

KERN RIVER FESTIVAL 2010

a celebration of whitewater

January 31, 2010

A REQUEST FOR SUPPORT OF THE ANNUAL KERN RIVER FESTIVAL

Now is the time to plan for the Kern River Festival 2010 featuring the 46th Annual Kern River Kayak Races. Enclosed are copies of sponsor levels and information about the event. It is happening April 17 & 18, 2010, at Riverside Park in downtown Kernville, California.

New this year is the **HOOLIGAN – B.Y.O.B. (BUILD YOUR OWN BOAT) RACE**. Following the example of the Hooligan Race held every year at the FIBARK Races in Salida Colorado, we are hosting our **First Annual Hooligan Race**. The basic rules are that all boats be HANDMADE of non-boat materials. Those that make it down the river through Riverside Park, will be judged as to best boats. We feel this event will grow to be a big Kern River event in the upcoming years.

Returning this year again is the **BRUSH CREEK RACE**. This has been the most popular event for the Kern Festival. This event is run by Eric and Rebecca Giddens, formerly Olympic Slalom medalist and team members, now the owners of the ever-popular Kern River Brewing Co. This extreme race is fast moving and a lot of fun, followed by an informal trip to the Brew Pub. What more can a kayaker ask for!

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, the fun event for all paddlers. We will also be a qualifier race for the **Junior Slalom Olympics**. 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 600 river enthusiasts. We are affiliates of the American Whitewater Association (AW), 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

KERN FESTIVAL 2010

SPONSOR AND CONTRIBUTOR LEVELS

***** Note, for 2010:*****

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

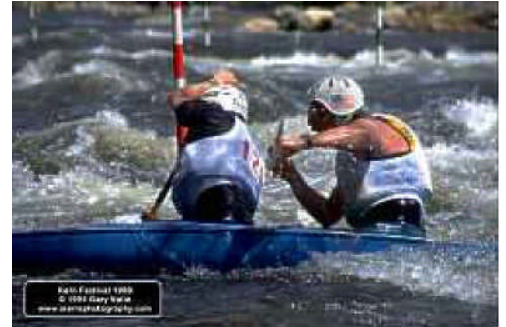
Call (818) 340-3083 or (760) 376-3745 for information and/or to reserve space for a non-sponsor booth.



KERN VALLEY RIVER COUNCIL PAST, PRESENT, FUTURE

The Kern Valley River Council, a California non-profit organization was formed for 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 young 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 has started a new project – **THE KERN RIVER WHITEWATER PARK**, a project involving the restoration and rebuilding of the whitewater features at Riverside Park in Kernville to first improve the slalom part of the course, then add a playboating feature (two are planned), improvement of the shoreline for easy and safe access for boaters, visitors, spectators, etc, add handicap access to the river, improvement of the fishing habitat and to eventually add a nature trail / hiking & bike path going from Riverside Park 2.5 miles south to the Old Cemetery. Funding is in progress, construction to begin upon completion of permitting.

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. KVRC has received funding to provide signs along the river encouraging visitors to wear PFD's whenever at the water & shore.

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.

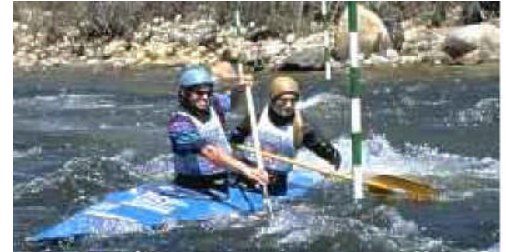
A California Non-Profit Public Benefit Organization. Federal I.D. #77-0558260

KERN RIVER FESTIVAL

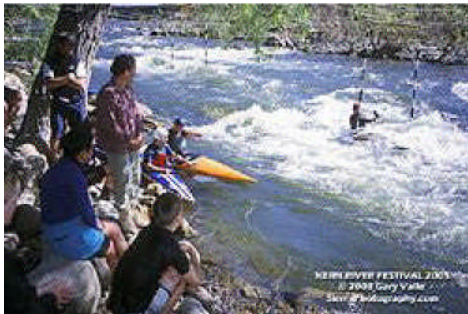
HOSTED BY KERN VALLEY RIVER COUNCIL

A California Non-Profit Organization

A classic Whitewater Festival held every year at the Kern River, Kernville California. Racers, boaters and spectators come from all over the country to participate or watch the many exciting events held each April. From the beginner boater or rafter to the most experienced or professional paddler, there is something for everyone to take part in. First, a series of slalom races called **THE SIERRA CUP SLALOM SERIES**, links several California and Nevada events together. A new event was added in 2006, an

