

California Riverfest

Chairperson
Ashley Roth

Members
Patsy Alfano
Michelle Kinsey
Peter Letourneau
Will Miller
Amelia Mitchell
Nate Scaccia

**Borough of
California
Municipal Building**
225 Third Street
California, PA 15419
Voice: 724.938.8878
Fax: 724.938.8881

Website
www.caboroughrecauth.com

E-mail
calboroughrecauth@gmail.com

Facebook
California Borough
Recreation Authority

Dear California Community Supporter:

The California Borough Recreation Authority is thrilled to be hosting the eighth annual Riverfest on August 21st and 22nd, 2021! This exciting and fun-filled event will be held on lower Wood Street in downtown California pending all Centers for Disease Control and Prevention guidelines can be properly followed and maintained.

The goals of Riverfest 2021 are:

- 1. The opportunity to create an outstanding community event for years to come.**
- 2. The chance to raise funds to improve community parks and trails.**

Funds raised from Riverfest will be used for future park enhancement and trail creation projects between parks in our local community. These park and trail improvements will benefit the community in the following ways:

- Improve the quality of life for residents.
- Attract new visitors to the area.
- Facilitate new outdoor recreation opportunities.
- Spur economic growth for local businesses.

We hope we can count on your support as a sponsor! Your donation will do so much to help support our programs and events, and would be greatly valued. Let's work together as one to show everyone what a great town California truly is!

Thank you for your thoughtful consideration of our request.

Sincerely,

The California Borough Recreation Authority



California Riverfest Sponsorship Levels

Platinum Sponsor - \$1,000 and up

Included in this level your business name will be listed on signage at the festival, on all outgoing publications, and press releases. You will also receive a complimentary priority tent space to showcase your business, and your business information will be announced periodically throughout both days of the festival.

Gold Sponsor - \$500 - \$999

Included in this level your business name will be listed on our signage at the festival, your business name will be reported in all publications, and your business information will be announced periodically throughout both days of the festival.

Silver Sponsor - \$250-\$499

Included in this level your business name will be listed on our signage at the festival and your business information will be announced periodically throughout both days of the festival.

Bronze Sponsor - \$50-\$249

Included in this level your business name will be listed on our signage at the festival.

Any donation you can provide will help and be greatly appreciated!

To ensure your business name is included on all print material, please have your sponsorship postmarked by July 31, 2021

Please Make Checks Payable to:
California Borough Recreation Authority
PO Box 565
California, PA 15419