

UPPER JAMES RIVER EDUCATION CENTER **CELEBRATING THE JAMES!**

150 ROCKY HILL ROAD
MADISON HEIGHTS, VA 24572

JUNE 1, 2024



JOIN US FOR A DAY OF CELEBRATION AND FUN ON THE RIVER!

- HISTORIC BATEAU RIDES
- LIVE MUSIC
- FAMILY ORIENTED JAMES RIVER ACTIVITIES
- FOOD TRUCKS FROM LYNCHBURG AREA FAVORITES
- RAFFLE AND AUCTION PRIZES
- LOCAL CRAFT VENDORS



MORE THAN A SPONSORSHIP IT'S A LASTING IMPACT

THE JAMES RIVER ASSOCIATION'S EDUCATION PROGRAM CONNECTS YOUTH WITH RIVER-BASED LEARNING EXPERIENCES THAT INSPIRE CONFIDENCE, ECOLOGICAL UNDERSTANDING, NATURE APPRECIATION, AND CONSERVATION ACTION.

YOUR SPONSORSHIP OF OUR CELEBRATION WILL HELP IGNITE A PASSION FOR WILDLIFE AND INSPIRE A NEW GENERATION OF RIVER LOVERS WHO MAY NOT NORMALLY HAVE ACCESS TO SUCH IMPACTFUL EDUCATION OPPORTUNITIES.

SPONSOR BENEFITS

\$5,000- PRESENTING SPONSOR

- NAME AND LOGO INCLUDED IN ALL EVENT MARKETING MATERIALS
- RECOGNITION ON JRA'S WEBSITE, WITH LINK TO YOUR COMPANY'S HOMEPAGE
- FEATURED IN PRESS RELEASE ANNOUNCING THE EVENT
- A TEAM-BUILDING OUTING WITH JRA STAFF INCLUDING AN ON THE WATER EXPERIENCE
- SIGNAGE AT THE EVENT PROMINENTLY DISPLAYING YOUR COMPANY'S LOGO
- TWO SOCIAL MEDIA POSTS ANNOUNCING YOUR SPONSORSHIP AND SHARING YOUR BUSINESSES WEB PAGE
- COMPANY INCLUDED IN JRA'S E-NEWSLETTER
- COMPLIMENTARY TICKETS TO THE CELEBRATION FOR YOUR EMPLOYEES OR GUESTS

\$2,500- BATTEAU SPONSOR

- NAME AND LOGO INCLUDED IN ALL EVENT MARKETING MATERIALS
- RECOGNITION ON JRA'S WEBSITE, WITH LINK TO YOUR COMPANY'S HOMEPAGE
- FEATURED IN PRESS RELEASE ANNOUNCING THE EVENT
- COMPANY NAME DISPLAYED AT EVENT
- ONE SOCIAL MEDIA POST ANNOUNCING YOUR SPONSORSHIP AND SHARING YOUR BUSINESSES WEB PAGE
- COMPANY INCLUDED IN JRA'S E-NEWSLETTER
- COMPLIMENTARY TICKETS TO THE CELEBRATION FOR YOUR EMPLOYEES OR GUESTS



\$1,000- KAYAK SPONSOR

- NAME AND LOGO INCLUDED IN ALL EVENT MARKETING MATERIALS
- SIGNAGE AT THE EVENT PROMINENTLY DISPLAYING YOUR COMPANY'S LOGO
- COMPANY NAME INCLUDED IN JRA'S E-NEWSLETTER
- COMPLIMENTARY TICKETS TO THE CELEBRATION FOR YOUR EMPLOYEES OR GUESTS

\$500- CANOE SPONSOR

- NAME AND LOGO INCLUDED IN ALL EVENT MARKETING MATERIALS
- NAME ON SIGNAGE DAY OF EVENT
- COMPANY NAME INCLUDED IN JRA'S E-NEWSLETTER
- COMPLIMENTARY TICKETS TO THE CELEBRATION FOR YOUR EMPLOYEES OR GUESTS

JRA'S MARKETING REACH

SOCIAL MEDIA: 25,839

WEBSITE: 146,705

EMAIL: 10,839





THEJAMESRIVER.ORG
150 ROCKY HILL ROAD
MADISON HEIGHTS, VA 24572

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