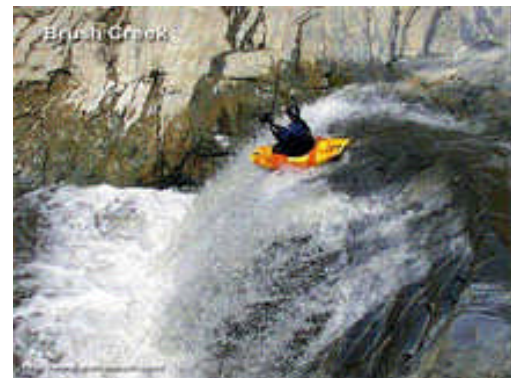


extreme race held at **BRUSH CREEK**, open to class IV and above paddlers. In addition there are races for rafting, Wildwater boats and more slalom competition that encompasses not only a 45-year old race called the T J Slalom Classic which is open for all boaters of all skills, but also regional qualifier races for the **Junior Olympic Competition**. There are also many non-boating events such as whitewater film shows, sponsor booths and vendors to visit while at the race site.



THE SIERRA CUP SLALOM SERIES links seven slalom races being held throughout California and Nevada. The Kern Festival is the first of the seven fun races. Points are earned based on placement which makes it possible for any level of boater, from the beginners to the experts, to win this series. The top ten point earners will receive awards following the last event of the series.

Answering the demand of boaters after many years of requests, KVRC was finally able to obtain permits to hold an extreme race at the popular **BRUSH CREEK** falls. Racers must paddle through a ½ mile of rapids and falls to see who can do it the fastest. Sounds easy, but this race is only for very experienced paddlers. Exciting to watch and lots of fun for the racers!



ALL proceeds from the Festival go directly to the Kern Valley River Council, a non-profit organization dedicated to the preservation, conservation and enhancement of the Kern River Area. The Kern Valley River Council, which consists of concerned river users, is very active in the many issues surrounding the Kern...access problems, water availability for recreational use balanced with environmental needs, river safety for all users and visitors, river clean up problems, and water quality. The Kern Festival is the primary fund-raiser that provides the means to continue the much needed work on these projects.

KERN VALLEY RIVER COUNCIL
A California Public Benefit Non-Profit Organization
Federal I.D. # 77-0558260

<http://www.kernfestival.com>

KERN RIVER WHITEWATER FESTIVAL

FIRST ANNUAL HOOLIGAN RACE – B.Y.O.B.– BUILD YOUR OWN BOAT!!!!

On April 17, 2010 the Kern River Whitewater Festival will host our First Annual
HOOLIGAN – B.Y.O.B RACE.

Open to EVERYONE. Per-Boat Fee for Registration

The Rules? Not much...

- Only HAND-MADE boats, using NON-BOAT MATERIALS
- All participants must wear Type III-Whitewater PFD's. Helmets Recommended
- Participants under 18 MUST be accompanied by an adult on the river.
- EVERYONE MUST CHECK IN WHEN THEY GET OUT OF THE WATER

Based on the annual race held at FIBARK, Salida, Colorado. Here are some examples of past competitors



If you are up to the Challenge, get your group together and start building a boat. Can be for a single person or a group of people. Will have to get the boat from the bottom of Ewings Rapid (not through the rapid) to the bottom of Riverside Park. Sounds Simple!!?? Well, not really. Can Kernville out-do the FIBARK Hooligans? Hopefully!

Date & Times: Kern River Whitewater Festival, April 17, 2010. Hooligan Race starts at 4:00 p.m.
Entry Fee: \$30 per boat. (Additional Insurance Fee of \$5.00 per person required).
Happy Hour food and drinks at 6:00 after the race. Videos of the race to be shown!

For more information call Sierra South River Store, (760) 376-3745 or Terry Valle (818) 340-3083

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Sponsor Information

Please fill out ASAP and fax to: (818) 713-1685

(Please correct name/address if necessary;)

Email: (please include)

Thank you for participating in the Kern River Festival 2009. 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

Please list specific items donated and their retail value below or 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.

XXXX We need a black & white or color logo or yours. 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

3. 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 Friday. 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

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

ADDITIONAL INFORMATION

5. If you need more information or help, please contact Terry Valle @ tvalle@ix.netcom.com or (818) 340-3083. 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.