



Connecting people with Lake Erie.

Saturday, August 9, 2014

Noon until sunset

Miller Road Park | Avon Lake, Ohio

Hosted by



The City of Avon Lake | Friends of the Parks Avon Lake

Sponsorship Opportunities

About the Event

This all-day celebration of Lake Erie aims to help people connect with our great lake through recreation, art, and family fun. Participants will offer attendees activities and ideas to inspire interaction with Lake Erie, and our other natural resources, while helping them understand the importance of (and how to minimize) their own environmental impact. We expect 1,000 – 2,000 attendees this year.

A beach party with a purpose.

Who will be there (as of 5/14/14)

Ohio Sea Grant	The City of Avon Lake rain barrel program
Ohio State University's Stone Lab	Northeast Ohio PIPE
U.S. Coast Guard	Firelands Fly Fishing
Ohio Department of Natural Resources	LoCo Yaks (Lorain County waterway outfitter/guide)
Lorain County Metro Parks	West River Paddle Sports
Drink Local Drink Tap (Lakewood-based global water-to-Africa nonprofit)	Follow the Fish
Hooks for Hunger (fish-for-hunger-relief organization)	Get Stuffed Solar-Powered Mobile Eatery
	Sushi on the Roll
	with more to come

These organizations will provide family-friendly activities while helping adults and children understand their help is needed for a healthy great lake. Free activities will include the following:

- Master sandcastle builder and kids' sand-play area
- Nature art projects
- Kayaking & paddleboard clinics
- Water-jug relay races
- Raptor experience
- Fly fishing demos
- Learn-to-fish clinics
- Tie-your-own fishing lures
- Follow the Fish ARTSHOP

Introducing the Waterfest Triathlon

We're serious about helping people interact with Lake Erie. In that spirit, we've created the inaugural, sprint-length 2014 Waterfest Triathlon/Aquabike, along with the Jr. Splash & Dash. (The Jr. Splash & Dash is designed for children and includes a short lake swim and one-mile run inside Miller Road Park.) *Sponsorship opportunities available.*

Whether or not you become a Waterfest sponsor, please promote this fitness experience, as well as the event in general, to your employees.

Triathlon registration is available at ncnracing.org/registration.

2014 Sponsorship Opportunities



All sponsorships include:

- Company logo on welcome sign at event
- Acknowledgment in thank you ads
- Acknowledgment in June and September Waterline newsletters
- Company logo on the WaterFest website with a link to your site

The Future of Lake Erie (Kids' area sponsorship): 3 available..... \$1,000

- Prominent placement and "presenter" status on event welcome sign and WaterFest Kids! area (including sandcastle display) signage
- Presenter status on Compressors Kids! Passport/WaterFest site map
- Inclusion in pre-event social media communications
- Complimentary booth space at WaterFest to feature your company's eco-friendly programs/messages
- Inclusion in ad in Lake Erie Living magazine (circ. 25,000)

The Sounds of Lake Erie (Music stage sponsorship): 2 available..... \$750

- Prominent placement and "partner" status on event welcome sign and music stage presenter signage
- Inclusion in pre-event social media communications
- Complimentary booth space at WaterFest to feature your company's eco-friendly programs/messages
- Inclusion in ad in Lake Erie Living magazine (circ. 25,000)

Get Fit on Lake Erie (Beach activity sponsorship): 3 available..... \$500

- Prominent placement on all beach front signage
- Inclusion in pre-event social media communications
- Complimentary booth space at WaterFest to feature your company's eco-friendly programs/messages

Lake Erie Protector: 8 available \$300

(See benefits top of page)

Recycling Station Partner: 2 available \$250

Your company logo prominently displayed on two event Recycling Stations (no other benefits included).



**Avon Lake
Regional Water**

Serving the region,
protecting our resource.

About Us

Historically known as Avon Lake Municipal Utilities, we provide water and wastewater services to more than 200,000 Ohioans in seven northeast Ohio counties. Our mission uniquely ties us to the health of Lake Erie. Helping Northeast Ohioans better understand Lake Erie's current challenges, as well as their role in the solutions, is an investment in our future—in the future of our region's water supply, as well as an investment to secure the health of the Great Lakes for generations to come.



About Our Event Co-Hosts

The City of Avon Lake.

Established in 1952, Avon Lake began as a vacation destination for Cleveland families who wanted to spend more time enjoying Lake Erie. That lake access, combined with top-rated schools, good housing value, green space, and good business opportunities, has helped Avon Lake grow into one of Cleveland's great suburbs.

Friends of the Parks Avon Lake.

Created in 1994, this non-profit organization was instrumental in creating Avon Lake's Kopf Family Reservation, effectively preserving 167 acres of green space for area residents to enjoy. The group continues to support green and recreational initiatives throughout the area.

After event costs are covered, a donation of any remaining monies from sponsorships will be given to Friends of the Parks Avon Lake.

For More Information About Sponsorship Opportunities

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