

# Cahaba River Fry-Down

Sunday, September 30, 2018 | 12-4pm | Railroad Park



CAHABA RIVER  
**FRY-DOWN**  
fish fry competition + festival

## SPONSORSHIP & TEAM INFORMATION

# COME DOWN, GET DOWN, CAHABA RIVER FRY-DOWN!

**CAHABA RIVER FRY-DOWN, benefitting the Cahaba River Society**  
Sunday, September 30, 2018 | 12pm – 4pm | Railroad Park | Birmingham, AL  
\$20 donation for adults, kids 12 and under free

The Cahaba River Fry-Down is a celebration of the Cahaba River – our region’s primary drinking water source and a treasure trove of biological diversity. The principal fundraiser for the Cahaba River Society, Fry-Down is a competitive cook-off surrounded by a party! The goals of this fun, unique event are to build more support for Cahaba conservation, bring education to people about water quality, wildlife habitat, and drinking water.

## FISH FRY COMPETITION

We call it a fish fry-off, but teams are encouraged to prepare the catfish in any way they choose. Guests have enjoyed fish cold-smoked, grilled, sautéed – lots of creative and varied presentations. Corporate and community team creations are evaluated by a panel of high-profile and celebrity judges.

The Fry-Down is gaining a reputation as a culinary event, and a great addition to the Birmingham metro foodie movement. It is unique in that there are no other area events including team catfish competition and crowd tasting. Attendees are encouraged to sample all offerings and vote for Crowd Favorite.

Other awards include Most Creative, Best Presentation, Ken Bowen Team Spirit Award, Best Side Dish, Miss Congeniality, and more.

## ACTIVITIES/OTHER FEATURES

Beer Garden, featuring local craft breweries  
Live music, acrobats, and an array of entertainers and artists  
Games and activities for all ages – educational and otherwise  
And much, much more...



# SPONSORSHIP LEVELS

## PRESENTING SPONSOR

**\$14,000**

- ~ This year's event will be named after your company: ***Cahaba River Fry-Down, presented by [your company's name here]***
- ~ Your company will receive an enhanced social media presence, with links to your profile.
- ~ Your company name/logo will appear prominently in all event marketing materials, and on event apparel and merchandise.
- ~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete and will be provided a 10' x 10' canopy and a table for your team
- ~ 25 free admission passes, valued at \$20 each.
- ~ Your company will be allowed to hang a banner at the Fry-Down.
- ~ Your company will be recognized on the Fry-Down websites (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 EDUCATION SPONSOR

**\$5,000**

- ~ Your company name/logo will grace the Small Fry youth education and community water education areas of the event.
- ~ Your company will receive an enhanced social media presence, with links to your profile.
- ~ Your company name/logo will appear in all event marketing materials, and on event apparel and merchandise.
- ~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete and will be provided a 10' x 10' canopy and a table for your team
- ~ 15 free admission passes, valued at \$20 each.
- ~ Your company will be allowed to hang a banner at the Fry-Down.
- ~ Your company will be recognized on the Fry-Down websites (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).



# SPONSORSHIP LEVELS

## CAHABA RIVER CHAMPION

**\$3,000**

- ~ Your company will receive an enhanced social media presence, with links to your profile.
- ~ Your company name/logo will appear in all event marketing materials, and on event apparel and merchandise.
- ~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete and will be provided a 10' x 10' canopy and a table for your team.
- ~ 10 free admission passes, valued at \$20 each.
- ~ Your company will be allowed to hang a banner at the Fry-Down.
- ~ Your company will be recognized on the Fry-Down websites (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).



## CAHABA RIVER SUSTAINER

**\$2,500**

- ~ Your company name/logo will appear in all event marketing materials, and on event apparel and merchandise.
- ~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete and will be provided a 10' x 10' canopy and a table for your team.
- ~ 8 free admission passes, valued at \$20 each.
- ~ Your company will be allowed to hang a banner at the Fry-Down.
- ~ Your company will be recognized on the Fry-Down websites (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).



