

34TH ANNUAL

festival FOR THE eno

JULY 4 & 6 ,2013
10 AM - 6 PM
West Point on the ENO
Durham City Park

MARKETING OPPORTUNITIES FOR TRIANGLE BUSINESSES

Sponsor Packages • Vendor Booths • Advertising • Employee Volunteerism



CELEBRATING THE ENO AND OUR SHARED ENVIRONMENT

with live music, a craft beer garden, juried craft show, food trucks, sustainable businesses, nonprofits, and hands-on feet-wet fun in the river

BENEFITING THE ENO RIVER ASSOCIATION

by raising money to buy land for parks, protect drinking water, and provide a healthy habitat for creatures of all kinds

Details and deadlines at www.enoriver.org/festival/sponsor

Public Partners



2013 Business Sponsors

(List is to-date. Sponsorships are still available. See page 4 for more info.)



Join the Crowd!

Festival for the Eno is North Carolina's largest ticketed Independence Day celebration, bringing around 20,000 people to the banks of the Eno each year. It brings the river to life with music, dance, food, crafts, and environmental education.

The Festival helps the Eno River Association raise money to expand Eno River State Park and acquire other land for public recreation. The event also supports our work with private property owners to ensure the future viability of their land for farming and forestry.

Our efforts benefit wildlife and help keep Raleigh, Durham and Hillsborough's drinking water clean.

Festival for the Eno is growing the community of people who care about the river we depend on, and has helped the Eno River Association purchase and protect 6,000 critical conservation acres including Eno River State Park, West Point on the Eno Durham City Park, Penny's Bend Nature Preserve, Little River Regional Park, and Occoneechee Mountain State Natural Area.

This signature event has become an important part of Durham's cultural fabric, showcasing an eclectic mix of blues, rock, bluegrass, folk, old time, gospel, and world music; and featuring the exhibition and sale of crafts by nearly 100 jury-selected artists. Environmental and local non-profits, earth-friendly home and garden vendors, and hands-on, feet-wet education for kids promote good stewardship of our land and water resources.

WHAT'S IN IT FOR YOU

Sponsoring the 34th Annual Festival for the Eno is an exceptional opportunity for you to reach thousands of Durham, Orange and Wake County residents with your marketing message; co-brand your business with North Carolina's oldest, most well-respected environmental organization; and improve the lives of your customers and employees by helping to safeguard local drinking water and provide parks for recreation. Plus, it's a rockin' good time!

WHAT'S IN IT FOR OUR COMMUNITY

In addition to helping create more parkland, safeguard drinking water, and protect habitat for creatures of all kinds, the Festival generates over \$1 Million in economic activity in Durham each year. Eno River State Park and the other public parks we've created are used by a half a million visitors annually—making an even greater impact on our local economy and quality of life.

PAST SPONSORS

As a sponsor, your company's affiliation with a nationally-accredited and locally-beloved land trust places you among some of the best companies in the Triangle, including BB&T, Burt's Bees, C.T. Wilson Construction Company, Empire Eats, The Independent Weekly, PSNC Energy, Merck, SunTrust, Topsail Technologies, The Bicycle Chain, Whole Foods Market, and WRAL.com.

Isn't it time you added your name to the list?

Sponsor Benefits*

\$10,000 HEADLINE SPONSOR

- Recognition as a Headline Sponsor on WUNC radio (10 spots)
- Featured listing with headliner on the Festival's original art promo poster
- Vendor booth (all vendors must follow our Trash-Free guidelines)
- Co-branding with headliner in a full-page ad in the program (distributed onsite and Sunday June 23rd by the Durham Herald Sun to 24K+ households)
- Two additional 1/2 page ads in the Durham Herald-Sun, redeemable within the year
- Logo display on Festival website (30K hits leading up to the event)
- Banner display; Twitter and Facebook posts; stage announcements
- VIP parking and access to Performer Hospitality; general admission tickets for employees



