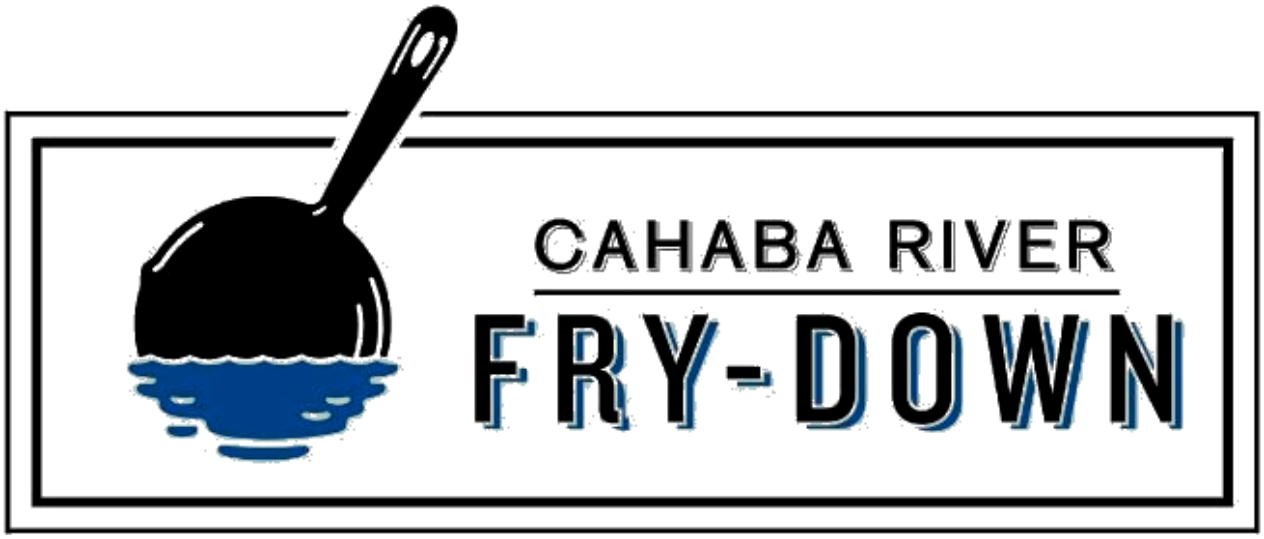

2014 SPONSORSHIP INFORMATION

WHAT IN THE WORLD IS A FRY-DOWN?

Every so often, an idea comes along that just makes all kinds of sense. In 2010, when the Cahaba River Society sought to rethink our annual fundraising event, we wanted to create an event that brought people closer to the river. The Cahaba River Fry-Down was born.

Our inaugural event was a great success – we knew we'd created something special and were eager to build upon it. With your support this year we can continue to grow this important and fun event. The Cahaba River Society combines many goals for the Fry-Down: to bring new people to the River, build more support for Cahaba conservation, offer fun learning activities for all ages about how to protect our drinking water resources and use them wisely, and build new partnerships to sustain our work to ensure our Cahaba River's healthy future.

Last year, nearly 1,000 people joined us on the river for a day of fun, water-smart learning activities. Children and families filled the river, exploring the relationship between water quality, habitat, drinking water and the health of aquatic life, humans and wildlife. Our Fry-Down competition was a great success, with 11 hotly-competing teams and an esteemed panel of judges led by **George Sarris of the Fish Market.** Partner organizations offered their knowledge about drinking water, low impact development, wildlife conservation, and ways to enjoy the Cahaba.

2013 CAHABA RIVER FRY-DOWN REPORT

- ~ **Nearly 1,000 Attendees**
- ~ **33 Sponsoring Organizations**
- ~ **11 Fry Teams**
- ~ **10 Educational Partners**
- ~ **6 Community Leaders participated as Judges**
- ~ **Inaugural Cahaba River Fry-Down Beer Garden**
- ~ **100+ Volunteers**

Spectators, competitors, community leaders, and environmental organizations stood together on the banks of the Cahaba River, united in support for protecting our regions' drinking water and a wonderful recreational resource.

We invite you to partner with Cahaba River Society to make this year's event – scheduled for **Sunday, September 28, 2014, 12-4pm at Trussville Springs in Trussville** – the best yet. Your participation will make it possible for us to bring even more people together around the Cahaba, our premiere natural resource that connects the region in so many ways.

Sincerely,

Bob Shepard,
President of the Board

Lea Ann Macknally,
Vice-President of the Board & Fry-Down Chair

Beth K. Stewart
Executive Director

CAHABA RIVER CHAMPION (ACTIVITY SPONSOR) $3,000

~ Your company logo will appear on all posters, postcards, print ads, and in Fry-Down social marketing.

~ The activity you sponsor will be named for your company.

~ 10 free admission passes, valued at $20 each.

~ Entry fee for the Fry-Down team competition will be waived if your company chooses to compete.

~ Your company will be provided a 10' x 10' canopy and a table.

~ Your company will be allowed to hang a banner at the Fry-Down.