## DID YOU KNOW?

**We drink the Cahaba!**

The Cahaba and its ground water are a primary drinking water source for the Birmingham Water Works and metro area cities.

The Cahaba is globally-significant for freshwater wildlife, with more species of fish per mile than any other river of its size or larger in North America!

# SPONSORSHIP LEVELS

## RIVER RUNNER

\$1,500

- ~ Your company name/logo will appear in all event marketing materials.
- ~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete and will be provided a 10' x 10' canopy and a table for your team
- ~ 6 free admission passes, valued at \$20 each
- ~ Your company will be allowed to hang a banner at the Fry-Down.
- ~ Your company will be recognized on the Fry-Down websites (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).



## RIVER WADER

\$1,000

- ~ Your company name will appear in event marketing materials.
- ~ Entry fee for the Fry-Down team competition will be waived should your company choose to compete and will be provided a 10' x 10' canopy and a table for your team
- ~ 6 free admission passes, valued at \$20 each
- ~ Your company will be allowed to hang a banner at the Fry-Down.
- ~ Your company will be recognized on the Fry-Down websites (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).



## DID YOU KNOW?

CRS' mission is to restore and protect the Cahaba River watershed and its rich diversity of life. We are a science-based expert resource and collaboration catalyst for solving river challenges.

CRS' Shane Hulsey CLEAN Environmental Education Program has brought over 34,000 diverse youth into the Cahaba River and other area streams for hands-on, highly effective science education.

CLEAN reconnects youth with nature and inspires environmental stewardship careers.

# SPONSORSHIP LEVELS

## FRY-DOWN BFF

\$500

- ~ Your company name will appear in event marketing materials.
- ~ 4 free admission passes, valued at \$20 each.
- ~ Your company will be allowed to hang a banner at the Fry-Down.
- ~ Your company will be recognized on the Fry-Down websites (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).



## FRIENDS OF THE FRY-DOWN

\$375

- ~ Your company name will appear in event marketing materials.
- ~ 2 free admission passes, valued at \$20 each.
- ~ Your company will be recognized Fry-Down websites (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)



## WHAT WE DO

We connect people with the Cahaba River for education, recreation, and stewardship.

We promote building water-smart communities that sustain the River for people and wildlife.

With your help, we are growing our strength, partners, and impact!

# FRY TEAM ENTRIES

## CORPORATE SPONSORSHIP

\$550

- ~ Free admission for 8 team members.
- ~ Your team will be provided one 10' x 10' canopy, and two 6' tables.
- ~ Your team will be allowed to hang a banner at the Fry-Down.
- ~ Your team will be recognized Fry-Down websites (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

\$375

- ~ Free admission for 8 team members.
- ~ Your team will be provided one 10' x 10' canopy and two 6' tables.
- ~ Your team will be allowed to hang a banner at the Fry-Down.
- ~ Your team will be recognized on the Fry-Down websites (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).

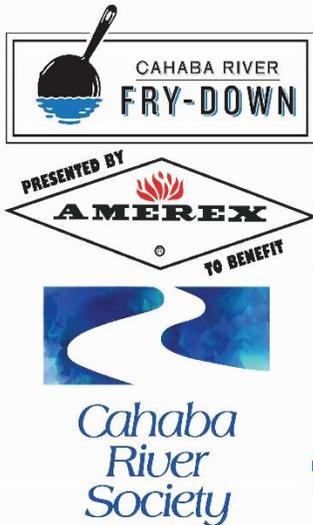


***We provide the catfish and you fix it any way, fried, sautéed, grilled etc., for the judges and tasting by the crowd. We provide a tent or pavilion area, table, and serving ware, you bring your cooking equipment (no electricity!), sides & fixin's.***

*Vie to win unique trophies for awards such as Baddest Fish in the River, Best Sidekick, Best Dressed, Fish With an Attitude, Crowd Favorite, Ken Bowen Team Spirit Award, and Miss Congeniality.*



