



BRAND GUIDELINES

Get to the River Festival

Updated August 2019



Get to the River Festival Identity

Fun!

The typeface is a big driver in the Fun! of the Get to The River Festival. The type is a bit quirky, yet very readable. The dynamic design behind the 'river wave' and color pallet also play a role in bringing the Fun! to the brand.

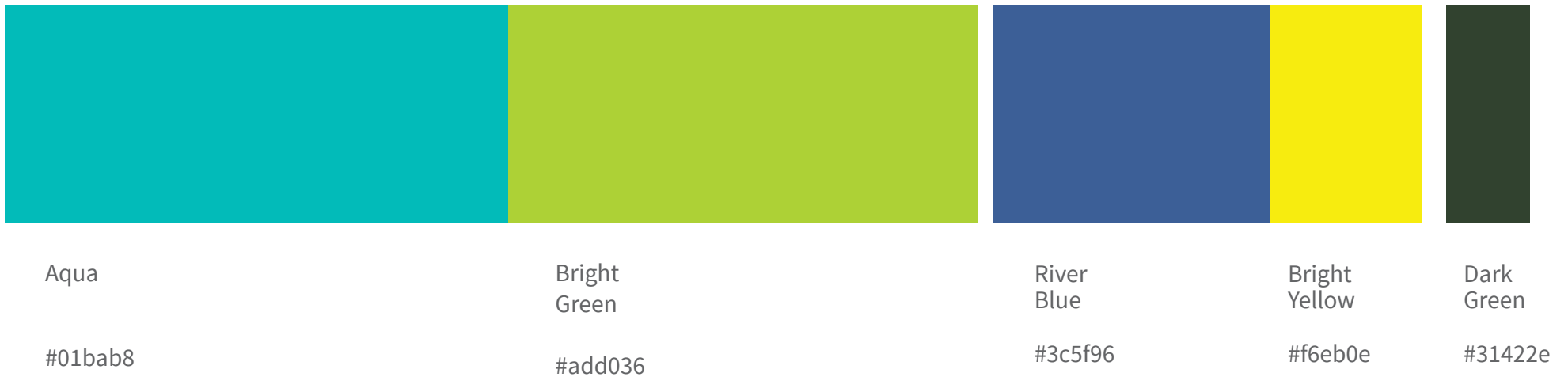
Community

The movement of the 'river wave' pattern communicates the Jordan River as a thriving and unique community asset. The pattern is made up of 16 different blocks, one block for each city. The combination of the stylized 'river wave' pattern and easily recognizable cattails symbolize how the Jordan River Parkway is a unique combination of urban city and nature oasis.



Get to the River Festival Color Palette

The updated color palette gives a bright, clean vibe to the festival. The aqua and the bright green are the dominate colors that bring the vibrancy necessary to create a new energy for the Jordan River Parkway. The supporting colors reinforce the true identity of the ecosystem, by representing water and other natural elements.



Get to the River Festival Fonts

Ranchers - Headline Font

<https://fonts.google.com/specimen/Ranchers>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Righteous - Sub-Headline Font

<https://fonts.google.com/specimen/Righteous>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Lato - Copy Font

<https://fonts.google.com/specimen/Lato>

Regular

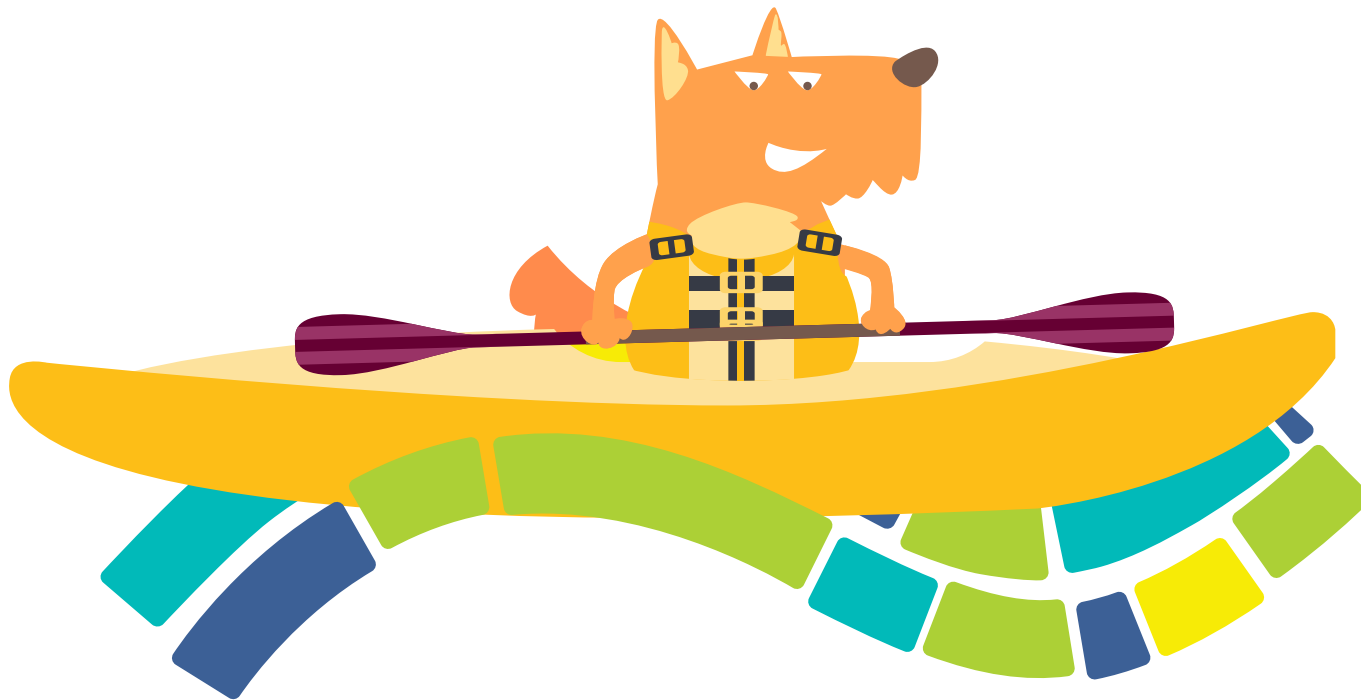
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

