



Dear Waterfront Festival Supporters,

Watkins Glen Promotions would like to announce that the 2022 Cardboard Boat Festival planning is underway. **Please save the date: Saturday, June 18, 2022!**

As in the past, the Waterfront Festival is seeking sponsors for the 2022 Festival. Have you been a sponsor of the Waterfront Festival? Would you like to be one of our sponsors? We would love to provide information on what a sponsorship entails, and how you can help to truly make this festival a success.

We appreciate each and every donation to bring this annual event to the community. As you consider your budget for next year, we ask that you consider adding sponsorship for the 2022 Waterfront Festival.

Don't forget to get your cardboard boat ideas underway. For 2022, we plan to expand our categories eligible for prizes and awards.

Specific sponsorship levels and details, as well as a sponsorship form, are attached to this letter. For any questions or more information, please reach out to Michaela at events@watkinglen.com, or Laurie at 607.280.0243.

We look forward to have you support us for the 2022 Waterfront Festival!

Thank you,

Laurie DeNardo, Chair

Kelly Miller, Co-Chair



Watkins Glen Waterfront Festival Cardboard Boat Regatta Sponsorship



- This highly unique event has become one of the Finger Lakes and Southern Tier's most popular festivals.
- The event was organized 26 years ago as a vehicle to promote tourists to visit Watkins Glen and it has become a yearly tradition. Today the festival lures thousands of locals and visitors to the beautiful waterfront with its pier, marina and restaurants.
- A family event, for KIDS of all ages, there is no charge for either admission or parking.
- Each year we plan a few more events that will continue to attract visitors...however we must be honest and state that the "Cardboard Boaters" are the stars of the show!



27th Annual Waterfront Festival Sponsorship

Sponsorship is essential to the vitality of this highly regarded kick off to summer that we have cherished in Watkins Glen for over 26 years. It is truly a community effort to continue this tradition. We are asking you, a pillar of our local business community, to commit to sponsorship on one of the following levels to ensure this festival for years to come!

Start/Finish Line Sponsor: \$1000 Finish Line sponsored by Frog Hollow Marina Start Line sponsored by Cargill, Inc.

- Self-provided banner located at Start/Finish line for boats
- Business name and logo in BOLD AND LARGE FONT on tee-shirts
- Inclusion in the official event program and recognition on our website and social media outlets.

Band Stand Sponsor: \$1000 – sponsored by Perry & Carroll for 2022

- Self-provided banner on live entertainment stage
- Business name and logo in BOLD AND LARGE FONT on tee-shirts
- Inclusion in the official event program and recognition on our website and social media outlets.

Tee Shirt Sponsor: \$750

- Your logo on sleeve of the commemorative tee shirt
 - An additional \$100-* your business name on back of tee
 - An additional \$250 –* your business name in **BOLD AND LARGE FONT** on the back of tee
 - An additional \$500–* your business name on back of tee with logo, in **BOLD AND LARGE FONT** at top
- All tee shirt sponsors receive inclusion in the official event program and recognition on our official website and social media outlets.

Captain Sponsor: \$300



- Self-provided professionally printed banner approximately 4 feet by 6 feet to be hung on the pier along the finish line
- Business name on the back of commemorative tee shirt
- Inclusion in the official event program
- Recognition on our official webpage and social media outlets

Prize Category Sponsor: \$250

- Prize category named for your business
- Inclusion in the official event program
- Recognition on our official web page and social media outlets
- Recognition on commemorative t-shirt
- Prize category recognition in local media highlighting the race including The Watkins Review, The Observer, and Big Fox of Corning and the world famous HiLites, your area's free community paper.

Prize categories to be sponsored:

Fastest time –Adult Class; Fastest Kids Boat under 12;
Fastest Kids Boat 13- 18
Best Theme
Best Boat Name
Best Sinking
William Croft Most Patriotic Award
Don Brubaker Best Construction

General Sponsor: \$100

- Inclusion in the official event program
- Recognition on our official web and social media outlets
- Recognition on commemorative t-shirt



2022 Waterfront Festival SPONSOR & DONATION APPLICATION

The Waterfront Festival committee is seeking donations for tee shirts, entertainment & more!

Name: _____

Business Name: _____

Phone: _____ Email: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Level of Support: _____

Payment Options (Please check one)

Cash \$_____ Amount

Check \$_____ Amount

Please complete this form and send form and donation to:

211 N. Franklin Street, P.O. Box 332



Watkins Glen, NY 14891

Phone: 535-3003 Fax: 210-4150

Website: www.watkinsglen.com

Email: events@watkinsglen.com

Watkins Glen Promotions is a 501-C3 corporation operated by a board of volunteers focused on the planning and management of quality special events in Schuyler County. It is our goal to bring visitors into the community to showcase the natural beauty and creative talents of the area.

We thank you for your generous support!