



# Camera to Canvas 2024

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*A fundraising event to support the James River Park System*

[jamesriverpark.org](http://jamesriverpark.org)



# About Us



## *Friends of the James River Park*

### **WHO ARE WE?**

Friends of the James River Park is the largest nonprofit support group for the James River Park System. We work with the City of Richmond to support the successful management of some of the best urban wilderness in the country. We raise funds, organize volunteer events, and work on projects with the goal of protecting, expanding, and enhancing the Park.

# Event Goals



## **RAISE FUNDS**

The primary goal of the Camera to Canvas event is to raise general operating funds for Friends of the James River Park. These funds are used to provide direct support for the James River Park System. This year we will raise and spend more than \$500,000 in the Park. This event is a key part of our fundraising strategy as we look to grow our organization.



## **RAISE AWARENESS**

The James River Park System is one of Richmond's greatest resources. This event will help us raise awareness of the challenges the Park faces, and the role that Friends of the James River Park plays in helping maintain the Park. This event is an important step in creating the culture of sustainability necessary for the Park to thrive.

For 50 years, the James River Park System has inspired countless hikers, climbers, paddlers, and lovers of nature. It has also inspired many of the region's artists – especially FOJRP Board Member, author, and photographer Bill Draper. Many of the beautiful images that you see across our website and social media feeds are thanks to the magic of his lens. He's also the author of "A Photographic Journey through the James River Park System."

Bill's work has, in turn, inspired others who have used his images to take pen to paper, and brush to canvas. Camera to Canvas will pair some of our region's best artists with their favorite Bill Draper images to create original works for a charity auction benefiting our mission. You will have the opportunity to bid on individual items, or paired sets of artwork.

## ***Help Protect, Expand, and Enhance Richmond's Natural Playground!***

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*Join us on September 13th, from 6-9PM at The Willow Oaks Country Club for an evening of cocktails, food, music, silent and live auctions, and plenty of beautiful art.*



# Event Details

# Sponsorship Opportunities

## **Belle Isle Sponsor - Presenting Sponsor** *\$25,000*

- 10 complimentary tickets
- Sponsorship recognition on completed projects in park using funds raised
- Represented in all event-related media and promotional materials
- Receives prominent logo placement at the event
- Recognition during all on-air interviews promoting the event
- A full-page color ad in the event program
- Opportunity to give remarks during the event
- Bar sponsorship included - all bar menus will list organization as presenting sponsor
- A specialty cocktail named in honor of the organization
- Full slide advertisement during event program
- Recognition as Presenting Sponsor on FOJRP website and social media through December 31, 2024
- Recognition as a sponsor in FOJRP annual report
- Opportunity to purchase additional tickets at a discounted rate

# Why Choose Us?



Friends of the James River Park is the largest nonprofit support group for the James River Park System. The James River Park System is the most visited attraction in Richmond and is consistently voted among the best parks of its kind in the country. Aligning your brand with our cause is a great way to let your customers, and the Richmond community, know that you support the things that are most important to them.

We offer event sponsors a wide range of sponsor recognition opportunities at the event and throughout the rest of the year. These include recognition in media coverage of the event and in our annual impact report. With a regional audience of more than two million park users annually, your involvement will be well recognized and appreciated.

Thank you for considering this opportunity to take part in our work to protect, expand, and enhance the James River Park System. I hope you can see the value of this important investment in our public spaces.

# GET IN TOUCH

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## Reedy Creek Sponsor

*\$10,000*

- 6 complimentary tickets
- Recognition at the event and in event-related marketing collateral
- Prominent logo placement at the event
- A full-page b/w ad in the event program
- A specialty cocktail named in honor of the organization
- Full slide advertisement during event program
- Recognition as Presenting Sponsor on FOJRP website and social media through December 31, 2024
- Recognition as a sponsor in FOJRP annual report
- Opportunity to purchase additional tickets at a discounted rate

## Buttermilk Trail Sponsor

*\$5,000*

- 4 complimentary tickets
- Recognition at the event and in event-related marketing
- Prominent logo placement at the event
- A half-page b/w ad in the event program
- A specialty cocktail named in honor of the organization
- Logo placement on event posters
- Half slide advertisement during event program
- Recognition as Presenting Sponsor on FOJRP website and social media through December 31, 2024
- Recognition as a sponsor in FOJRP annual report
- Opportunity to purchase additional tickets at a discounted rate

## Northbank Trail Sponsor

*\$2,500*

- 2 complimentary tickets
- Recognition at the event and in event-related marketing
- Prominent logo placement at the event
- A quarter-page b/w ad in the event program
- Logo placement on event posters
- Recognition as a sponsor in FOJRP annual report
- Quarter slide advertisement during event program
- Recognition as Presenting Sponsor on FOJRP website and social media through December 31, 2024
- Recognition as a sponsor in FOJRP annual report
- Opportunity to purchase additional tickets at a discounted rate

## Best Friend of the Park

*\$1,000*

The Best Friend of the Park is an individual or couple who wants to show their support and dedication to the James River Park System by bringing friends who can participate in the fundraising at the event. Best Friends will receive 8 tickets to share with people who have a love of art and the James River Park System. Best Friends will also be recognized at the event and in the FOJRP annual report.