

Magnificent River Rats Festival Society
Box 1440
Athabasca, AB, T9S 2A6
Email: mrrfestival@gmail.com

Dear Community Member,

This letter is a humble request for your support of the 2024 Magnificent River Rats Festival, scheduled to take place on June 30th and July 1st, 2024, at the Riverfront Stage in downtown Athabasca.

Established in 1998 as a non-profit, local, community event, the Magnificent River Rats Festival Society is returning to its roots with a *FREE* festival for 2024. It will also continue to provide a venue for local, regional, and provincial performing artists to showcase their talents. At this time, the board is finalizing the details of this event and will be announcing a schedule to the public by the end of May 2024.

There are a few ways that you can help to make this year a success. As a festival sponsor you can choose to either financially support a performance or support the festival with in-kind donations. Supporting a performance financially involves sponsoring an hour or more of the festival, while an in-kind donation involves supporting the festival with donations of services or volunteer labour.

Your support is greatly appreciated and is instrumental to the success of this festival. Any contribution will make a significant difference in the outcome of this year's festival.

Attached is a sponsorship form. Please contact us via email with any questions.

With Appreciation,

Magnificent River Rats Festival Society

2024 Sponsorship Packages **for the Magnificent River Rats Festival Society**

Friend of the Festival Sponsorship: up to \$250

- Name mentioned in the festival program.
- Recognition on the MRRF website.
- Posts on social media (Facebook, X (Twitter), Instagram).

Bronze Sponsorship: \$1,000

- Logo displayed on festival grounds (image provided by sponsor).
- On-stage acknowledgement of sponsorship between acts.
- Name mentioned in the festival program.
- Recognition on the MRRF website.
- Posts on social media (Facebook, X (Twitter), Instagram).
- Two invitations to the post-festival appreciation event.

Silver Sponsorship: \$2,500

- Recognition in festival program
- Logo displayed on festival grounds (image provided by sponsor).
- On-stage acknowledgement of sponsorship between acts.
- Name mentioned in the festival program.
- Recognition on the MRRF website.
- Posts on social media (Facebook, X (Twitter), Instagram).
- Two Invitations to the post-festival appreciation event.

Gold Sponsorship: \$5,000

- Name mentioned in radio advertisements leading up to the event.
- Brief business profile or biography presented on stage (provided by sponsor).
- Recognition in newspaper advertisements.
- Logo on event poster.
- Includes Silver Sponsorship promotions with information provided by sponsor.
- Four invitations to the post-festival appreciation event.

Platinum Sponsorship: \$10,000

- Prominent Sponsor signage at the stage and on festival grounds.
- Includes all the Gold Sponsorship promotions.
- Eight invitations to the post-festival appreciation event.

2024 Sponsorship Information
for the Magnificent River Rats Festival Society

Name of Organization _____

Name of Contact Person _____

Email Contact _____

Mailing Address _____

Postal Code _____

Phone Number _____

Mobile Number _____

Sponsorship Amount/
Level _____

Funding _____

In-Kind Donation/Value _____

Type of Service _____

**Please return this form to mrrfestival@gmail.com*