



# Unique Sponsorship Opportunity

## FOOLS' FLOTILLA

presented by  
River Alliance of Wisconsin

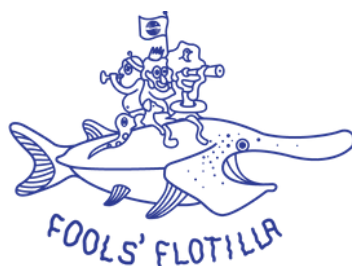
June 9, 2019 - Yahara River - Madison



- **Iconic Madison event for 9 years!**
- **Over 100 boats in 2018**
- **Reach a total audience of 10K**

- **Event description:** At this community-building event participants and observers experience the transformation of the small but mighty Yahara River. This parade of decorated boats and people turns our urban neighborhood into a celebration of water, art and music. A true Madison bucket list experience!

Levels	Sponsor Benefits
<b>Pontoon</b> \$2,500 +	<ul style="list-style-type: none"> <li>• Tabling opportunity at start of event</li> <li>• Opportunity to hang your banner on our pontoon boat</li> <li>• Linked logo in email marketing to 5k people</li> <li>• Recognition on social media, including 2 dedicated features for your organization</li> <li>• Recognition in press release</li> <li>• Linked logo on River Alliance website</li> <li>• Logo recognition on day-of event signage</li> </ul>
<b>Canoe</b> \$1,000	<ul style="list-style-type: none"> <li>• Opportunity to hang your banner on our pontoon boat</li> <li>• Linked logo in email marketing to 5k people</li> <li>• Recognition on social media, including 1 dedicated feature for your organization</li> <li>• Recognition in press release</li> <li>• Linked logo on River Alliance website</li> <li>• Logo recognition on day-of event signage</li> </ul>
<b>Kayak</b> \$500	<ul style="list-style-type: none"> <li>• Recognition on social media</li> <li>• Recognition in press release</li> <li>• Linked logo on River Alliance website</li> <li>• Logo recognition on day-of event signage</li> </ul>
<b>Raft</b> \$250	<ul style="list-style-type: none"> <li>• Recognition in press release</li> <li>• Linked logo on River Alliance website</li> <li>• Logo recognition on day-of event signage</li> </ul>



**Contact:** Sharon White, Associate Director  
(608) 257-2424 x116 | [swhite@wisconsinrivers.org](mailto:swhite@wisconsinrivers.org)

