

GREAT LAKES[®]
BREWING CO



BURNING RIVER FESTTM

2017
PARTNERSHIP
OPPORTUNITIES

FRIDAY AUGUST 18TH: 6PM-11AM
SATURDAY, AUGUST 19TH: 6PM-11PM
AT THE HISTORIC COAST GUARD
STATION ON WHISKEY ISLAND
burningriverfest.org
burningriverfoundation.org
facebook.com/burningriverfest | @BRF_Cle



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. Fest goers will dance, eat, drink, and celebrate, all while raising funds for the Burning River Foundation.

With a projected attendance of 4,000 people, Burning River Fest will feature live music on two stages, fresh food, a silent disco dance party, 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

HOW IT ALL BEGAN

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. In previous years with 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 writing stories on environmental challenges facing the Great Lakes.

In 2016, the Burning River Foundation refocused 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, completed in 2016 in partnership with the Cleveland Metroparks and the City of Cleveland, focused on restoration and rehabilitation of the Coast Guard Station which will serve as home to the 2017 Burning River Fest. 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
- Community engagement and historical preservation
- Position your company as a leader in creating a unique cultural event in Cleveland in the country
- Demonstrate your contributions and commitment to Northeast Ohio as a desirable place to live and work
- Sustainability and corporate responsibility
- Support regional freshwater conservation and education efforts



WHO IS YOUR AUDIENCE?

Burning River Fest attendees are highly engaged individuals who are 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 report in 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	BRF SOCIAL MEDIA	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

GREAT LAKES[®]
BREWING CO

brokaw

Lambda
PRODUCTIONS INC.

PNC

Omni
MEDIA

amHIGLEY | 90+
Beyond Bricks and Mortar Years

riot
creative imaging

REPUBLIC
SERVICES

WOW!
Cleveland
CWOINK.COM

Cleveland
Metroparks

ROCK & ROLL
HALL OF FAME

C.H. ROBINSON

ANCHOR GLASS
CONTAINER

patagonia

Tucker
Ellis | LLP

VINCENT
LIGHTING SYSTEMS

WILSON
JENNIFER

edible
CLEVELAND