



FIBArk  
2025



WHO.

An event that celebrates our community, our love for music, our incredible athletes & our beloved river that flows through our special town.



The acronym “FIBArk” stands for First In Boating in the Arkansas River - originally devised by a group of community members in the 1930's, many of them real estate agents, to draw attention to Salida and give an opportunity for local boaters to demonstrate their paddling skills.

Flash forward to today...

FIBArk is America's longest standing whitewater festival and in recent years, the FIBArk festival has drawn as many as 30,000 people to our small town of Salida, CO.





WHY.

**Awarded 501c3 non-profit status in 2017, the FIBArk Community Paddling Program is committed to making our local river safe and accessible for all.**



Through partnerships with generous local businesses, passionate individuals, and The City of Salida, FIBArk funds classes and equipment for both river safety and skill building.

This program is designed to introduce river concepts and experiences, teach skills and techniques, facilitate experiences and competitions, and develop lifelong river and river sport advocates.

Each year a group of dedicated Board of volunteers, generous local businesses, sponsors, and passionate individuals put on the FIBArk Whitewater Festival in Salida, CO.

This festival support of the FIBArk Community Paddling Program and an annual portion of the festival's net proceeds is donated to the City of Salida to facilitate paddle sports program.



**IMPACT.**

### **Since 2022, FIBArk has:**

- FIBArk contributed \$20,000 annually to City of Salida. These funds provide kayaks, gear, safety equipment, program scholarships and instruction for local youth paddling programs.
- Around 50 Program Offerings
- Almost 1,000 Program Participants!

### **Some Highlights:**

- In addition to these annual program offerings, FIBArk sponsors:
  - “Kids in Kayaks” which gives every 4th grader an opportunity to experience time in a kayak.
  - FIBARK partnered with AHRA and City of Salida to gift every 3rd grader a river-approved PFD.



## 2025 GOALS

- Adding Coaching Support and Paddling Director
- Add Winter Youth Kayaking Level 2 Programming for our Level 1 graduates
- Add a Whitewater Safety Course, to coincide with PFD program
- Support High School Kayak Club
- Support a Women in Whitewater initiative

**Salida is a River Community.**

**From Recreation to Awareness and Safety,  
FIBArk is here to support the Salida.**



# FIDARK

2025

*Whitewater Festival*

**JUNE 12-15, 2025**



Whether it's the diverse music line-up,  
running up S Mountain,  
cheering for your favorite Hooligan,  
connecting with old and new friends, or  
celebrating the incredible athleticism  
on the Arkansas River.

We believe there is something  
for everyone at FIBArk.

**All of this is possible, thanks to our amazing sponsors,  
that truly help bring this community tradition to life...**

# TITLE SPONSOR

\$40,000 starting contribution

An exclusive offering.

Title Sponsorship is the ultimate opportunity to showcase your brand at the 77th FIBArk Whitewater Festival.

The festival grounds are your canvas! Be creative and display your brand as you've always imagined, in front

of 10,000+ fans. We are here to make this weekend.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise & limited edition FIBArk 2025 Poster.
- Dedicated VIP Space in Riverside Park and River Space to prime viewing experience of both the stage and river events.
- Free Participation Registration to any FIBArk event all weekend long.
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- 2 Press Releases plus 1 full page color Ad in Mtn Mail before the Festival.
- Custom Banner displayed year long on the FIBArk Building.
- Present your branded banners throughout the festival fencing at Riverside Park, Thursday – Sunday.
- Friday & Saturday Music Sponsor.



# BEER/BEVERAGE SPONSOR(S)

\$15,000 + 500 cases starting contribution

What's better than enjoying a drink next to the river, surrounded by friends and amazing music – many would agree, not much!

