



FIESTA DEL RIO  
SPONSORSHIP OPPORTUNITIES  
SATURDAY, SEPTEMBER 26TH, 2026



### **Sponsorship Levels:**

All sponsorship levels include these Core Benefits

- Website recognition on the San Diego River Park Foundation's website
- One pre and post event SDRPF social media post
- Inclusion in event marketing materials and signage
- Recognition at the event plus two complimentary event tickets (total value \$400)

### **\$15,000: Presenting Sponsor:**

Includes all the above plus: "Fiesta del Rio: A Progressive River Experience presented by..."

- Branding recognition at all zones, across the entire event
- VIP seating & visibility for 2
- Stage recognition on event signage and by the event Master of Ceremonies
- Recognition as the Presenting sponsor in event communications
- Prominent recognition as the Presenting Sponsor in the digital e-newsletter (14,500+ subscribers)
- Recognition in all event media releases

### **\$10,000: River Lab Sponsor:**

River Studio Experience featured in innovative STEM lab and learning center

- Logo placement as the sponsor of "Bugs are Cool" activities (high-traffic area)
- Prominent recognition as the River Lab Sponsor in 2 digital e-newsletters (15,700+ subscribers)
- Recognition during volunteer storytelling moments at the event
- Recognition in all event media releases
- Includes Core Benefits

### **\$8,000: River Garden Sponsor:**

Beer, Wine, and Craft Beverage Experience

- Logo placement as the sponsor of the River Garden (high-traffic area)
- Recognition during volunteer storytelling moments at the event
- Prominent recognition as the River Garden Sponsor in one digital e-newsletter (15,700+ subscribers)
- Recognition in all event media releases
- Includes Core Benefits



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## **\$5,000: Donor Message Tree Sponsor:**

Guest Writing and Placing Meaningful Messages on a Tanabata Tree

- Logo placement as a sponsor of the Tanabata Message Tree
- Logo placement on the tag of Tanabata Message Tree
- Recognition during volunteer storytelling moments at the event
- Recognition in one digital e-newsletter (15,700+ subscribers)
- Includes Core Benefits

## **\$2,500: Native Plant Potting (Hands-On Experience)**

Hand-Painted Pots and Native Planting Activity

- Logo placement as the sponsor of the native planting activity
- Recognition during volunteer storytelling moments at the event
- Recognition in one digital e-newsletter (15,700+ subscribers)
- Includes Core Benefits

## **\$750: Community Sponsor (multiple)**

- Includes Core Benefits

Thank you for considering this sponsorship opportunity. Your support will help advance the San Diego River Park Foundation's mission to connect people with nature, inspire environmental stewardship, and protect the San Diego River for future generations.

If you have any questions or would like to discuss sponsorship opportunities in more detail, please contact Pat Rice, Senior Manager of Philanthropy and Government Relations, at (619) 794-7999 or [Patricia@sandiegoriver.org](mailto:Patricia@sandiegoriver.org). You may also reach the San Diego River Park Foundation office at (619) 297-7380.

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