



SPONSORSHIP PACKAGE
SAN DIEGUITO RIVER VALLEY CONSERVANCY
ANNUAL RIVER VALLEY FEST – WE'RE BUILDING BRIDGES
NOVEMBER 7, 2021
4:00PM – 7:00PM

ABOUT THE SAN DIEGUITO RIVER VALLEY CONSERVANCY

The San Dieguito River Valley Conservancy (SDRVC) is a 501(c)3 non-profit organization that has been preserving and sharing the natural and recreational resources of the San Dieguito River Valley since 1986. We depend on the generosity and passion of our private supporters, business sponsors and granting agencies to maintain our financial stability. For example, during the last five years, we leveraged \$1.8 million in private and business donations with over \$500,000 in grant funding from local, federal, and state agencies for our programs and projects.

Our three pillars – Conservation, Education, and Recreation – embody our mission to create a vibrant, healthy, and sustainable community. We are proud of our results and appreciate the efforts of our Board of Directors, staff, and volunteers to reduce fuel for fire in our canyons, inspire youth to appreciate nature and the environment, and provide opportunities for people of all ages and abilities to get outdoors for their physical and mental health. Some highlights within the past five years include:

Conservation:

- Obtaining federal grant funds in the amount of \$2,043,075 to acquire approximately 117 acres located north of Del Dios Highway across from the Lake Hodges Dam. SDRVC is matching this grant with \$150,000. SDRVC closed escrow on both properties in March 2021.
- Raising \$2.5M for the acquisition of 519 acres it owns in fee and another \$300K to match grant funds for the acquisition of 800 acres of open space owned and managed by the San Dieguito River Park Joint Powers Authority.
- Leveraging \$256,000 of public grant funds with \$29,000 of private landowner funding to reduce fuel for fire and restore 48 acres of native habitat in the Fairbanks Ranch/Rancho Santa Fe areas at Lusardi Creek.

Education:

- Launching the Citizen Science Program. Citizen Science offers residents, volunteers, trail users and other outdoor enthusiasts a way to actively contribute to the betterment of their local outdoor spaces; they can be a field scientist for a day.
- Offering the Exploring Our Sense of Place program for people to experience the San Dieguito River Valley in all seasons, to follow its path from mountain to sea, and to connect to the River Valley with their heart and minds.
- Providing youth an opportunity to experience the length of the San Dieguito Watershed. Explorers start their journey at the headwaters of the San Dieguito River on Volcan Mountain and then follow the path of the river visiting sites at the San Diego Archaeological Center, Sikes Adobe Historic Farmstead, Lake Hodges, and finally, the award-winning Birdwing Open Air Classroom at the San Dieguito Lagoon.

Recreation:

- Assisting the San Dieguito River Park JPA in its efforts to secure a \$1.39 million grant from the State of California to build a bridge to cross the San Dieguito River in Osuna Valley, near the Fairbanks Ranch Country Club. SDRVC provided matching funds in the amount of \$145,000 as match for the grant and another \$87,000 to fund the feasibility study needed to support the JPA's application.
- Creating the annual Coast to Crest Trail Challenge (aka C2C Trail Challenge). Inspired by Mission Trails' popular 5-Peak Challenge, the C2C Trail Challenge takes participants to some of the River Valley's most iconic spots.
- Leading full moon hikes that are guided, family-friendly experiences. Hikers explore the landscapes and hike the trails by the light of a full moon.

ABOUT THE EVENT



River Valley Fest is SDRVC's major fundraising event of the year. This year's event We're Building Bridges is a hybrid (in-person and virtual live-stream) experience.

At last...we are able to come together to celebrate our accomplishments live and in person! Our annual fundraiser, River Valley Fest will feature live music by popular band, Hot Rocks San Diego, cocktails and appetizers, a silent auction, gourmet dinner, special programming, and exciting announcements.

We will be streaming the event live for people who want to participate in the festivities at home. Order a delicious take-home meal to enjoy while you watch.

ACKNOWLEDGEMENT

All sponsors, underwriters, silent auction donors and participating "shop for a cause" businesses will be prominently acknowledged live during the main event, in press releases, on our event landing page, SDRVC website (35,000 visits a year), in all our social media outlets including Facebook (5,395 followers), Instagram (1,430 followers) and Twitter (345 followers) and in our December 2021 newsletter and our September 2021, October 2021, November 2021, December 2021 and January 2021 e-newsletters (over 5,000 subscribers).

SPONSORSHIP OPPORTUNITIES

In addition to the above acknowledgement benefits, sponsors receive the following benefits:

EGRET - \$5,000 – Table for 8 or Take-Home Dinner for 8 from the San Diego/Del Mar Hilton on November 7, 2021; name/logo in program, on website, on background of livestream programming, in Riverscape e-newsletters and in the Currents printed newsletter and our social media, including Facebook and Instagram.

OSPREY - \$2,500 – Reservations for 6 or Take-Home Dinner for 6 from the San Diego/Del Mar Hilton on November 7, 2021; name/logo in program, on website, on background of livestream programming, in Riverscape e-newsletters and in the Currents printed newsletter and our social media, including Facebook and Instagram.

BURROWING OWL - \$1,000 – Reservations for 4 or Take-Home Dinner for 4 from San Diego/Del Mar Hilton on November 7, 2021; name/logo in program, on website, on background of livestream programming, in Riverscape e-newsletters and in the Currents printed newsletter and our social media, including Facebook and Instagram.

BOBCAT - \$500 – Reservations for 2 or Take-Home Dinner for 2 from San Diego/Del Mar Hilton on November 7, 2021; name/logo in program, on website, on background of livestream programming, in Riverscape e-newsletters and in the Currents printed newsletter and our social media, including Facebook and Instagram.

UNDERWRITING OPPORTUNITIES

It is true that we will not have the usual costs associated with an in-person event. However, for us to put together a memorable, exciting, and successful event, we do incur expenses. Listed below are underwriting opportunities.

- Hot Rocks San Diego Performance -- \$1,000
- Production of our event by Mike Hogan of Fundraiser's Only -- \$5,000
- Video Production by Condor Visual Media -- \$5,000

YOU CAN GET STARTED RIGHT AWAY BY FILLING OUT OUR ONLINE [FORM](#). WE APPRECIATE YOUR SUPPORT OF THE SDRVC, AND WE CANNOT WAIT TO SEE YOU!