

HISTORY OF RIVERFEST

Flashback to 1978... Downtown is deserted... retailers have moved to "The Mall" and other shopping centers, with only a few old-timers remaining on Front Street. Farsighted developers have made stores and warehouses on the northern end of town into the Cotton Exchange, a collection of specialty shops, pubs, and restaurants. Old abandoned homes and shops located on the southern end of the retail area have become Chandler's Wharf. The restoration of these two anchors of downtown were acts of faith. Located between these restorations were shabby warehouses, long forgotten wharves, and a parking deck. The historic old buildings, marvelous architecture, and the majestic river were not appreciated or enjoyed. Wilmington's downtown needed a miracle.

In February 1979, a group of Wilmingtonians interested in Historic Downtown and the arts, began the organization of a cultural street festival designed to bring residents back downtown. This would be a free, family oriented celebration called Riverfest.

The first Riverfest was October 4-6, 1979. Forty volunteers participated, and the budget consisted of \$5500, all donations. There were four concessions, trolley rides, and fireworks. Riverfest was a roaring success! It was decided to continue the festival the next year, and again, and again on the first weekend in October.

Much change has happened to Historic Downtown Wilmington during the history of Riverfest. Wilmington is united in celebrating our heritage, the beautiful Cape Fear River. With the continued help of sponsors and contributors, this tradition will continue.

MAKE A DIFFERENCE

Riverfest is dependent on sponsorships and contributors from the community businesses, organizations and the general public. The economic impact of Riverfest on the community has been estimated at over three million dollars, with attendance in excess of 100,000 per year.

As delightful as the festival outcome, the end result is the awarding of scholarships for marine related studies at Cape Fear Community College. The ultimate goal of Riverfest is to increase the amount of scholarship funds each year given to Cape Fear Community College.

The greatest part of Riverfest is the generous contributions from the community. Without these contributions, Riverfest would not be able to continue to grow, and to be the delight that it is to our heritage of the beautiful Cape Fear River and to our wonderful city of Wilmington.

Riverfest needs your help with continuing to make an impact, not only in the community, but in the lives of those that receive the Cape Fear Community College Scholarships. Please take a few moments and make your contribution to Riverfest or volunteer to help with the festival.

If you have any further questions, please feel free to call or visit the Riverfest website.

(910) 452-6862

or visit

www.wilmingtonriverfest.com

CONTRIBUTION LEVELS

As a contributor you will receive:

Benefactor: \$750

- Name on Riverfest Website
- Name in Thank You Ad
- Riverfest Commemorative print
- 4 Riverfest T-shirts
- 4 Festival Meal Vouchers

Patron: \$500

- Name on Riverfest Website
- Name in Thank You Ad
- 2 Riverfest T-shirts
- 2 Festival Meal Vouchers

Friend: \$250

- Name on Riverfest Website
- Name in Thank You Ad
- 2 Riverfest T-shirts
- 1 Festival Meal Voucher

Contributor: \$100

- Name on Riverfest Website
- Name in Thank You Ad
- 1 Riverfest T-shirt

Higher levels of sponsorships available

Please Visit

www.wilmingtonriverfest.com



SCHOLARSHIPS

Riverfest is a major financial supporter of the Marine Technology Division at Cape Fear Community College. Since the mid 1980's, the non profit group has contributed funds at various levels and to date has provided monetary contributions in excess of \$124,000.

In years past, Cape Fear Community College recognized Riverfest for its dedication and requested that a portion of contributions be used for purchasing much needed equipment. Funds were used henceforth to purchase water sampling instrumentation, a Solomat Meter, field water analysis systems, and a turbid meter that measures water quality in the Cape Fear River.

In 2007, in collaboration with Cape Fear Community College Foundation, Riverfest established an endowment securing educational opportunities for students in the Marine Science program.

The donation of monetary funds, as well as equipment, has enhanced our community, the quality of the River, and has provided the opportunity for continuing studies in the Marine Science program. The commitment of Riverfest to our surrounding community is a part of the founding traditions that have carried on for more than three decades.

Thank you for your contribution and volunteering to help with Riverfest !

Name _____

Company _____

Address _____

Phone _____

Email _____

T-Shirt Size S M L XL XXL XXXL

shirts needed _____

**CONTRIBUTION LEVELS
(Circle One)**

Benefactor \$750

Patron \$500

Friend \$250

Supporter \$100

Riverfest could not be successful without the hard work of volunteers. If you are interested in helping with the festival please check all that apply:

What type of volunteer opportunity interests you?

- Serving on the Board of Directors
(Meetings are the 2nd Wed. of every month.)
- Chairing a Festival Event
- Volunteering the weekend of the festival
- Volunteering Special skills

Old Wilmington Riverfront Celebrations, Inc.
PO Box 7735
Wilmington, NC 28406



Diamond Sponsor

For a \$7,500 investment, sponsor will receive:

- ✿ Exclusivity of sponsors' product among like sponsors
- ✿ Sponsors' logo and website link on Riverfest website
- ✿ Sponsors' logo in all Riverfest print advertising
- ✿ Advertising on radio and television stations prominently stating sponsors of Riverfest
- ✿ Signage at selected festival events
- ✿ 8 Tickets to the Sponsors' Appreciation Event
- ✿ Signage at the Sponsors' Appreciation Event
- ✿ Up to 20 x 10 booth at the festival
- ✿ Riverfest Commemorative print
- ✿ Sponsors' logo in the Riverfest Thank You ad
- ✿ 2 Souvenir gift bags



Gold Sponsor

For a \$5,000 investment, sponsor will receive:

- ✿ Sponsors' name on Riverfest website
- ✿ Signage at selected festival events (provided by sponsor)
- ✿ 6 Tickets to Sponsors' Appreciation Event
- ✿ Recognition at Sponsors' Appreciation Event
- ✿ 10 x 10 booth at the festival
- ✿ Riverfest Commemorative print
- ✿ Sponsors' name in the Riverfest Thank You ad
- ✿ 2 Souvenir gift bags



Silver Sponsor

For a \$2,500 investment, sponsor will receive:

- ✿ Signage at a selected festival event (provided by sponsor)
- ✿ 4 Tickets to Sponsors' Appreciation Event
- ✿ Recognition at Sponsors' Appreciation Event
- ✿ Sponsors' name in the Riverfest Thank You ad
- ✿ Riverfest Commemorative print
- ✿ 2 Souvenir gift bags



Bronze Sponsor

For a \$1,500 investment, sponsor will receive:

- ✿ Signage at a selected festival event (provided by sponsor)
- ✿ 2 Tickets to Sponsors' Appreciation Event
- ✿ Sponsors' name in the Riverfest Thank You ad
- ✿ Souvenir gift bag