~ Your company will be recognized on the Cahaba River Society website and on the Fry-Down website (with links to your company's website), and in post-event media.

~ You will be able to use event materials in your company's advertising (content subject to approval by the Cahaba River Society).

~ You will be tacitly thanked by all human beings in the Cahaba River watershed who drink water.

RIVER RUNNER $1,500

~ Your company logo will appear on all posters, postcards, print ads, and in Fry-Down social marketing.

~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete.

~ 6 free admission passes, valued at $20 each

~ Your company will be provided a 10' x 10' canopy and a table.

~ Your company will be allowed to hang a banner at the Fry-Down.

~ Your company will be recognized on the Cahaba River Society website and on the Fry-Down website (with links to your company's website), and in post-event media.

~ You will be able to use event materials in your company's advertising (content subject to approval by the Cahaba River Society).

~ You will be tacitly thanked by all human beings in the Cahaba River watershed who drink water.

RIVER WADER $1,000

~ Your company logo will appear in Fry-Down social marketing.

~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete.

~ 6 free admission passes, valued at $20 each

~ Your company will be provided a 10’ x 10’ canopy and a table.

~ Your company will be allowed to hang a banner at the Fry-Down.

~ Your company will be recognized on the Cahaba River Society website and on the Fry-Down website (with links to your company’s website), and in post-event media

~ You will be able to use event materials in your company’s advertising (content subject to approval by the Cahaba River Society).

~ You will be tacitly thanked by all human beings in the Cahaba River watershed who drink water.

FRY-DOWN BFF $500

~ Your company logo will appear in Fry-Down social marketing.

~ 4 free admission passes, valued at $20 each.

~ Your company will be provided a 10’ x 10’ canopy and a table.

~ Your company will be allowed to hang a banner at the Fry-Down.

~ Your company will be recognized on the Cahaba River Society website and on the Fry-Down website (with links to your company’s website), and in post-event media.

~ You will be able to use event materials in your company’s advertising (content subject to approval by the Cahaba River Society).

~ You will be tacitly thanked by all human beings in the Cahaba River watershed who drink water.

FRIENDS OF THE FRY-DOWN $250

~ Your company logo will appear in Fry-Down social marketing.

~ 2 free admission passes, valued at $20 each.

~ Your company will be recognized on the Cahaba River Society website and on the Fry-Down website (with links to your company's website), and in post-event media.

~ You will be able to use event materials in your company's advertising (content subject to approval by the Cahaba River Society)

~ You will be tacitly thanked by all human beings in the Cahaba River watershed who drink water.

It's more than just a fish fry – it's a cause worth supporting.

So why is being a sponsor of the Cahaba River Fry-Down worth your investment?

✓ Research has shown that marketing related to a not-for-profit "cause" creates strong brand loyalty. And what could be a better cause than supporting the Cahaba, an Alabama natural treasure and the source of much of our drinking water? Consider:

✓ **92%** of adults have a **more positive image of companies/products that support causes** they care about

✓ **91%** of U.S. marketing, foundation & corporate giving directors believe **cause-related marketing can enhance a company or brand reputation**

✓ **89%** of consumers **have purchased a product or service associated with a charity or cause**

✓ **88%** of adults say they are **more likely to remember a company** they see involved in cause-related marketing

✓ **87% of employees** of companies with cause-related marketing indicate a **strong sense of loyalty**

✓ **87%** of executives felt that **gaining community support** was a long-term objective of cause-related marketing

✓ **77%** of consumers were **positively influenced at point of purchase** by a cause-related marketing promotion

✓ **66%** of consumers are likely to **maintain a relationship with a company** based on cause-related marketing involvement

✓ **66%** of consumers, when price and quality are equal, are **likely to switch brands or retailers** to one associated with a good cause. This number jumps to **90% with teens** with regard to brands and 85% with teens with regard to retailers.

FRY-DOWN COMPETITION TEAM ENTRIES

Support Cahaba protection and enjoy a fine, delicious day with colleagues and friends under shady trees right by the river!

CORPORATE & PRO TEAM SPONSORSHIP $500

~ Free admission for 8 team members.

~ Your team will be provided (1) 10' x 10' canopy, and (2) 6' tables.

~ Your team will be allowed to hang a banner at the Fry-Down.

~ Your team will be recognized at our annual meeting, on the Cahaba River Society website and on the Fry-Down website (with links to your company's website) and in post-event media.

~ You will be able to use event materials in your company's advertising (content subject to approval by the Cahaba River Society).

COMMUNITY TEAMS $250

~ Free admission for 8 team members.

~ Your team will be provided (1) 10' x 10' canopy and (2) 6' tables.

~ Your team will be allowed to hang a banner at the Fry-Down.

~ Your team will be recognized at our annual meeting, on the Cahaba River Society website and on the Fry-Down website (with links to your group or personal website) and in post-event media.

~ You will be able to use event materials in your group/organization's advertising (content subject to approval by the Cahaba River Society).

We provide the catfish and you fix it any way, fried, sautéed, grilled etc., for the judges and tasting by the crowd. We provide a tent, table and serving ware, you bring your cooking equipment (no electricity!), sides & fixin's.

