

GREAT LAKES  
BREWING CO



**BURNING  
RIVER  
FEST™**

**2016  
PARTNERSHIP  
OPPORTUNITIES**

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FRIDAY, AUGUST 26: 6PM-11PM  
SATURDAY, AUGUST 27: 6PM-11PM  
AT THE HISTORIC COAST GUARD  
STATION ON WHISKEY ISLAND  
[burningriverfoundation.org](http://burningriverfoundation.org)  
[facebook.com/burningriverfest](https://facebook.com/burningriverfest)  
[@BRF\\_Cle](https://twitter.com/BRF_Cle)



# BURNING RIVER FEST

A FESTIVAL BRINGING REAL CHANGE TO OUR COMMUNITY

Burning River Fest takes place over two summer evenings at one of the most beautiful waterfront venues in Cleveland, the historic Coast Guard Station on Whiskey Island. Our mission is simple: all profits raised from Burning River Fest will benefit the rehabilitation of the historic Coast Guard Station. Fest goers will dance, eat, drink, and celebrate at the same landmark the Burning River Foundation hopes to save. Thanks to years of advocating and fundraising, Burning River Fest is proud to share that Phase I of the restoration project is scheduled to be completed this year in collaboration with the City of Cleveland and Cleveland Metroparks.

But this is only the beginning. Our community has made it clear where they stand, and the public and private sectors of Cleveland have taken notice. Help us continue to make real strides in saving and celebrating this iconic structure.

With a projected attendance of 4,000 people, Burning River Fest will feature live music on two stages, fresh food and chef demos from local farms and eateries, and plenty of craft beer courtesy of Great Lakes Brewing Co. There is no other event that brings the Cleveland waterfront to life like Burning River Fest.





# THE BURNING RIVER FOUNDATION

Established in 2007 as an outgrowth of the continued success of the Burning River Fest, the Burning River Foundation has awarded over \$500,000 to local non-profit organizations focused on clean water research, education, and conservation. With funding from the Foundation, groups such as 5 Gyres and SUNY Fredonia have identified the sources of plastic pollution in the Great Lakes and advocated for legislation to restrict the use of microbeads. Organizations such as St. Basil the Great and Drink Local, Drink Tap have installed fresh drinking water systems in Latin America and Africa. Funding has also assisted independent journalists to write stories for public radio on environmental challenges facing the Great Lakes.

In 2016, the Burning River Fest is refocusing its efforts on the continued rehabilitation of the historic Coast Guard Station located on Whiskey Island as a location for public recreation and environmental education. The first phase of the project, to be completed in 2016, will focus on restoration and rehabilitation of the Coast Guard building and grounds. The rarely seen Coast Guard Station will serve as home to the 2016 Burning River Fest, and thousands of people from across the region will be able to celebrate the work in progress to restore what was once considered one of the most beautiful naval bases in the United States.



# PARTNER WITH US

## BENEFITS FOR YOUR BUSINESS

- Position your company as an engaged employer and environmentally responsible corporate citizen
- Position your company as a leader in creating a unique cultural event in Cleveland and in the country
- Demonstrate your contributions and commitment to Northeast Ohio as a desirable place to live and work
- Sustainability and corporate responsibility
- Community engagement and historical preservation
- Supporting regional freshwater conservation and education efforts

## WHO IS YOUR AUDIENCE?

Burning River Fest attendees are highly engaged individuals who care about their community and the environment, and take pride in supporting local businesses. Survey results from 2015 showed a high percentage of millennials in attendance for both evenings, while 53% of our audience reported earning an annual income of \$50,000 or greater. Your involvement will demonstrate that your business shares the same vested interest in sustainability and growth in Northeast Ohio.



# PARTNERSHIP LEVELS

	GEN TIX	VIP TIX	VIP PARK	SOCIAL MEDIA BRF	LOGO ON BRF SITE	LOGO ON T-SHIRT	LOGO ON BANNER	LOGO ON COASTER	INCLUDED IN OWNED/PAID MEDIA	GLBC SOCIAL MEDIA	LOGO ON PROMO	VENUE BRANDING
GLBC												
\$20k	30	10	10									
\$15k	25	8	8									
\$10k	18	6	6									
\$5k	14	4	4									
\$2.5k	8	2	2									





# THANK YOU

FOR YOUR SUPPORT AND INVOLVEMENT

