



**A GREAT
PLACE
TO...**
get involved





COMMUNITY INVOLVEMENT IS GOOD FOR BUSINESS

Sponsoring festivals and events within your community is an affordable and cost-effective marketing tool that is often underutilized. Corporate sponsorship is a great way to drive sales, extend your reach and build customer loyalty at little to no investment. If you're interested in growing your business, increasing brand visibility, and strengthening your competitive edge, sponsorship is a great avenue to consider.

With a complement of nearly 20,000 residents, Riverview is a big town with a small-town feel. Community members enjoy a high quality of life and an abundance of green space, while businesses and property owners enjoy some of the lowest operating costs in North America.

For this reason, among many others, Riverview is a highly sought-after place to live, work and play. But what Riverview is really applauded for is our ability to throw some great events that truly bring residents and local businesses together. We've compiled a list of our annual gatherings to help you get involved.

CONTACT

To confirm your company's participation, or if you're looking for additional marketing and advertising support, please contact our Economic Development Department.

TOWN OF RIVERVIEW
Economic Development

townofriverview.ca
economicdevelopment@townofriverview.ca

(506) 387 2141

30 Honour House Court
Riverview, N.B. E1B 3Y9





FESTIVALS AND EVENTS

Sponsorship range

\$150 - \$10,000

Festivals and events have the power to really bring a community together. Encouraging community pride, wellness and a sense of belonging, the Town of Riverview hosts a wide range of exciting events throughout the year that attract families and friends from all over the region, catering to all ages and engaging various community groups and organizations.

There are many ways to get involved with each event put on by the Town of Riverview. Based on your business goals, here are some of our most popular options to consider:

- Host a theme-inspired co-event
- Host an in-store special or promotion
- Become a partner or financial sponsor
- Coordinate a booth onsite
- Become an engaged volunteer

The Town of Riverview also offers a variety of promotional opportunities specific to each event which include but are not limited to:



Mailouts



Social media



Editorials



Advertising

Through a combination of social media, resident mailouts, e-blasts, newsletters, and website traffic, your brand has the potential to reach over 23,000+ people when sponsoring an event by being featured through the Town of Riverview's primary accounts. Please note that each event will have its own unique sponsorship package with a list of the applicable partner concessions and social reach.



Riverview Winter Carnival

FEBRUARY

Get out in the snow, breathe the crisp cool air, and embrace the season with family and friends. Riverview Winter Carnival is a 10-day festival held every February with fun, affordable activities that encourage the celebration of winter wellness in Riverview.