# THANK YOU TO OUR SPONSORS!



AB RISER ALABAMA CROWN ALABAMA ENVIRONMENTAL COUNCIL AMERICAN OSMENT ARCHITECTURE WORKS AUDUBON SOCIETY BANCOCOGRAPHY BELL MEDIA BHAM NOW BIRMINGHAM CANOE CLUB  
BRESKO CAHABA BREWING COMPANY CHILDREN'S OF ALABAMA DATAPERK DESIGNFORM, INC DO DAN DAY FIELD & STREAM FLOWER MAGAZINE FRAZIER CHRISTY FRIENDS OF SHADES CREEK GIRL  
SCOUTS NORTH-CENTRAL ALABAMA IDLEWILD ADVENTURE COMPANY INDEPENDENT PRESBYTERIAN CHURCH LIVING RIVER MAYNARD, COOPER & GALE MOUNTAIN HIGH OUTFITTERS NOTHING BUNNY CAKES  
RAMWOOD REDEMPTIVE CYCLES RUFFNER MOUNTAIN NATURE CENTER SAMFORD UNIVERSITY SAWYER SOLUTIONS SERVISFIRST BANK STEEL CITY POPS SYNOVUS-FIRST COMMERCIAL BANK

## 2017 CAHABA RIVER FRY-DOWN PARTICIPANTS

### EMCEE

Comedienne Joy –  
well-renowned TV Host

### PHOTOGRAPHY

Ron Abernathy Photography

### ENTERTAINMENT

The Sparklers  
Feel the Beat – DJ Danny

### CAHABA RIVER FRY-DOWN BEER GARDEN

Red Clay Bar Services

### TEAMS / AWARDS

Amerex – *BADDEST FISH IN THE RIVER, BEST DRESSED, FISH WITH AN ATTITUDE & CHAMPION OF THE CAHABA*

BRESKO – *BEST SIDEKICK*

Girl Scouts of North Central Al

Independent Presbyterian Church

International Expeditions – *CROWD FAVORITE, KEN BOWEN TEAM SPIRIT AWARD*

Maynard Cooper & Gale

Milo's Famous Tea

NaphCare, Inc.

Samford University

Talk 99.5 – *MISS CONGENIALITY*

Vulcan Materials Co.

### FRY COMPETITION JUDGES

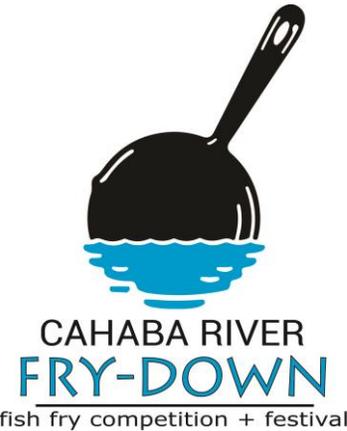
- Barnett Wright
- Bob Carlton
- Comedienne Joy
- Dr. Beth Kitchin
- Erin Shaw Street
- Julia Sayers
- Kathy G
- Mark Kelly
- Rick Journey
- Scott Jones
- Tara Massouleh

Cahaba River Society is especially grateful to the many Fry-Down volunteers,  
including students from Birmingham

City Schools, CRS Board Members and friends.

We could not have done it without you!

# A QUICK LOOK

		Event Naming	Apparel / Logo	Fry-Down Activity Naming	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
<i>Presenting Sponsor</i>	\$10,000								25			
<i>Community Education Sponsor</i>	\$5,000								15			
<i>Cahaba River Champion</i>	\$3,000								10			
<i>Cahaba River Sustainer</i>	\$2,500								6			
<i>River Runner</i>	\$1,500								6			
<i>River Wader</i>	\$1,000								6			
<i>Fry-Down BFF</i>	\$500								4			
<i>Friend of the Fry-Down</i>	\$375								2			