Beer/Beverage Sponsors for FIBArk are front row center of the festival – your brand is featured in all marketing and visible through customer representation throughout the weekend.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise & limited edition FIBArk 2025 Poster.
- Free 10x10 Booth in Riverside Park.
- Free Participation Registration in any 2 of the 2025 FIBArk Festival Events.
- Corporate Logo prominently displayed in all media coverage, FIBArk Bar, and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- 1 Press Release plus 1/2 full page color Ad in Mtn Mail before the Festival.
- Present your branded banners throughout the festival fencing at Riverside Park and FIBArk Beer Garden.

# Kick-Off, WEDNESDAY NIGHT SPONSOR

\$6,500 starting contribution

Each year, the Wednesday before FIBArk kicks off the fun-filled festival weekend!

This is a ticketed fundraising event, in Riverside Park that provides a private concert, drink tickets, live auction and a celebration of our 2025 Commodore and our FIBArk Hall of Fame recipient.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise & limited edition FIBArk 2025 Poster.
- Free Parade Participation.
- Free Participation Registration in 1 of the 2025 FIBArk Festival Events.
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms
- Corporate Logo on all Kick Off Party tickets & Advertisement.
- 1 Custom Banner on the Wednesday Stage – then moved to the festival fence Thursday – Sunday.

# THURSDAY “Locals Night” MUSIC SPONSOR

\$8,000 starting contribution.

Be a hero and sponsor Thursday’s music – affectionally known as “locals night”.

Thanks to the generosity of our Thursday Music Sponsor, THURSDAY is a FREE day in Riverside Park with amazing Musical talent.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise & limited edition FIBArk 2025 Poster
- Free 10x10 Booth in Riverside Park
- Free Participation Registration in any 2 of the 2025 FIBArk Festival Events.
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- 1 Custom Banner on the Thursday Stage

# SUNDAY “Father’s Day” SPONSOR

\$8,000 starting contribution

Thanks to the generosity of our Sunday Sponsor, Sunday is a FREE day in Riverside Park with amazing Musical talent, FREE yoga class and a curated Father’s Day Brunch Bar.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise & limited edition FIBArk 2024 Poster
- Free 10x10 Booth in Riverside Park
- Free Participation Registration in any 2 of the 2025 FIBArk Festival Events.
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- 1 Custom Banner on Sunday Stage

# HOSPITALITY SPONSOR(S)

Help us host our traveling artists, athletes and festival support teams. This is an incredible need each year!

This sponsorship can be an in-kind donation of hotel rooms and/or house rentals. We typically need 2 houses and around 10-15 hotel rooms each FIBArk weekend.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise.
- Corporate Logo displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- Present your branded banners throughout the festival fencing at Riverside Park and FIBArk Beer Garden.

# CARNIVAL SPONSOR

\$10,000

Looking for a unique way to contribute to FIBArk and be come together with your friends and give the gift of carnival rides to the FIBArk youth.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise
- Free Participation Registration in any 2 of the 2025 FIBArk Festival Events.
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- Multiple custom signage throughout the Carnival feature
- 1 Press Release

# SUSTAINABILITY SPONSOR

\$6,000

Thanks to strategic and thoughtful decision-making by our partners, in 2023 the FIBArk Whitewater Festival diverted 73% of all waste from the land fill! In 2024, we increased that number to over 80%

Our goal for 2025 is above 85% diversion rate, and we need your help!

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise.
- Free Participation Registration in any 2 of the 2025 FIBArk Festival Events.
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- Corporate Logo prominently displayed on custom FIBArk Green Team t-shirts.

# FESTIVAL EVENT SPONSORS

\$3,000-10,000

FIBArk's beloved River and Land events, to Athlete Camping, and everywhere in between, your brand can sponsor a featured element of the 2025 FIBArk Whitewater Festival.

Custom Banners and MC mentions during that aspect of the festival, being an Event Sponsor is a fun way to share your passions with festival community.