\$5,000 SPONSOR

- Recognition on WUNC radio the weeks leading up to the Festival (5 spots)
- Vendor booth (must follow our Trash-Free guidelines)
- 1/2 page ad in program (distributed onsite and Sunday June 23rd by the Durham Herald Sun to 24K+ households)
- Two additional 1/4 page ads in the Durham Herald-Sun, redeemable within the year
- Sponsor logo displayed on Festival website (30K hits leading up to the event)
- Banner display; Twitter and Facebook postings; stage announcements
- VIP parking and access to Performer Hospitality; general admission tickets for employees

\$2,500 SPONSOR

- Vendor booth (must follow our Trash-Free guidelines)
- 1/3 page ad in program (distributed onsite and Sunday June 23rd by the Durham Herald Sun to 24K+ households)
- Two additional 1/8 page ads in the Durham Herald-Sun, redeemable within the year
- Sponsor logo display on Festival for the Eno website (30K hits leading up to the event)
- Banner display at event; Twitter and Facebook postings; stage announcements
- VIP parking and access to Performer Hospitality; general admission tickets for employees

\$1,000 SPONSOR

- Vendor booth (must follow our Trash-Free guidelines)
- 1/4 page ad in program (distributed onsite and Sunday June 23rd by the Durham Herald Sun to 24K+ households)
- Sponsor logo display on Festival for the Eno website (30K hits leading up to the event)
- Banner display at event; stage announcements
- VIP parking and access to Performer Hospitality; general admission tickets for employees

\$500 SPONSOR

- Business name grouped and sized by sponsor category in program (distributed onsite and Sunday June 23rd by the Durham Herald Sun to 24K+ households)
- Logo display on Festival for the Eno website (30K hits leading up to the event)
- Banner display
- VIP parking and access to Performer Hospitality; general admission tickets for employees

***Because of the direct cost to the Eno River Association, some benefits may not be available to our in-kind sponsors. For more information about which benefits would be available to you, contact Cynthia Satterfield at 919-620-9099, x201.**

Vendor Booths

Promote your sustainable business at Festival for the Eno, the largest ticketed Independence Day celebration in North Carolina. Your booth fee buys a 10'x10' space along a primary thoroughfare as well as the chance to display and sell your products. Vendors receive four passes per day for individuals staffing their booth.

Rates: Booth Fee: \$300
Table & 2 Chairs (Optional): \$40
10'x10' Tent (Optional): \$125
Extra Passes (Max 4 Per Day): \$5 Each
Full set up is complimentary with sponsorships of \$1000 or more

Deadline: Vendor application due Friday May 15, 2013
For the application form, go to
www.enoriver.org/festival/participate.html

Questions: contact Greg Bell at greg@enoriver.org / 919-620-9099 x 203

Program Advertising

The Festival's full-color tabloid program is being printed and distributed by our community partners at the Durham Herald Sun. Print advertising in both the program and the Durham Herald Sun are one of many great benefits of sponsorship (for more details, please refer to Sponsor Packages on the previous page). Businesses interested in sponsoring the event should contact Cynthia Satterfield: 919-620-9099, x201 or cynthia@enoriver.org.

Businesses that do not wish to be a sponsor but are interested in paid advertising in the program should contact the Herald Sun directly for specs and pricing. Contact David Jones at djones@heraldsun.com.

In-Kind Donations

The Eno River Association gladly accepts items for our Festival Raffle and in-kind gifts of advertising, technical support, food and drinks (for Performer Hospitality), and other goods and services. Sponsor benefits may be available depending on the value of the donation. For more information, contact Cynthia Satterfield at 919-620-9099, x201 or cynthia@enoriver.org.

Employee Volunteers

Get your employees involved! Hundreds of corporate, non-profit and individual volunteers mobilize each year in support of Festival for the Eno. Volunteers receive free admission and it's a great team-building experience. Sponsor benefits for corporate volunteers depend on the number of person hours provided plus any cash contributions made. Your employees can volunteer during set-up before the Festival, during the event, or afterwards during breakdown. What a great photo op for your company newsletter, recognition wall or break room! Contact Cynthia Satterfield at 919-620-9099, x201 or cynthia@enoriver.org to schedule your group today.



