

# RIVER



Be a 2026 Ridgway Riverfest Sponsor!



# FEST

Sign up for your Ridgway RiverFest Sponsorship by May 15, 2026.

<https://ridgwayriverfest.org/sponsor-form/>

Inquiries: RiverFest Assistant Coordinator Virginia at [riverfestassistant@gmail.com](mailto:riverfestassistant@gmail.com) | 970-708-4685



# Invitation to Support River Conservation, Recreation, & Education

**Event:** 18th annual Ridgway RiverFest [ridgwayriverfest.org](http://ridgwayriverfest.org)

**Purpose:** A Celebration of the Uncompahgre River, Recreation, & Conservation

**Date:** Sat., June 27, 2026; River Races 11 a.m.-Noon, Main Festival & Concert 3-7 p.m.

**Location:** Rollans Park, Ridgway, CO

Ridgway RiverFest offers an afternoon of family-friendly fun and education celebrating the Uncompahgre River Watershed. This free annual festival features all-age river races including the Junk of the Unc homemade watercraft competition, awards and prizes, fun educational activities about local nature and outdoor recreation, live music, food, and beverages.

The RiverFest is produced by the Uncompahgre Watershed Partnership (UWP), a Ouray County-based nonprofit devoted to preserving and improving the natural, scenic and economic values of the Upper Uncompahgre Watershed, from the headwaters to the northern Ouray County line. More information on UWP and its projects: [uncompahgrewatershed.org](http://uncompahgrewatershed.org).



*Sponsorships are critical for producing a memorable summer community gathering that's both fun and educational. Moreover, sponsor dollars help Ouray County's streams, wetlands, and the fish, wildlife and people who rely on these precious resources. – UWP Executive Director Tanya Ishikawa*



# Why Your Sponsorship Matters

*By providing financial contributions or donations of products or services for Ridgway RiverFest, sponsors can feel great about many benefits for themselves and the community.*

## Watershed Stewardship

Help support awareness of our rivers, water resources and the need for conservation, and fund important water and riparian area monitoring and restoration activities.



## Community Engagement

Take advantage of widespread community recognition before and at the event on banners, posters, event website, emails, social media, and statewide media outreach.



## Tax Deductions & Credits

UWP is a 501(c)(3) nonprofit (EIN: 46-2946756) so sponsorship donations are eligible for charitable tax deductions. Financial contributions at or above \$250 may be eligible for a 25% Colorado income tax credit (or 12.5% for in-kind contributions) for Colorado donors.



