



Connecticut River Conservancy's 2nd Annual

Riverfest

in partnership with

Brattleboro Reformer



July 30, 2023 | Norm's Marina | Hinsdale, NH

The Race

The 44th year of the New England Paddlesports Championship (NEPC) will welcome canoe, kayak, SUP, and surf ski racers from across the Northeast to compete for honors on New England's historic Connecticut River between southwest New Hampshire and southeast Vermont. Racers choose to run the 12-mile competitive course or a 5-mile recreation course. The course laps the Brattleboro-Hinsdale island by passing under the Rte. 119 bridges, where spectators cheer on competitors. NEPC is part of the New England Canoe and Kayak Racing Association (NECKRA) Flatwater Point Series.

CRC Annual Web Traffic

77,623 sessions

CRC Social Media

11k combined followers

CRC Media Coverage

4.7 million impressions

117 Articles

Riverfest

Riverfest offers an afternoon of free, family-friendly activities to showcase the many benefits of healthy rivers' and related recreation options. CRC and Brattleboro Reformer will offer on-site activities - such as live music, food trucks, and a bounce house for kids - as well as guided and independent outdoor recreation options - to include paddling, hiking, nature walks, and more.



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.

Sponsor Benefits

Priority Deadline: May 1st



	Brook Sponsor \$500	River Sponsor \$1,000	Main Stem Sponsor \$2,500	Lead Sponsor \$5,000
Event Banner				Logo
Highlighted in PSA's				✓
Event Posters and Promo Material			✓	✓
Co-Host on NEPC Facebook Events			✓	✓
Social Media Shoutout		✓	✓	✓
E-News Recognition		Regional	Watershed	Watershed
Local Newspaper Ads	Listing	Logo	Logo	Logo
Website Recognition	Listing	Logo	Logo	Logo
Race T-Shirts	Listing	Logo	Logo	Logo
Online Annual Report	Listing	Logo	Logo	Logo

Event promotion enhanced by CRC and Brattleboro Reformer:

News Coverage

- Feature article announcing the event in the Reformer + affiliated publications in print, online, & social media.
- News/photography coverage during event for print + online.

Marketing/Advertising

- Visibility across CRC's web, email, and social media channels before, during, and after the event.
- Full page or Half page ads twice per week in the Reformer as event approaches.
- Full page 'thank you' ad for event success and recap.
- Print ads to also run in the Manchester Journal, Bennington Banner.
- Special Section TAB to be produced and distributed in Reformer (6000 copies), at event (1000 copies) and at high traffic locations (1000 copies).
- Front page "save the date" on Reformer.
- 200,000 online ad impressions on reformer.com, benningtonbanner.com, manchesterjournal.com.
- Facebook events inclusion with CRC & the Reformer as co-hosts.
- Ad in Vermont Country magazine and Facebook page.
- Radio ad promotion through WTSA, WKVT and WEEI including Live Broadcast.

Presenting Sponsor available at \$10,000

Become our premier sponsor with top placement across all marketing and communications before, during, and after the event!

YES, we want to sponsor CRC's NEPC Race & Riverfest '23!

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"/> In-kind donation (describe gift) _____	_____	
Method of Payment:		
<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: _____		<i>Email required for processing credit cards. Please include above.</i>
Signature: _____ Date: _____		

Priority Sponsor Deadline: May 1st

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



**Connecticut River
Conservancy**

To learn more about sponsorship opportunities, please contact Brett Morrison at 413-772-2020, ext. 218 or bmorrison@ctriver.org