CLICK HERE FOR MORE INFORMATION

Projected attendance 7,000

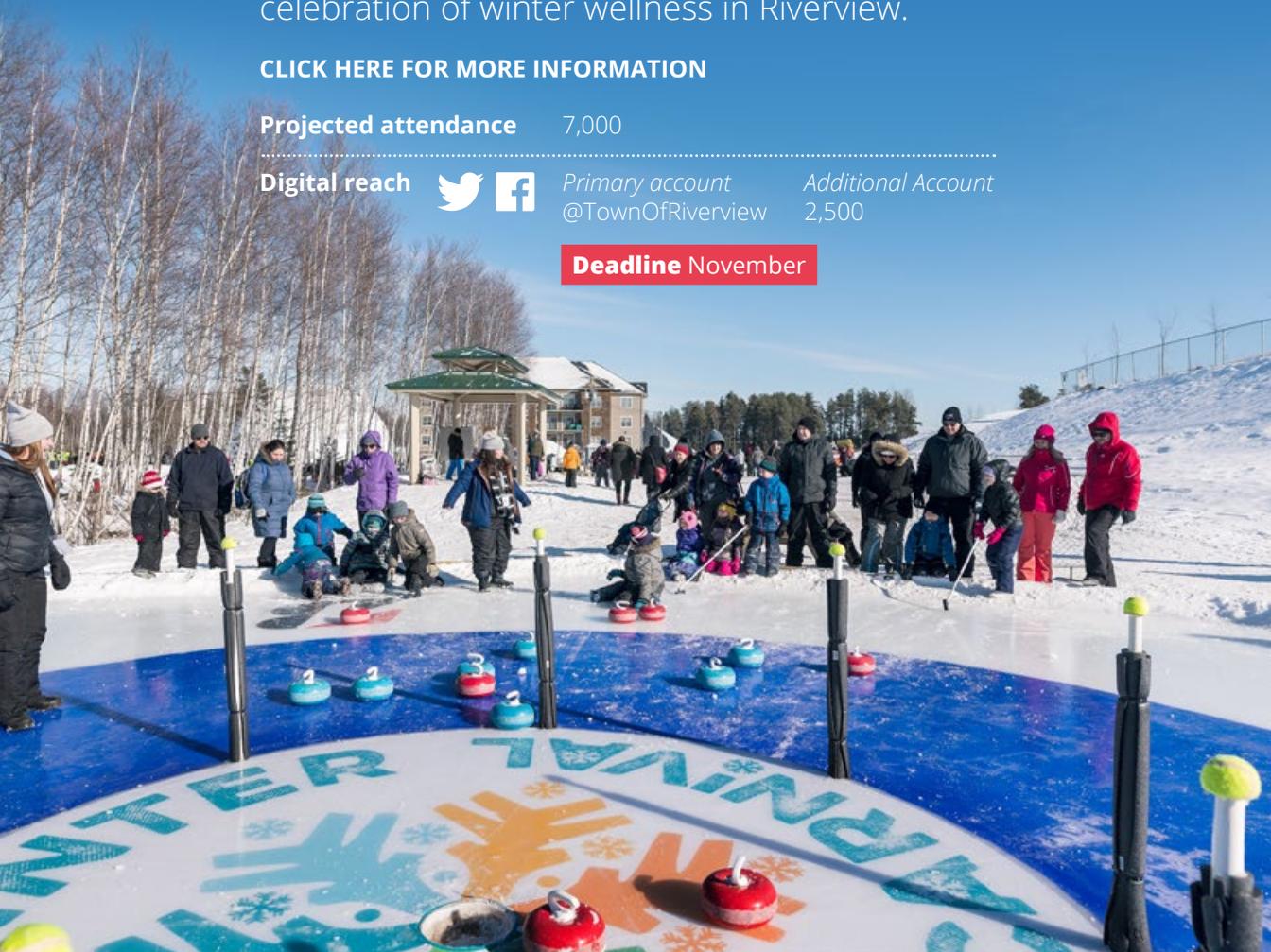
Digital reach



Primary account
@TownOfRiverview

Additional Account
2,500

Deadline November





MARCH - APRIL

Take your sweet tooth out for a spring stroll. Riverview's MapleFest celebrates the classic Canadian tradition of the maple harvest by putting together a weekend of maple-infused menus and promotions all over town. Residents indulge in activities like a maple s'more bonfire, maple taffy making, maple sugar camp and maple inspired dishes at local restaurants.

CLICK HERE FOR MORE INFORMATION

Projected attendance 5,000

Digital reach   *Primary account*
@TownOfRiverview

Deadline January/February

COMMUNITY Cleanup

APRIL - MAY

Celebrate environmental stewardship and neighbourhood pride during Riverview's Community Cleanup. Team up as a family, workplace, volunteer group, school or go on your own to tackle an outdoor space.

CLICK HERE FOR MORE INFORMATION

Digital reach



Primary account
@TownOfRiverview

Deadline March



SUSTAINA- palooza

APRIL

Sustainability should be fun! Sustaina-Palooza is an annual celebration of everything sustainable, bringing government, industry, academia and youth together to exchange ideas, explore new horizons and discuss emerging trends in environmental conservation, social responsibility and sustainable development.

CLICK HERE FOR MORE INFORMATION

Projected attendance 100-200

Digital reach



Primary account
@TownOfRiverview

Deadline April



Riverview Sunfest



JUNE - JULY

SUNFEST is the Town of Riverview's annual kick-off to summer, a 5-day celebration of ongoing fun in the sun building up to a big Canada Day bonanza. Lively outdoor events, family fun and a great reason to get to know your neighbours even better.