- VIP Welcome Package upon arrival with weekend wristbands, drink tokens and festival merchandise.
- Free participation in FIBArk's Parade.
- Dedicated VIP Bleacher Space at River with free beverages and prime viewing experience of the sponsored event for \$5K-\$9K.
- Free Participation Registration in 1 of the 2025 FIBArk Festival Events.
- Corporate Logo displayed in media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.



# AVAILABLE EVENTS

## \$3,000

- Crazy River Dog
- Kids Zone
- Raft Sprint
- Raft Cross
- Head to Head Boater Cross
- Athlete Village on the Boat Ramp

## \$4,000

- Surf Comp
- Down River Races

## \$5,000

- Slalom Saturday
- Hill Climb
- NEW! Women in Whitewater Showcase

## \$6,000

- Raft Rodeo
- SUP Boxing

## \$9,000

- Hooligan



# TECH SPONSOR(S)

\$2,500 – 5,000

Love all things techy? FIBArk is in need of 1 printer, 2 tablets or laptops and 1 desktop computer...desperately.

This would allow our team of volunteers to focus on giving their time and talents without using their personal devices.

- Welcome Package upon arrival with weekend wristbands & drink tokens
- Free participation in FIBArk's Parade.
- Free Participation Registration in 1 of the 2025 FIBArk Festival Events.
- Corporate Logo displayed in media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.
- Extra bonus point for those who can get the whole system set up!

# MARKETING SPONSORS

\$1,500-2,500

Looking to experience one on one interactions with your consumers AND engage new ones?

Our Marketing Sponsors are front row center throughout the festival and can choose from a variety of options to best meet your customers where they are.

## **GOLD: \$2,500**

- VIP Welcome Package upon arrival with weekend wristbands & drink tokens
- Free 10x10 Booth in Riverside Park & Free participation in FIBArk's Parade
- Free banner placement in Riverside Party
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.

## **SILVER \$1,500**

- VIP Welcome Package upon arrival with weekend wristbands
- Free banner placement in Riverside Party
- Corporate Logo prominently displayed in all media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.

# FRIEND OF FIBArk SPONSOR

Trade or up to \$1,000

It takes a village...and we're so grateful for ours.

Did you know that the majority of FIBArk Sponsors are made up of passionate individuals and local businesses? From volunteering time, trading products and services to contributions up to \$1000, this Friend of FIBArk group is a might team critical to the success of each festival.

- Welcome Package upon arrival with weekend wristbands
- Corporate Name displayed in media coverage and all the FIBArk festival promotional materials, t-shirts and the annual poster – as well as on FIBArk website and social media platforms.

# LOCAL LOVE for SMALL BUSINESSES

\$500 and \$850 Packages available

The FIBArk Community Paddling Program and Whitewater Festival stands out as a highly-visible sponsorship option for local small business owners and entrepreneurs in Chaffee County.

Average attendance is estimated at 8,500, and this year, we are offering a unique opportunities for small business owners and entrepreneurs in the county.

This presents a chance to promote your individual name and brand through the FIBArk Whitewater Festival while supporting one of Colorado's fastest-growing paddling non-profits.

- **\$850 Level:**

- 2 tickets to Wednesday's kick-off party
- 2 wristbands from Friday and Saturday's music
- 1 mention on social media, festival weekend
- Name listed on FIBArk festival stage & entrance banners
- Free banner placement in Riverside Party

- **\$500 Level:**

- 2 tickets to Wednesday's kick-off party
- 1 group mention on social media, festival weekend
- Free banner placement in Riverside Party



**Sponsoring the FIBArk Whitewater Festival is a great way to represent your brand, gain new customers, reengage existing ones AND support the Salida paddling youth.**

We will be with you every step of the way, ensuring that your sponsorship is leveraged in the best possible way and your brand is represented to your complete satisfaction.

Not seeing a sponsorship level that meets your needs? Let us know, we have custom options available and would love to work with you!

Erica Armstrong  
VP, FIBArk Board of Directors

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**Thank you for your consideration.**