offer an array of free, family-friendly activities bridging southwest NH and southeast VT. Riverfest's range of activities will showcase the area's rich array of outdoor recreational options, the many benefits of healthy rivers, and the beauty of the region. CRC and local partners will offer activity stations and informational presentations at Riverfest village as well as guided and independent outdoor recreation options on and off-river, including paddling, fly-fish casting, hiking, trail rides, nature walks, and more. And "Lampey", the mysterious Connecticut River monster that plies this region's waters may make an appearance!



NEPC Race - Sunday

The New England Paddlesports Championship (NEPC) brings canoe, kayak, SUP, and surf ski racers from across the Northeast to compete for honors on New England's longest and most historic Connecticut River. Beginning at Norm's Marina in Hinsdale, NH, racers choose to run the 12-mile competitive course, the 5-mile recreation course, or, new this year, the 1-mile Business-Challenge course. Centered on a beautiful stretch of water downstream from the West River confluence and just under NH's Mount Wantastiquet, the course will lap under the Rte. 119 bridges and circle the island from where spectators can be amidst the race and cheer on competitors. This race is part of the New England Canoe and Kayak Racing Association (NECKRA) Flatwater Point Series.



All photos courtesy Kelly Fletcher Photography

NEPC has been hosted in various sections of the Connecticut River for 43 years. In 2022 the Connecticut River Conservancy (CRC) will be the new host of the NEPC, amplifying this annual flatwater race for the northeast's paddlesports race community into a river festival for family, friends, and river enthusiasts of all ages.



Connecticut River
Conservancy

Why Sponsor?

- * Demonstrate your commitment to the environment and to the economic benefit that recreation and tourism have in the region.
- * Increase your business exposure through generous media coverage and other promotion.
- * Help lead one of New England's premier summer events.

2022 Riverfest & NEPC Sponsor Benefits

As a sponsor, you will be recognized with the following benefits:

CRC Annual Web Traffic

58,628 visitors

77,623 sessions

CRC Facebook

5,979 Likes

CRC Media Coverage

4.7 million impressions

117 Articles

CRC earns media coverage in print, radio, television, on-line, and through social media in local, regional and national outlets. Newspaper outlets include Boston Sunday Globe, Hartford Courant, Christian Science Monitor, Brattleboro Reformer, Burlington Free Press, Springfield Republican, Valley Advocate, Keene Sentinel, and more. Radio coverage reaches over 200,000 weekly listeners on WRSI-The River, WTSA, Great Eastern Radio, and more.

River Sponsor

\$1,000

All the benefits of Brook Sponsor, plus:

- E-news recognition - 2 times
- Social media promotion - 2 times
- Race t-shirts - logo

Brook Sponsor

\$500

All the benefits of Swimming Hole sponsor plus:

- Website recognition - logo
- Local paper Thank-You ad - logo
- Race t-shirts - listing

Swimming Hole Sponsor

\$250

- Website recognition - listing
- Local paper Thank-You ad - listing
- Online Annual Report - listing

Priority Sponsor Deadline: May 1st

[for maximum visibility in promotional materials and inclusion on race t-shirts]

Presented by:



Connecticut River
Conservancy



and additional Sponsors and Partners

Presenting, Lead, and Watershed-level Sponsorships offer additional benefits. To learn more about sponsorship opportunities, please contact Brett Morrison, 413-772-2020, ext. 218 or bmorrison@ctriver.org

YES, we want to sponsor the Riverfest & NEPC Race!

Company Name (as you would like it to appear in print/online materials): _____

Website: _____

Mailing Address: _____ City, State, Zip: _____

Contact Name: _____ Title: _____

Work Phone: _____ Cell Phone: _____

E-mail: _____

If not yourself, who would you like to receive formal acknowledgement of this sponsorship? Please provide name, title, email:

Sponsorship Level	Contribution	
<input type="checkbox"/> Presenting Sponsor \$10,000	\$ _____	Mail completed form to: Connecticut River Conservancy 15 Bank Row Greenfield, MA 01301 ATTN: NEPC Sponsorship Email form to: bmorrison@ctriver.org
<input type="checkbox"/> Lead Sponsor \$5,000	\$ _____	
<input type="checkbox"/> Mainstem Sponsor \$2,500	\$ _____	
<input type="checkbox"/> River Sponsor \$1,000	\$ _____	
<input type="checkbox"/> Brook Sponsor \$500	\$ _____	
<input type="checkbox"/> Swimming Hole Sponsor \$250	\$ _____	
<input type="checkbox"/> In-kind donation (describe gift) _____	_____	
Method of Payment:		Questions? Contact Brett Morrison, Associate Director of Development 413-772-2020, ext. 218 or bmorrison@ctriver.org <i>Email required for processing credit cards. Please include above.</i>
<input type="checkbox"/> Please send me an invoice		
<input type="checkbox"/> Check enclosed		
<input type="checkbox"/> Credit card # _____		
Exp. Date (mm/yy) _____ CVC #: _____		
Name as it appears on card: _____		
Signature: _____ Date: _____		

Priority Sponsor Deadline: May 1st

Connecticut River Conservancy is a tax-exempt 501(c)(3) organization (EIN: 04-2148397)

Presenting, Lead, and Watershed-level Sponsorships offer additional benefits. To learn more about sponsorship opportunities, please contact Brett Morrison, 413-772-2020, ext. 218 or bmorrison@ctriver.org