CLICK HERE FOR MORE INFORMATION

Projected attendance 10,000

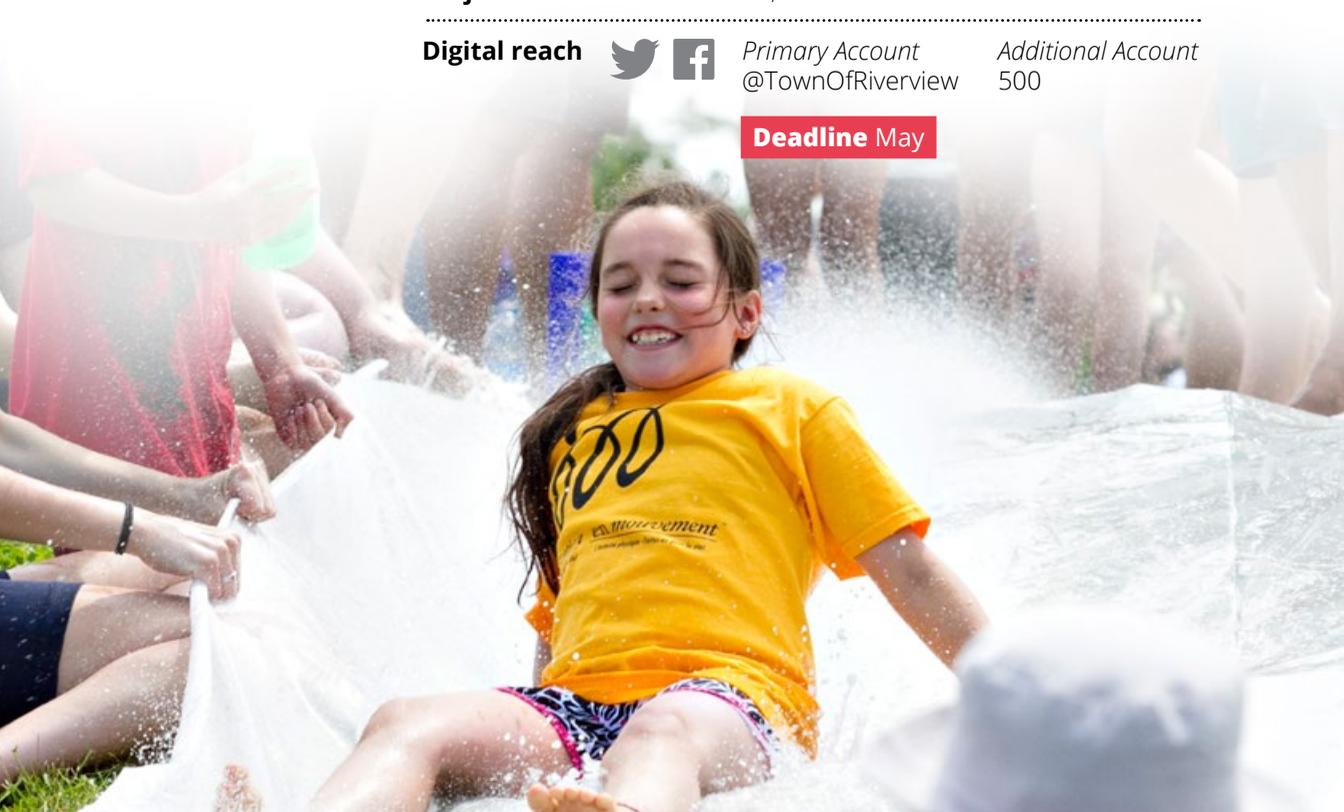
Digital reach



Primary Account
@TownOfRiverview

Additional Account
500

Deadline May



Annual Harvest Festival

SEPTEMBER

Take a bite out of fall! Riverview Harvest Festival is a celebration of the food, fun and friends which make fall one of the warmest times of the year...in spirit!

[CLICK HERE FOR MORE INFORMATION](#)

Projected attendance 5,000

Digital reach



Primary account
@TownOfRiverview

Deadline August



Light Up Riverview

NOVEMBER

As one of our most cherished holiday traditions, Light Up Riverview is an annual display of holiday lights illuminating the Riverfront Trail. The festive atmosphere welcomes thousands of residents and visitors alike to experience the waterfront while the sparkling trees light up the Riverfront.

CLICK HERE FOR MORE INFORMATION

Projected attendance 1,000

Digital reach



Primary account
@TownOfRiverview

Deadline November



Business Brilliance

NOVEMBER-DECEMBER

Business Brilliance calls on the Riverview business community to bring their storefronts to life with holiday lights and decor. From the middle of November until the end of December, visitors and residents embark on a self-guided tour around town in search of the best local light display. This event is free to participate for businesses with various \$500 prizes to be won.

CLICK HERE FOR MORE INFORMATION

Projected participation 7,500

Digital reach



Primary account
@TownOfRiverview

Deadline November



Events & Activities Guide

Your complete listing of registered programs, drop-in classes, festivals and activities happening throughout the year. Our Events and Activities Guide is published three times a year and is made available to the entire community.

CLICK HERE FOR MORE INFORMATION

Projected readership 11,000

Estimated ad rates \$160 – \$2,000

SUMMER
Events &
Activities
Guide



Deadline March

FALL
Events &
Activities
Guide



Deadline June

**WINTER /
SPRING**
Events &
Activities
Guide



Deadline September





14

ADVERTISING IN TOWN

There are numerous areas around Town where you can advertise your business, product or service based on your marketing goals.

Estimated cost

\$50 - \$300

- Arena wall
- Dog park

There are also various support services that the Town of Riverview offers local businesses within the community to encourage competitiveness and growth. Here are a few ways to get Involved:

- Apply to be featured as one of our Business Spotlights
- Showcase your dining or retail establishment on our Business Directory
- Sign up to host a Riverview Business Connects mixer at your location
- Join our Discount and Dine initiative to highlight a deal or discount

[CLICK HERE FOR MORE INFORMATION](#)