

KERN RIVER FESTIVAL 2006

a celebration of whitewater

January 24, 2006

A REQUEST FOR SUPPORT OF THE ANNUAL KERN RIVER FESTIVAL

Now is the time to plan for the Kern River Festival 2006 featuring the 41st Annual Kern River Kayak Races. Enclosed are copies of sponsor levels and information about the event. It is happening April 15 & 16, 2006, at Riverside Park in downtown Kernville, California.

New for this year is the **BRUSH CREEK RACE**. For several years, they has been a strong request for this event to be added to the Kern Festival. However, until this year, we could never get a special use permit from the U.S. Forest Service to hold this event. Finally, the Forest Service has agreed to allow this race. So, for 2006 we are introducing the first official Brush Creek Race!

Continuing this year is **THE SIERRA CUP SLALOM SERIES**, for which the Kern Festival is the first race in the series. Other events at the Kern Festival are **TJ Slalom Classic, Wildwater races**, and expanded venue of the exciting Kern River **Raft Races**. In addition, we are hosting the **Western Region Slalom Team Qualifier** and the **U.S. Junior Olympic Slalom Qualifier**. We anticipate a very large turnout of boaters and spectators to participate in all these events

The proceeds from the Festival benefits our organization, The Kern Valley River Council. The River Council is a nonprofit 501(c)(3) public benefit corporation and dedicated to the conservation, preservation and river stewardship of the Kern River Watershed. Our newsletter, The Kern River News, has a circulation of over 700 river enthusiasts. We are affiliates of the American Whitewater Association (AWA), U.S.A Canoe and Kayak (USACK), American Canoe Association (ACA), and American Rivers. In addition to our conservation work, we also continue to host whitewater events to promote the sport of kayaking and encourage the use of the Kern River for river enthusiasts.

In order to maximize your participation in the Festival and provide as much exposure for you as possible, we hope you will make your commitment early. This allows us to utilize your company's name and logos in pre-festival publicity and promotions.

We hope you will accept our invitation to join us at the Kern River Whitewater Festival. Our goal is to promote the enjoyment of the Kern River for everyone. Please join us!

Sincerely,

KERN VALLEY RIVER COUNCIL

Terry Valle'

By: Terry Valle'
President

23112 Baltar Street, West Hills CA 91304-3503 * (818) 340-3083 * Fax (818) 713-1685 *

tvalle@ix.netcom.com

<http://www.kerfestival.org>

KERN FESTIVAL 2006

SPONSOR AND CONTRIBUTOR LEVELS

Note, new for 2006:

While we would love to have sponsors at the various levels below, the economics of the recent years has shown that the best way to sponsor events such as ours is the donation of product to be used to our silent auction, for raffle prizes or awards for participants. To this end, we are offering the following levels of sponsorship:

For Booth in Park:

\$175.00 Cash/check or \$350.00 retail value in merchandise

1. This entitles sponsor to a booth
2. To Make announcements on the PA or we will make announcements for you
3. Banner at the various sites of the events.
4. If sponsorship received in time, Name will be included on T-Shirt and/or newsletter

GENERAL SPONSOR LEVELS:

Premiere Sponsors

A Total of \$1000 or more in merchandise, money or combination

1. Logo and name on T-Shirt as premier sponsor
2. Name and logo on all promotional material including posters
3. Banners at all sites of events
4. Display Booth in the Park during the events
5. Recognition on PA system during Festival
6. Official Recognition in the May edition of the Newsletter.

Major Sponsors

A Total of \$500 or more in merchandise, money or combination

1. Name or logo in all promotional material including posters.
2. Banner in the Park during the events
3. Display booth in the Park during the events.
4. Recognition of the PA system during the Festival.

Contributing Sponsors

A total of \$250 or more in merchandise, money or combination.

1. Name on all promotional material including poster.
2. Banner in Park during the events
3. Recognition over PA system during the Festival.

Supporting Sponsors

A total of \$100 or more in merchandise, money or combination.

1. Name on all promotional material
2. Banner in park during event
3. Distribution of promo material if desired.

Call (818) 340-3083 or (760) 376-3745 for information and/or to reserve space for a non-sponsor booth.



KERN VALLEY RIVER COUNCIL

PAST, PRESENT, FUTURE

Kern Valley River Council, a California non-profit organization was formed for the purpose of preserving and enhancing the quality of the Kern River, its environs and to improve its economic, recreational and aesthetic values. Today, there are many threats to waterway access, issues involving environmental quality, water projects that threaten to degrade the Kern, and conflicts among river users. The Kern Valley River Council was formed to specifically help with these problems and issues, to provide a unified voice and/or source of funds to resolve or at least work towards a successful and positive end.