Vie to win unique trophies for awards such as Best Overall, Best Flavor, Most Creative, Skinniest Fish, Best Presentation, Most Team Spirit, Crowd Favorite, and others.

To Apply: contact Kim Adams, 205-322-5326, kim@cahabariversociety.org.

Watch **www.frydown.com** for updates!

CAHABA RIVER FRY-DOWN

presented by

AMEREX

to benefit

Cahaba River Society

A VERY SPECIAL THANKS TO OUR SPONSORS

chappelle consulting group | first commercial bank | lbyd civil & structural engineers
alabama environmental council | birmingham canoe club | camp mcdowell | uab hospital | waste pro

2013 CAHABA RIVER FRY-DOWN PARTICIPANTS

TEAMS | AWARDS

Amerex | KEN BOWEN TEAM SPIRIT
Bresco | MOST CREATIVE
Cayenne Creative
Dyas Human Resources | SKINNY FISH
Hatch Mott Macdonald
Jason Wallis Photography | BEST OVERALL, BEST PRESENTATION, CROWD FAVORITE
Living River
Maynard, Cooper & Gale | BEST SIDE DISH
Revenue Discovery Systems | MISS CONGENIALITY
Walter Schoel Engineering Company
Vulcan Materials Company

FRY COMPETITION JUDGES

George Sarris | Owner, The Fish Market on Southside
Alec Harvey | Birmingham journalist
Mark Kelly | Publisher, Weld for Birmingham
Beth Kitchin | Asst. Prof., Clinical Nutrition & Dietetics, UAB
Joe Knight | Jefferson County Commissioner
Laura Kate Whitney | Project Manager, REV Birmingham

ENTERTAINMENT

The Cahaba River Rats
Festival Expressions

CAHABA RIVER FRY-DOWN BEER GARDEN

Cahaba Brewing Company
Beer Engineers
Avondale Brewing Company
Good People Brewing Company

EMCEE

Rick Journey – PR Guru & former television personality

BUSINESS AND EDUCATIONAL PARTNERS

Alabama Environmental Council
Alabama Outdoors
Alabama Rivers Alliance
America's First Federal Credit Union
Birmingham Canoe Club
Birmingham Botanical Gardens
Bob Farley Photography
CahaBones
Camp McDowell
Friends of Shades Creek
Harris & Doyle Homes
Idlewild Adventures
Innovation Engine
Jefferson County Storm Water
MedHelp
The Nature Conservancy
Three Eared Rabbit
The Trussville Tribune
Weld for Birmingham

VOLUNTEERS

Trussville School System
Cahaba River Society Tributary Board
Cahaba River Society Board of Directors
…and many, many friends!

2014 CAHABA RIVER FRY-DOWN
SPONSOR REGISTRATION

You may submit application and donation to Cahaba River Society at:
2717 7th Avenue South, Suite 205, Birmingham, AL 35233,
via email to kim@cahabariversociety.org,
or call Kim Adams, 205-322-5326, with application and payment information.

Sponsorship applications are ***due by August 29, 2014.***

_____
SPONSOR / PARTNER NAME (Organization or Business)

_____
SPONSORSHIP LEVEL

_____
CONTACT NAME

_____
ADDRESS

(h)_____ (c)_____ (w)_____
CONTACT PHONE NUMBERS

_____
SPONSOR / PARTNER SIGNATURE DATE

We invite all sponsors to have an onsite presence. Please let us know if you'd like a booth provided, and if so, please also complete the attached release of liability.

NEEDS: _____ (1) 10X10 TENT _____ (1) 6 ft. TABLE

BRIEF DESCRIPTION OF PRODUCTS/INFORMATION SPONSOR WILL HAVE AT EVENT:

Questions? Contact Kim Adams, kim@cahabariversociety.org or 205-322-5326 x418

CAHABA RIVER FRY-DOWN		Event Naming	Apparel / Logo	Fry-Down Activity Naming	Logo on Yard Signs	Posters | Postcards | Print Ads	Websites	Social Media / Networking	Enhanced Social Media Presence	Free Fry-Down Tickets	Event Presence / Logo / Booth	Event Materials in Your Advertising	Field a Fry-Down Team
Presenting Sponsor: ***AMEREX***	$10,000	✓	✓		✓	✓	✓	✓	✓	25	✓	✓	✓
Community Education Sponsor: ***COCA-COLA BOTTLING CO. UNITED***	$5,000			✓	✓	✓	✓	✓	✓	15	✓	✓	✓
Cahaba River Champion	$3,000					✓	✓	✓		10	✓	✓	✓
Apparel Sponsor: ***EBSCO***	$2,500		✓			✓	✓	✓		6	✓	✓	✓
River Runner	$1,500					✓	✓	✓		6	✓	✓	✓
River Wader	$1,000						✓	✓		6	✓	✓	✓
Fry-Down BFF	$500						✓	✓		4	✓	✓	
Friend of the Fry-Down	$250						✓	✓		2		✓	