



Sponsorship Request

Event Details:

Riversdale Business Improvement District Board of Management have implemented a new Riversdale District event which will run annually. The Riversdale Street Fair will be a way for businesses in the district to engage with the public through marketing, vending products, & networking with other Riversdale businesses. The event will take place on 20th Street West, between Idylwyld Drive & Ave E, on Saturday July 23rd, 2022, from approximately 10am to 10pm. All businesses in the Riversdale District are encouraged to set up a vendor booth, demonstration, or display on 20th Street, regardless of their location in the district. The fair will also include several events including local art, balloon animals, face painting, music, entertainment, and more!

Why Sponsor This Event:

We are looking for sponsors for this event to be able to offer a better experience to not only the public but also to our Riversdale District Businesses. Sponsorship of this event will be a beneficial way for your company to give back to the community by showing support for one of Saskatoon's oldest districts. Riversdale has a sense of history that you won't find in other neighbourhood's and is home to a diverse population of cultures that celebrates differences and welcomes all. Riversdale is full of cultural and artistic expression; through sculptures, murals and the varied mix of businesses that call it home. By sponsoring this event you will be assisting independent artists, locally owned small businesses, and a community, by allowing them to come together and celebrate the area in which they live, work, and play!

We have attached a table of various Sponsorship Benefits that you will be entitled to depending on the level of monetary contribution. If you have a sponsorship idea or dollar amount that is not listed in the table, please contact Lindsay at communications@riversdale.ca and we will be more than happy to work with you on making this sponsorship fit your company needs and budget.

Thank you for your consideration of sponsoring this event, we appreciate everyone who has and continues to support Riversdale District.



Riversdale Business Improvement District
344 20th Street West, Saskatoon SK. S7M 0X2

Lindsay Bueckert

306-242-2711

communications@riversdale.ca



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Sponsorship Benefits:	BREEZE \$5,000	RIVER \$2,500	FRESH \$1,500	BRIGHT \$1,000	FLAME \$500	CLOUD \$250
First selection of next year's sponsorship level	✓	✓	✓	✓	✓	✓
Logo or business name on all advertisements of the Riversdale Street Fair (print, media, email, etc.)	✓	✓	✓	✓	✓	✓
Listed as "Event Sponsor" on website	✓	✓	✓	✓	✓	✓
Signage to be displayed throughout event (to be provided by you or designed/printed by us for additional cost)	✓	✓	✓	✓	✓	
Corporate business card & promotional item (provided by you) to be included in event goody bags & giveaways	✓	✓	✓	✓	✓	
Recognition & thank-you in all press releases	✓	✓	✓	✓		
Dedicated Social Media post of your company & what you do	✓	✓	✓	✓		
Dedicated vendor booth (table & tent provided by us) to market products (to be provided & staffed by you)	✓	✓	✓	✓		
Logo to be included on event map	✓	✓	✓			
Access to VIP area (includes cool down area, storage, private bathroom facilities, free beverages, & more)	✓	✓	✓			
Event tote-bag Sponsor (only 1 package available)		✓				
Entertainment Sponsor (only 1 package available)	✓					

**If you would like to be an event sponsor but your idea or budget does not fall into the above categories, please reach out to Lindsay (communications@riversdale.ca), and we will be happy to accommodate you in any way.*