As a non-profit membership organization, KVRC has been applying for and receiving grants that help to achieve these goals. In addition to grant funds, KVRC also hosts river events such as the Annual Kern River Festival and other various national and international whitewater events that not only provide quality-organized events for the recreational boaters, but also are a source of non-restricted funds that are used directly for the conservation purposes of the Kern Valley River Council. All officers and other individuals that work for KVRC are volunteers so that all funds received go to these worthy causes.



The Kern Valley River Council is a fairly new organization, but has already been successful in dealing with one major issue that most rivers have faced and many are still having problems with: ACCESS FEES. When the Kern boaters were informed that under a new law passed by the U.S. Congress allowing the local U.S. Forest Service to charge fees for mandatory permits needed to use the river, there was a large outcry by Kern users. Meetings were arranged between the boaters and other users with the local U.S. Forest Service to hear the complaints, then to help come up with alternative solutions to keep this fee from becoming a reality. KVRC was a major party in helping to determine the final resolution that resulted in the Kern being one of the few rivers in the U.S. that does NOT charge any access fee for private boaters.



Currently KVRC is involved in a major project involving several organizations in the Kern Valley, the "CLEAN RIVER PROJECT". This long-term project utilizes the resources of many groups, from the legal support of the U.S. Forest Service, volunteers to do physical cleanup work, the ability of local businesses and USFS to get information to Kern River users and to provide services to help. KVRC is helping with providing additional funding along with additional trash service

and people to work in areas that no service is available or can be provided by current operations.

Another project KVRC completed is the permanent slalom race site located on the lower Kern at Miracle Hot Springs, the first one of its type on the West Coast of the United States. This course is a prime location for training of athletes, including development of youth paddling, in addition to holding race events that provide additional funding for the conservation issues KVRC is involved in. This site was completed in 2003 and is now open to all paddlers.

Future projects for the Kern River involve helping to deal with many safety problems that have resulted in harm to users of the Kern by providing visitor information and education. Another project is to provide detailed information regarding water quality and then helping to deal with those problems.

Although a young organization, the members are seasoned and experienced conversationalists, dedicated to the cause of a better Kern River area for all users. All feel very strongly about the causes Kern Valley River Council was formed for....to preserve or restore the quality and beauty of the Kern for all users of this wonderful river.

A California Non-Profit Public Benefit Organization. Federal I.D. #77-0558260

KERN RIVER FESTIVAL 2006

A CELEBRATION OF WHITEWATER

Sponsor Information

Please fill out ASAP and fax to: (760) 376-1706

(Please correct name/address if necessary;)

Email: (please include)

Thank you for participating in the Kern River Festival 2005. To help you maximize your exposure and help us do our job, please look over the enclosed material and return this form to us as soon as possible.

Level of Sponsorship: _____
(Premier, Major, Contributing, Supporting)

Please list specific items donated and their retail value on a separate sheet. This information is needed for our auction program. Specific colors and model names are helpful and will be included if provided.

_____ A black & white or color logo. Please email jpeg or tif file to: info@kvrc.com

Do you plan to attend the Festival? ___ Yes ___ No

If yes, will you have a display booth? ___ Yes ___ No; Size: ___ 10x10 ___ 20x10 ___ Other

Special Needs: _____

Please check in at the registration area on Friday morning to get your park assignment. If you are arriving in town earlier, please let us know.

_____ No, we will not be attending but will send literature that we would like distributed.

Additional Information

1. Please send donations to:

**Sierra South River Store
Kern River Festival
11300 Kernville Road
Kernville CA 93238**

2. If sending by mail, use this address:

**Kern River Festival
C/O Sierra South River Store
PO Box 1909
Kernville CA 93238-1909**

If you are bringing your donation with you, please leave it at Sierra South. Everything will be set up at our auction tent at Riverside Park on Saturday. We need to know exactly what you are bringing now so that your items can be included in the auction program.

BANNERS

2. If you are not attending but still want your banner to be put up, please make sure that it is sent to arrive with the product, along with instructions of where it should be returned. If you are bringing a banner with you, please leave it with Sierra South by Wednesday. Banners are hung on Thursday. All banners will be taken down on Sunday afternoon. We will be shipping or mailing them to their specified locations on Monday.

If you are having a display, you can hang your banners in your display area. Please do not put banners in any area where you may block spectator views.

ACCOMODATIONS

3. For information regarding accommodations, call Sierra South at 760-376-3745. Camping is available in Frandy Park. No reservations needed.

ADDITIONAL INFORMATION

4. If you need more information or help, please contact Judy Neukirchner at Judy@sierrasouth.com or call (760) 376-3745. Once on site, look for the registration tent located in the middle of Riverside Park by the announcer's stand. Our goal is to make this event an enjoyable one for all the sponsors, participants and spectators.