

JAMES A. BUZZARD RIVER EDUCATION CENTER

JAMES RIVER ECOFEST

SEPTEMBER 7, 2024
1 PM - 6 PM



ACTIVITIES DURING THE DAY INCLUDE:

- RIDES ABOARD THE 'SPIRIT OF THE JAMES', JRA'S EDUCATION BOAT.
- WORKSHOPS AND INFORMATION SESSIONS HOSTED BY OUR STAFF
- INTERACTIVE EDUCATIONAL STATIONS FOR KIDS AND ADULTS
- PRIZES AND TREE GIVEAWAYS!
- FOOD TRUCKS



SPONSOR BENEFITS

\$10,000- OSPREY SPONSOR

- NAME AND LOGO INCLUDED IN ALL MARKETING MATERIAL
- RECOGNITION ON JRA'S WEBSITE
- FEATURED IN EVENT PRESS RELEASE
- PROMINENT SIGNAGE AT THE EVENT
- INCLUDED IN SOCIAL MEDIA AND E-NEWSLETTER COMMUNICATIONS THROUGHOUT THE YEAR
- CUSTOMIZED SPECIAL JAMES RIVER GROUP OUTING FOR EMPLOYEES AND SPECIAL GUESTS

\$5,000- OYSTER SPONSOR

- NAME AND LOGO INCLUDED IN ALL MARKETING MATERIAL
- RECOGNITION ON JRA'S WEBSITE
- FEATURED IN EVENT PRESS RELEASE
- PROMINENT SIGNAGE AT THE EVENT
- INCLUDED IN SOCIAL MEDIA AND E-NEWSLETTER COMMUNICATIONS THROUGHOUT THE YEAR

\$1,000- BLUE CRAB SPONSOR

- NAME AND LOGO INCLUDED IN ALL MARKETING MATERIAL
- RECOGNITION ON JRA'S WEBSITE
- FEATURED IN EVENT PRESS RELEASE
- PROMINENT SIGNAGE AT THE EVENT
- ANNOUNCEMENT IN JRA'S E-NEWSLETTER AS A SPONSOR LEADING UP TO THE EVENT.

JRA'S MARKETING REACH

SOCIAL MEDIA: 25,839

WEBSITE: 146,705

EMAIL: 10,839

THE 'BUZZ' AROUND TOWN

THE JAMES A. BUZZARD RIVER EDUCATION CENTER CELEBRATED IT'S GRAND OPENING AND BEGAN PROGRAMMING IN JULY OF 2024. JAMES RIVER ECOFEST IS JRA'S DEBUT COMMUNITY EVENT AT THE NEW CENTER!

AS A SPONSOR OF ECOFEST, YOUR COMPANY WILL BE RECOGNIZED AS A LEADER IN ECOLOGICAL EDUCATION ACROSS THE JAMES RIVER WATERSHED, AND AN IMPORTANT PART OF THE WORK TO BUILD AWARENESS AND CONNECTION TO THE JAMES RIVER!

BE A LEADER IN ECOLOGICAL EDUCATION

CHANGING THE FUTURE

JAMES RIVER ASSOCIATION'S EDUCATIONAL PROGRAMS ENGAGED 19,000 STUDENTS ALONG THE RIVER'S WATERSHED IN 2023. THE JAMES A. BUZZARD EDUCATION CENTER WILL DRAMATICALLY EXPAND ACCESS AND EDUCATIONAL OPPORTUNITIES FOR THOUSANDS OF STUDENTS THIS YEAR.



IT'S SO MUCH MORE THAN A SPONSORSHIP. IT'S MAKING A LASTING IMPACT.

19,000 STUDENTS

21 SCHOOL SYSTEMS

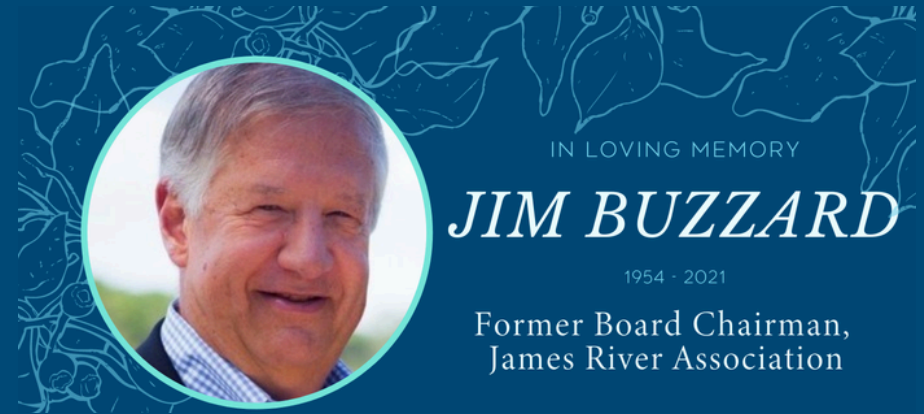
10 PRIVATE SCHOOLS

1 RIVER





THEJAMESRIVER.ORG
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BOARD OF DIRECTORS

Chair: Andrea F. Erda

Past Chair: Christopher L. McLean

Vice-Chair: Gaylon Layfield

Secretary: Margaret S. Vaughn

Treasurer: Danna B. Flaherty

Throughout his life, Jim Buzzard was dedicated to environmental stewardship and youth environmental education. During his tenure on the board of the James River Association, he was a key leader and visionary of the Richmond river education center project and proponent for all that it will make possible for James River and for future generations to come.

To honor Jim's love of the James River and the importance he placed on environmental education, his wife, Susan Snyder, rallied family, friends, and colleagues in support of his vision. Thanks to their generosity, this building is dedicated in gratitude for Jim's outstanding service and commitment as the James A. Buzzard River Education Center.

Emilee Adamson
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