



## Sponsorship Opportunity

# Tres Rios Nature and Earth Festival

March 10 & 11, 2012 at Estrella Mountain Regional Park

Dear Friend of the Tres Rios Nature and Earth Festival:

The Tres Rios Nature and Earth Festival (TRNF) (<http://www.tresriosnaturefestival.com/>) is an outdoor family event highlighting the rich diversity of wildlife, habitat, history and culture of the Gila River corridor. The river corridor is an amenity Arizona residents near and far have come to know better because of this festival and we seek to reach even more people.

We are gearing up for another spectacular event in 2012 to be held at the Estrella Mountain Regional Park. Our attendance climbs each year. We are committed to keeping the event “free” in every way possible to the public, which is why we count on your support so much.

Your cash and/or in-kind contributions help us provide the following educational experiences to the community:

- Wildlife educational programs and close-up encounters
- Canoe excursions
- Birding tours
- Hikes
- Fishing clinics
- NEW in 2012: bicycle-powered mobile phone charging station

Funds will be held by the Wildlife For Tomorrow Foundation (<http://www.wildlifefortomorrow.org/>), a 501 C.3 organization (tax deductible) and allocated to the Festival. Please contact Christina Underhill at 623-333-2416 ([cunderhill@avondale.org](mailto:cunderhill@avondale.org)) with any questions or offers of support.

Thank you in advance for your support of this wonderful community event!

Sincerely,

The Tres Rios Nature and Earth Festival Steering Committee



# Tres Rios Nature and Earth Festival

## Sponsorship Packages

The Tres Rios Nature and Earth Festival seeks sponsors for direct financial support to cover the expenses of the Festival. Early financial contributions allow us to prepare all of the event logistics and to continue to provide FREE admission! The following is a summary of sponsorship opportunities:

### Title Sponsorship

**"Eagle Level" - \$20,000 or more**

- One Title Sponsorship is available
- Your Company's Name to present the Tres Rios Nature and Earth Festival
- Logo on signage leading up to and during the event.
- Logo to appear on newspaper ads
- Recognition in Press Releases
- Back cover full panel ad in our official program brochure
- Recognition and logo on Event Website
- Name on banners at Festival

### Presenting Sponsorship

**"Falcon Level" - \$5,000 - \$15,000**

*Presenting sponsors are high profile on a specific program or attraction. Benefits include:*

- Logo on banner at sponsored attraction
- Listing on all posters and print ads
- Logo on the sponsor banner signage
- Logo visibility on the Tres Rios Nature Festival web site home page and links to your organization on the sponsor page
- Full panel ad in the event program brochure

### Program Sponsorship

**"Heron Level" - \$2,000 - \$4,999**

*Tres Rios Program Sponsors receive their logo on signage at the sponsored venue or attraction or a special visibility area.*

*Other benefits include:*

- Logo on banner next to sponsored program
- Half panel in the event program brochure
- Listing on the Tres Rios Festival web site and links to your web site

### Exhibitor Sponsorship

**"Osprey Level" - \$1,000 - \$1,999**

*Tres Rios Exhibitor Sponsors receive their logo on signage at the sponsored exhibitor tent. Other benefits include:*

- Logo on signage next to sponsored tent
- Listing on Tres Rios Festival web site
- Listing in event program brochure

### Supporting Sponsorship

**"Owl Level" - \$250-\$999**

*Tres Rios Supporting Sponsors receive their logo on signage at the Festival.*

*Other benefits include:*

- Listing in the event brochure
- Listing on Festival Web site

**For more information contact:**

**Tres Rios Nature and Earth Festival • C/O City of Avondale • 623.333.2416**

Email: [tresriosfestival@gmail.com](mailto:tresriosfestival@gmail.com) • Website: [www.tresriosnaturefestival.com](http://www.tresriosnaturefestival.com)



## TRES RIOS NATURE AND EARTH FESTIVAL

Dear Exhibitor/Sponsor:

Enclosed is the Exhibitor Participation Worksheet for the Tres Rios Nature and Earth Festival to be held March 10 and 11, 2012 at Estrella Mountain Regional Park. Please read through all of the information carefully. For exhibitor and sponsorship questions, contact Alex Flickinger 480.324.3561 or email the festival at [tresriosfestival@gmail.com](mailto:tresriosfestival@gmail.com).

Space will be reserved for those groups with diverse and unique set up. Past participation in the event will be considered, but not a guarantee of booth space in the Tres Rios Nature and Earth Festival.

For your application to be complete, please submit your application by the **deadline of Friday, February 10, 2012** to be considered for space; keeping in mind that space is limited and submitting your application does not guarantee a space. **Exhibitor/Sponsor:** Booth spaces are complimentary for exhibitors and sponsors. Government Agencies, non-profits, or other organizations whose mission is to educate, inform, or provide community services will be considered exhibitors. Sale of promotional items will be allowed for these groups.

Tres Rios Nature and Earth Festival has been a tradition in Avondale and Goodyear, Arizona for nine years! This event annually attracts more than 5,000 people; with many unique activities for families focused on outdoor education, conservation, parks and recreation.

