



Arts Community of Easton

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RIVERSIDE FESTIVAL OF THE ARTS

Dear Friend of Riverside Festival of the Arts,

We are now planning the sixteenth annual Riverside Festival which will be held on Saturday and Sunday, September 22nd & 23rd, 2012. This year, it's the same weekend as Movies @ the Mill - a spectacular weekend of the Arts in Easton! The art festival will be in Easton's beautifully renovated Riverside & Scott Parks along the Lehigh & Delaware Rivers and Larry Holmes Drive in Easton, PA. **We ask for your support.**

Our mission is "To promote the Delaware/Lehigh river-meeting as a cultural/arts venue to benefit the community, and to build bridges between the visual, literary and performing arts."

The Festival has historically attracted thousands of individuals from the region who come to view and purchase art, enjoy the live music, partake in literary events and more. RFA will again feature a **Juried Art Show and Sale** which showcases some of the best artists and craftsmen from the region. We're currently lining up exciting live music and welcome back James Supra, who will again manage sound.

Various regional authors will do readings and discuss their work, and famous "American Original" / global poet *Gerald Stern* plans to do a reading! A Children's Corner will feature story times and 'Artist-in-Residence' arts and crafts, plus a 'test lab' of Crayola's generous donation of art supplies for kids to try out. We are excited to have a dedicated childrens' events director on our committee this year ~ welcome Hanna!

Thank you, new local business *Metris Arts Consulting* for stepping up early to sponsor our 3rd annual "**Plein Air Art Contest**". Genesis Bikes plans to host a 'Bike to Art' ride. An exciting inaugural *Crayola sidewalk chalk expo* is in the planning stages. We're hoping NYU art professor (and World-boomerang champion) Dr. Barnaby Ruhe will be back this year for his painting clinic. Other unique art-events are in the planning stages and will depend upon your support.

It has been said that art is food for the soul. "Art is a tryst, for in the joy of it, maker and beholder meet." ~ *Kojiro Tomita*. In these difficult times, art matters more than ever. Please consider helping us to bring a weekend of culture and joy of art to the Two Rivers area. Your support of RFA will help assure our ability to continue to present this multi-art event and to make it more successful than ever. **You can help by: 1) becoming a SPONSOR; 2) Donating an item or service for our raffle.** We can also use more volunteers. Enclosed are details about each sponsor opportunity to support RFA. *Thank you for your generosity and support.*

RIVERSIDE FESTIVAL OF THE ARTS

PO BOX 465, Easton, PA 18044
www.EastonRiversideFest.com

Carol ~ Carol Benner
Chairperson, RFA
610.438.4772
clbenner1984@hotmail.com

RFA is a function of Arts Community of Easton, Inc. (ACE), a 501(c)(3) exempt organization dependent upon benefactors from the community as well as public support and membership to ensure its ability to continue to provide an outstanding celebration of the arts.



This photo by Gene Palmiter

Thank you,
JamieCabreza.com
for festival photos!

Dr. Barnaby Ruhe

SPONSORSHIP OPPORTUNITIES

Your support of Riverside Festival of the Arts (RFA) will ensure our ability to continue presenting this cultural event and help it flourish. Please consider which one of the following donor levels you will support:

Thank you AGAIN, Phillipsburg Mall!

Premier - \$2,000+

- Your company will be our "headliner" donor
- Logo solely displayed on 2 large banners (main stage & so 3rd)
- Logo solely featured on posters advertising the event
- Prominently displayed as *Premier Sponsor* on ACE & RFA websites
- Named as *Premier Sponsor* in all press coverage & printed material.
- Full page, full color acknowledgement – back cover of RFA Program Brochure

in-Kind Gift, for Raffle

- you can also donate an in-kind product or service/ gift certificate. Please send that along to our PO Box below. Call Pamalee LaDuca 610.258.5865 or email: rfa@eastonart.org

Champion - \$1,000 - \$1,999

- 2 company banners displayed prominently around the event
- Logo featured on RFA website sidebar
- Full page, black & white acknowledgement in RFA Program Brochure Inside Front Cover (1st respondent) / Inside Back Cover (2nd)
- Named as *Champion Sponsor* on all RFA printed material

Choose your sponsorship level and return this form with your tax-deductible contribution* and acknowledgement copy** If applicable, by Aug 30, 2012.

Patron - \$500 - \$999

- Logo/name featured on RFA website sidebar
- 1/2 page black & white acknowledgement in RFA Program Brochure**
- Named as *Patron Sponsor* on RFA printed material

MetrisArts.com Plein Air Contest - \$500

- Only ONE: Contest will be named for your business this year (appears on website, in all ads & promos) + 1/2 page**

Benefactor - \$100 - \$499

- Logo/name featured on RFA website sidebar
- 1/2 page black & white acknowledgement in RFA Program Brochure**
- Named as *Benefactor Sponsor* on all RFA printed material

Associate - \$50 - \$99

- 1/4 page black & white acknowledgement in RFA Program Brochure**
- Named as *Associate* in RFA Program Brochure

Friend - \$25 - \$49

- Named as *Friend* in RFA Program Brochure

Contact Name

Company/Organization Name

Street Address

City

State zip

Phone



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Checks should be made payable to: A.C.E.

Mail to: Riverside Festival of the Arts
PO Box 465
Easton, PA 18044.

** For your company's acknowledgement in our brochure, you may send a clean, black & white copy suitable for scanning or email a jpeg.file (300 DPI, greyscale) to solanus@rcn.com - type "RFA supporter" in subject line