Festival Facts

WHEN Thursday July 4th and Saturday July 6th
10 AM – 6 PM each day

WHERE West Point on the Eno Durham City Park, 5101 N. Roxboro Road

TICKETS Available May 8th

CONTACT For cash & in-kind sponsorships and employee volunteer opportunities contact
Cynthia Satterfield, Development Director
cynthia@enoriver.org or 919-620-9099, x201

For sustainable business vendors, program ads, and other inquiries contact
Greg Bell, Festival Coordinator
919-620-9099, 203 / greg@enoriver.org / festival@enoriver.org

TYPICAL AUDIENCE

- 21,533 individuals attended the festival in 2010 (the most recent figures available)
- 32% were from Durham County
- 28% were from Orange County
- 22% were from Wake County
- 18% were from elsewhere in the Triangle or beyond
- 67% of festival attendees are 26 – 55 years old
- 90% have a Bachelors Degree or higher level of education
- 78% of households have an income of \$50K or more
- 32% attended with one or more children
- 63% are return visitors

Festival Pledge Form

YES! I/We would like to support the 2013 Festival for the Eno and help protect land in our community that's important for recreation, drinking water and wildlife.

CASH SPONSORSHIPS

_____ \$10,000 Headline Sponsor* _____ \$5,000* _____ \$2,500* _____ \$1,000* _____ \$500

**sponsors at these levels who want a vendor booth should complete the following Exhibitor Application, sign the Letter of Agreement, and review our Trash Free guidelines.*

_____ A check to the Eno River Association is enclosed.

_____ We would like to pay by Visa or Master Card # _____ Exp. _____ Verification Code _____

_____ Please bill me for _____ payment(s) on the following date(s): _____

Multiple pledge payments are accepted. Pledges must be fulfilled by December 31, 2013

_____ I/we can't be a sponsor but would like to contribute \$_____ to support the conservation of our local land and water resources.

FESTIVAL RAFFLE DONATIONS

We are seeking new quality items, services or unique experiences for the Festival raffle. Examples include vacation rentals, travel, boats, back packs, artwork, tickets, green lawn care services, or gift certificates.

_____ Please call me to make arrangements for delivery or pick-up of the following raffle item: _____

FOOD AND DRINK DONATIONS FOR PERFORMER HOSPITALITY

We'd like to donate food or drinks for Performer Hospitality on ___ Thursday July 4th or ___ Saturday July 6th

Describe the food and/or drinks to be donated and the number of people served (example pork BBQ, baked beans and cornbread for 100): _____

___ We will deliver the food to the Festival site (or) ___ We need the food to be picked up from our restaurant

CORPORATE / GROUP VOLUNTEERS

We would like to organize a team of employees to volunteer for the Festival. The name, phone number and email address of our Volunteer Coordinator is: _____

COMMUNICATIONS

Primary contact name/phone number/email address: _____

Will you be providing your own artwork for your sponsor ad in the program? NO YES

Art department contact: _____

Company name as it should be listed in marketing materials: _____

Representative signature: _____

Please return completed forms with payment or payment information to:
Eno River Association, 4404 Guess Road, Durham, NC 27712

Vendor/Exhibitor Application

For Sponsors* and Sustainable Home and Garden Businesses Only

Name of Business: _____

Primary Contact: _____

Address: _____

Website: _____ Email: _____

Phone: Work _____ Home _____

Cell _____

**APPLICATION
DEADLINE
MAY 15, 2013**

Questions? Contact the
Eno River Association:
919-620-9099, x203
festival@enoriver.org

Have you participated in Festival for the Eno before? NO YES

Full description of booth and activities planned:

Describe all items you wish to sell or distribute (attach additional sheet if necessary). The sale of t-shirts, crafts, beverages, or Festival souvenir items is prohibited; all items listed must be approved by our Festival Committee.

- 1) _____ Price: _____
2) _____ Price: _____
3) _____ Price: _____
4) _____ Price: _____

BOOTH FEE: for non-sponsors is \$300 for the distribution of information, membership and merchandise sales. All items must be listed above and approved by the Festival Committee.

