



Dear Friend of the Mississippi,

Alton Marketplace Association and the Sierra Club are seeking sponsors for the **“Mississippi Earthtones Festival”** at Alton’s Riverfront Park’s Amphitheatre in Downtown Alton on Saturday, September 18, 2010. This is a celebration of Illinois Watersheds through education, recreation and conservation. Our goal is to bring the community down to Riverfront Park’s Amphitheatre from 12pm-9pm where we will have live folk and bluegrass music, hands-on informational booths on river nature, as well as nature arts and crafts, local food, river litter clean-ups, and organized bike rides to the new National Great Rivers Research and Education Center’s (NGRREC) Confluence Field Station. The thrust for environmental education activities is from 12pm-4pm; beer sales will begin at 4:30pm and end at 9pm when the bands stop.

All sponsors get a free booth space, if desired. We are looking to showcase any nature or conservation based group that would like to share information about their services with the public. We will be advertising and generating coverage through the local media, so we expect over a thousand people to attend the fourth annual **Mississippi Earthtones Festival**.

Sponsorship Levels	Sponsorship Benefits	Notes
<b>Mississippi River</b> \$300 and up	<ul style="list-style-type: none"> <li>• Specific mentions in the Telegraph ads and on WBGZ Radio</li> <li>• Listed on Governor Pat Quinn’s “It’s Our River Day” website</li> <li>• First-tier visibility of company logo on t-shirts, brochures, posters, agenda, stage banners, interactive website, and donor board</li> <li>• Mentioned on stage, during the entertainment</li> <li>• 10’ x 10’ booth space, if desired</li> </ul>	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.
<b>Illinois River</b> \$100-\$299	<ul style="list-style-type: none"> <li>• Second-tier visibility of company logo on t-shirts, brochures, posters, stage banners, agenda, interactive website, and donor board</li> <li>• Mentioned on stage during the entertainment</li> <li>• 10’ x 10’ booth space, if desired</li> </ul>	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.
<b>Piasa Island</b> \$75-\$99	<ul style="list-style-type: none"> <li>• Third-tier visibility on brochures, stage banners, agenda, interactive website and donor board.</li> <li>• 10’ x 10’ booth space, if desired</li> </ul>	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.

For more information, please call 618-463-1016 or 618-462-6802.

**Deadline for sponsorship and booth applications is 08/20/10.**

Thank you very much for your consideration,

Sara McGibany – Executive Director, Alton Marketplace Association  
Christine Favilla – Three Rivers Project Coordinator, Sierra Club – Piasa Palisades Group

To reserve your space, please send the confirmation form along with a check payable to:

**Alton Marketplace; Attn: Mississippi Earthtones Festival**

200 W. 3rd Street - Suite 100  
Alton, IL 62002

## Confirmation Form ~ Mississippi Earthtones Festival 2010

**Deadline is 08/20/10 (to ensure proper recognition in applicable advertisements).**

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website to link your logo to: \_\_\_\_\_

### We wish to sponsor at the following level:

- Mississippi River Level \$300 & up\*
- Illinois River Level \$100-\$299\*
- Piasa Island Level \$75-\$99\*

\* Please remit checks to "Alton Marketplace" to the address on page 1.

### We wish to have a booth and commit to the following timeframe:

- 12-4pm                                       12-6pm                                       12-9pm

We require a power source  *There is a \$10 electrical outlet surcharge for a 120 volt outlet*

We require a water source

Other: \_\_\_\_\_

Set up is 10am-11:30am; inspection of booths will occur by 12pm, courtesy of the Alton Fire Department. We advertise that kids' activities are from 12-4pm; beer sales start at 4:30pm; event and music ends at 9pm.

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**We recommend making a copy of your completed form for future reference.**

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**Alton Marketplace** is a community based, not-for-profit, volunteer organization dedicated to securing the economic vitality and aesthetic quality of the district.



**The Sierra Club** is America's oldest, largest and most influential grassroots environmental organization. Inspired by nature, they work together to protect our communities and the planet.

**Mississippi Earthtones Festival/It's Our River Day** - is held on the third Saturday of every September. Its goal is to boost awareness of rivers by offering hands-on conservation activities as well as lively recreational opportunities. Broad citizen participation is needed to protect this natural resource, and "It's Our River Day" is an important organizing tool for private and public agencies concerned with protecting this asset.

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*Mississippi Earthtones Festival*

*Celebrating our river through art, music, and conservation*