Illustration Creative

As supporting element to the brand, the illustrations of animals in the festival environment, further the leading strategy of Fun! An example of this is an illustration of a fox kayaking, anthropomorphizing a native animal. This brings together the idea of community and nature in a fun way. Reinforcing the Jordan River Parkway as an asset for healthy lifestyles.



Sample Festival Creative



SPONSORSHIP PROPOSAL

The Get to the River Festival brings together the public, businesses, and local governments to celebrate, protect, and restore the Jordan River corridor. The 2019 festival will take place in September and include 30 days of river-focused celebrations and conservation activities hosted by the counties and cities along the river corridor.

Last year there were 27 events that were attended by thousands of people who turned out to celebrate the many wonderful things the river has to offer and to volunteer to help clean up and restore the river to make it a destination for everyone to enjoy now and in the future.

The unique reach of this event creates one amazing sponsorship opportunity for your business.

THE RIVER HAS TREMENDOUS VALUE FOR ALL OF US

The Jordan River corridor runs through three counties and sixteen cities flowing from Utah Lake, through the Salt Lake Valley, and finally into the Great Salt Lake. The 50-mile long river has tremendous value – environmentally, recreationally, economically, and culturally – for both the communities it flows through and the entire Wasatch Front.

Around 15,000 people utilize the Jordan River Parkway each month. This paved, non-motorized trail follows the river and weaves in and out of urban areas, parks, and lush riverside areas and is the perfect place for walking, running, cycling, skating, or simply as a quick escape from the city. Combined, the river and trail provide a unique offering in our urban landscape and add to our community's beauty and wellness.



THE AUDIENCE

- 3 counties
- 16 cities
- Vendors
- Thousands of volunteers
- Thousands of attendees
- People with an interest and love for the Jordan River
- Users of the Jordan River Parkway Trail
- Entities charged with managing and protecting the river



WWW.GETINTOTHERIVER.ORG



SPONSORSHIP REACH

	PRESENTING	TRAILBLAZER	PATHFINDER	COMMUNITY	EVENT
COST	\$15,000	\$5,000	\$2,500	\$1,000	\$500
NUMBER AVAILABLE	3	4	7	10	6

FEATURED ON THE FOLLOWING:

VIRTUAL POSTCARD	X				
FLIERS	X	X	X		
BILL INSERTS	X				
YARD SIGNS	X	X			
SPONSOR YARD SIGNS	X	X	X	X	
ALL BANNERS	X				
SPONSOR BANNERS	X	X	X	X	
EVENT T-SHIRTS	X	X	X	X	X
EVENT WEBSITE	X	X	X	X	X
TELEVISION ADS	X	ROTATED			
RADIO ADS	X	ROTATED			
PRINT ADS	X				
PRESS RELEASES	X				
TWITTER RECOGNITION	X	X			
FACEBOOK RECOGNITION	X	X	X	X	

THANK YOU FOR YOUR SUPPORT AND SEE YOU ON THE RIVER!

For more information about sponsorship opportunities contact

CINDY@WFANDCO.COM



WWW.GETINTOTHERIVER.ORG

Thank You!

Redirect



Our Headquarters - The Glass Barn

**1336 South 1100 East
Salt Lake City, Utah 84105**

801.453.0100 Redirect | 801.364.0088 WF&Co.

www.redirectdigital.com | www.wfandco.com