Thank you for your continued support and participation. We look forward to seeing you in 2012!

Sincerely,

Sondra Healy and Christina Underhill  
Tres Rios Festival Co-Chairs



## TRES RIOS NATURE AND EARTH FESTIVAL

### ***Important Dates and Times***

Deadline for mailing applications ..... Friday, February 10, 2012  
Acceptance Notices Mailed..... Friday, February 17, 2012  
Booth Setup Date/Time .....Friday, March 9, 2012, noon – 6 pm  
Booth Setup Date/Time .....Saturday, March 10, 2012, 7 am  
Tres Rios Festival .....Saturday & Sunday, March 10 & 11, 2012; 9 am – 4 pm

### **APPLICATION CHECKLIST**

- Completed and signed THREE-PAGE application
- All fees (if applicable)
- Picture or diagram of booth layout with dimensions
- Make copy of the application for your records

*Please be aware that you will be required to adhere to all Maricopa County Health Department Regulations as well as the City of Goodyear Sales Tax Guidelines and Fire Department Regulations if applicable. Overnight security is provided Friday and Saturday. There are restrooms available. Parking fees are waived for exhibitors/sponsors.*

**Questions?** Please contact Alex Flickinger at 480.324.3561.

**Cashiers Check or Money Order Only**  
**Payable to: Wildlife for Tomorrow Foundation/TRNEF**  
**Mail to: AZ Game and Fish**  
**C/O Alex Flickinger**  
**7200 E University Dr**  
**Mesa, AZ 85207**



## EXHIBITOR PARTICIPATION WORKSHEET

### TRES RIOS NATURE AND EARTH FESTIVAL

#### GENERAL INFORMATION

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Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ On Site Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ On Site Contact Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

E-mail: \_\_\_\_\_

Organization Description:

(This statement will be used on the web site and collateral. Please limit to approx. 75 words or less.)

#### PARTICIPANT STATUS

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**Exhibitor/Sponsor:** Booth spaces are complimentary for exhibitors and sponsors. Government Agencies, non-profits, or other organizations whose mission is to educate, inform, or provide community services will be considered exhibitors. Sale of promotional items will be allowed for these groups.

#### ONSITE SPACE / BOOTH DETAILS

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Total Space Layout: Depth: \_\_\_\_\_ Width: \_\_\_\_\_

Tent(s):                    Yes    No    If yes, required space: \_\_\_\_\_

Display Vehicle(s):    Yes    No    If yes, required space: \_\_\_\_\_

Inflatable Display(s)    Yes    No    If yes, required space: \_\_\_\_\_

Total Set-Up Time Required: \_\_\_\_\_

Total # of on-site Staff: \_\_\_\_\_ Total # of vehicle passes for staff: \_\_\_\_\_

**ONSITE SPACE / BOOTH DETAILS (continued)**

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I will provide my own equipment as follows:

Tres Rios Nature and Earth Festival can assist you with any on-site equipment rentals that you may need. Please indicate your requirements below:

I will need to order additional equipment as follows:

<u>Item</u>	<u>Cost</u>	<u>Qty</u>	<u>Extended Cost</u>
10x10 Tent	\$150.00	_____	\$ _____
Sidewall per Ft.	\$5.00/ft	_____	\$ _____
Table 6' with skirt	\$25.00	_____	\$ _____
Table 8' with skirt	\$30.00	_____	\$ _____
Chairs Folding	\$5.00	_____	\$ _____
Elec. Cord 25'	\$35.00	_____	\$ _____
Other	Call for Cost and Availability		

**Total Additional Equipment Costs: \$**

**BOOTH LAYOUT:**

In order to properly assign your booth space, please draw a sketch of your booth layout below including dimensions, etc.

Please provide a brief description of proposed activities on-site:

## ONSITE SPACE / BOOTH DETAILS (continued)

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Will you be selling anything onsite?                      YES      NO

Will you be serving food or beverage onsite?           YES      NO

Please list any other special requests or needs that you may have on-site:

## POWER REQUIREMENTS

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Regardless of exhibitor status designation, if power is required for your booth, the following charges will apply.

**Power Requested** (Check at least one option)

110/20 amps \$50

220/50 amps \$125

110/45 amps \$75

220/60 amps \$150

220/40 amps \$100

NO POWER NEEDED

Please list *all* items requiring electricity with their amperages:

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_

Item: \_\_\_\_\_ Amps: \_\_\_\_\_ Item: \_\_\_\_\_ Amps: \_\_\_\_\_

## AUTHORIZED SIGNATURE

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I, \_\_\_\_\_, representing \_\_\_\_\_ have read and agree to abide by the rules and regulations of the Tres Rios Nature and Earth Festival.

Date: \_\_\_\_\_

Please return this worksheet IMMEDIATELY in order to expedite the planning and layout process. If you need any additional information please contact us (see info below).

**Please complete the Exhibitor Worksheet and submit to:**

Alex Flickinger, AZ Game and Fish  
7200 E University Dr, Mesa, AZ 85207  
FAX: 480.324.3596  
EMAIL: [tresriosfestival@gmail.com](mailto:tresriosfestival@gmail.com)  
PHONE: 480-324-3561