# Financial Sponsorship Options

Sponsor Levels	Sponsor Appreciation*
<p><b>Class VI Sponsorship</b>  <b>\$10,000</b>            (1 Exclusive)</p>	<p>Customized partnership package designed in collaboration between sponsor and UWP Partner Team leadership to meet sponsor goals and objectives, also includes:</p> <ul style="list-style-type: none"> <li>• <b>Additional recognition in UWP emails 4 times a year</b></li> <li>• Direct invites &amp; free participation in 2026 UWP events for 2 people</li> <li>• Logo on festival posters distributed digitally, and in print in Ridgway, Ouray, Montrose, Grand Junction, Gunnison, &amp; other locations in SW CO</li> <li>• Sponsor name and website link on UWP website funders page June '26 to May '27</li> <li>• Special invites to VIP receptions before 2026 UWP events and major donor field trips</li> <li>• Complimentary booth space &amp; Free river race &amp; Junk of the Unc entries</li> <li>• Logo placement on banner at festival</li> <li>• Sponsor name included on RiverFest website, emails, &amp; social media</li> </ul>
<p><b>Class V Sponsorship</b>  <b>\$4,000</b>            (Up to 4 available)</p>	<ul style="list-style-type: none"> <li>• <b>Direct invites &amp; free participation in 2026 UWP events for 2 people</b></li> <li>• Logo on festival posters distributed digitally, and in print in Ridgway, Ouray, Montrose, Grand Junction, Gunnison, &amp; other locations in SW CO</li> <li>• Sponsor name and website link on UWP website funders page June '26 to May '27</li> <li>• Special invites to VIP receptions before 2026 UWP events and major donor field trips</li> <li>• Complimentary booth space &amp; Free river race &amp; Junk of the Unc entries</li> <li>• Logo placement on banner at festival</li> <li>• Sponsor name included on RiverFest website, emails, &amp; social media</li> </ul>
<p><b>Class IV Sponsorship</b>  <b>\$2,500</b>            (Up to 8 available)</p>	<ul style="list-style-type: none"> <li>• <b>Logo on festival posters distributed digitally, and in print in Ridgway, Ouray, Montrose, Grand Junction, Gunnison, &amp; other spots in SW CO</b></li> <li>• <b>Sponsor name and website link on UWP website funders page from June 2026 to May 2027</b></li> <li>• Special invites to VIP receptions before 2026 UWP events and major donor field trips</li> <li>• Complimentary booth space</li> <li>• Logo placement on banner at festival</li> <li>• Sponsor name included on RiverFest website, emails, &amp; social media</li> <li>• Free river race &amp; Junk of the Unc entries</li> </ul>
<p><b>Class III Sponsorship</b>  <b>\$1,000</b>            (Up to 12 available)</p>	<ul style="list-style-type: none"> <li>• <b>Special invites to VIP receptions before 2026 UWP events and major donor field trips</b></li> <li>• <b>Complimentary booth space</b></li> <li>• Logo placement on banner at festival</li> <li>• Sponsor name included on RiverFest website, emails, &amp; social media</li> <li>• Free river race &amp; Junk of the Unc entries</li> </ul>
<p><b>Class II Sponsor: \$500</b>            (unlimited sponsorships)</p>	<ul style="list-style-type: none"> <li>• <b>Logo placement on banner at festival</b></li> <li>• Sponsor name included on RiverFest website, emails, &amp; social media</li> <li>• Free river race &amp; Junk of the Unc entries</li> </ul>
<p><b>Class I Sponsor: \$250</b>            (unlimited sponsorships)</p>	<ul style="list-style-type: none"> <li>• <b>Sponsor name included on RiverFest website, emails, &amp; social media</b></li> <li>• Free river race &amp; Junk of the Unc entries</li> </ul>
<p><b>Friends of the River:</b>  <b>\$20 to \$250</b> (unlimited)</p>	<ul style="list-style-type: none"> <li>• Sponsor name included on RiverFest website</li> <li>• A big thank you from UWP!</li> </ul>

\* Some recognition may not be available for sponsors who sign up or pay after May 15, 2026.



# In-Kind Sponsorship Options

## Silent Auction Donations

For sponsors who prefer to support RiverFest through donating products and certificates, your generous donation will raise money for UWP through a silent auction. Festivalgoers love getting great deals on restaurant, lodging, and trip certificates as well as outdoor gear, toys, art, and other goodies from local and national brands. People bid on donated silent auction items until 5 and 6 p.m., when bids are closed in two waves and top bidders purchase their items. Starting bids are typically 50% of the item's retail value, and most common winning bids are 60% to 70%.



*Note: Silent auction donors will receive pro-rated Class I-V Sponsor Appreciation to match the typical financial value earned from auction buyers. Products, services and other silent auction valued at: \$4,500 and above = Class V; \$3,000-\$4,499 = Class IV; \$1,200-\$2,999 = Class III; \$700-\$1,199 = Class II; \$350-\$699 = Class I; and \$25-\$349 = Friends of the River. RiverFest staff is happy to help you understand which sponsor level your donated items will match.*

## Junk of the Unc Prizes

Junk of the Unc entrants have the chance to win one of four prizes: Fastest Junk, Best Use of Reused/Recycled Materials, Most Artistic/Creative, and Best of Youth (20 years old & under). For sponsors who would like extra recognition during promotion and announcement of the Junk of the Unc, please consult with RiverFest staff. Junk prizes should range in value from \$100 to \$500.



## Donated & Discounted Supplies & Services

UWP seeks vendors who can help support the festival with in-kind donations and discounts for services and products such as beverages, prizes, giveaways, tent rentals, food, computer loans, shirts, hats, and other event needs. In-kind sponsors will be appreciated at the monetary level of the Class that matches their contribution or discount. Please consult with RiverFest staff if you are interested.



**Sign up for your Ridgway RiverFest Sponsorship by May 15, 2026.**

<https://ridgwayriverfest.org/sponsor-form/>

**Inquiries: RiverFest Assistant Coordinator Virginia at**

[riverfestassistant@gmail.com](mailto:riverfestassistant@gmail.com) | 970-708-4685