PASSES: 4 Festival passes and 1 limited access car pass will be supplied per day. Additional passes are available (maximum 4 per day at a reduced price):

Thursday 4+ _____ @ \$5.00 ea. = _____

Saturday 4+ _____ @ \$5.00 ea. = _____

Booth Fee \$300

Table & 2 Chairs _____ @ \$40.00 = _____
(complimentary for sponsors)

10 x 10 tent _____ @ \$125.00 = _____
(complimentary for sponsors)

TOTAL ENCLOSED = _____

Please make checks payable to the Eno River Association

Office Use Only

Date Received: ___ / ___ / ___

Total Received: \$ _____

Check #: _____

Juried Date: _____

Notification Date: _____

Other: _____

*A complimentary vendor booth is a benefit of sponsorship at the \$1,000, \$2,500, \$5,000 and \$10,000 levels.

SELECTION CRITERIA

A limited number of booth spaces are available to sustainable businesses and event sponsors. If more applications are received than spaces are available, preference will be given to those groups who best:

- * Employ sustainable business, distribution and manufacturing processes
- * Educate and inform the public about the innovative use of new or existing technologies that address environmental issues
- * Are aligned with Eno River Association's mission to protect and preserve the nature, culture and history of the Eno River basin
- * Enhance the experience of attendees at the Festival

LETTER OF AGREEMENT

1. The application and any associated fees are due by May 15, 2013. If not accepted for a booth space, your fee will be returned in a timely manner.
2. All booth spaces will be assigned by the Festival Staff. Groups may not share or sublet their assigned space in whole or in part with any other organization or individual without prior written consent of the Eno River Association.
3. The Eno River Association will provide 4 Festival passes and one limited access car pass per day to groups. For those who wish to have more staff at their booths, additional tickets can be purchased for the reduced price of \$5.00 per ticket per day up to a maximum of 4 reduced price tickets per day. The deadline for requesting additional tickets is June 12. No additional car passes will be provided. No refunds of any fees or ticket sales will be made to those that withdraw after June 12, 2013
4. Unless they are a qualified sponsor, accepted groups must provide all materials (tables, booths, chairs, shade tarps) and staff for their display. Tables, chairs and tents may be rented from the Festival. Booth spaces are at least 12' x 12'. Group agrees to take full responsibility for the protection of their belongings in case of adverse weather and acknowledges that the Eno River Association will not refund any fees in case of adverse weather.
5. The City of Durham and the Eno River Association, their employees, agents, and representatives shall not be responsible for any loss, damage, or other injury to the group, their employees, agents, or representatives, or to exhibit material or property of the same, whether caused by fire, flood, theft, act of God, accident, or any cause whatsoever. Group agrees to indemnify and hold harmless the Eno River Association, the City of Durham, their employees, agents, and representatives from any and all such loss, damage, claim, injury, or other expense related thereto.
6. Groups must abide by the rules and guidelines governing the Trash-Free aspect of the Festival (provided herein).

I, the undersigned, am an authorized representative of the applying group and have read, understood, and accepted the terms set forth above for participation in the 2013 Festival for the Eno.

Applicant / Sponsor Signature: _____ Date: _____

Company Name (please print): _____

Please return your completed application form and Letter of Agreement by May 15th to

Eno River Association
Festival for the Eno
4404 Guess Road
Durham, NC 27712

The Eno River Association reserves the right to refuse any applicant without any cause given. Questions should be directed to the Festival Coordinator Greg Bell 919-620-9099, x203.

Trash Free Guidelines

Important Information for Exhibitors

We look forward to working with you and your company.

Please feel free to contact us at any time if you have a question regarding our Trash Free Guidelines or want to discuss how your marketing and promotional ideas may best be presented at the Festival for the Eno.

A Trash-Free Festival starts with you:

- Any item distributed to the attendee must be listed on your application and approved by Festival staff.
- Items may only be distributed from within your booth and should only be given to those attendees wishing to receive the item.
- To the extent possible, all components of paper-based information packets should be printed on recyclable stock without plastic lamination or bindings.
- Any advertising novelties, tchotchkes etc. distributed at the Festival should be durable and to the extent possible re-usable.
- The Festival for the Eno is proud to be a nationally recognized innovator of special event waste reduction. Our Trash-Free program reduces by 97% the amount of landfill-bound refuse.

Thank you for making the 2013 Festival for the Eno Trash Free!