

# RIVER DAYS

## River Days 2026 | Executive Sponsorship Opportunity

Hosted by the San Diego River Park Foundation

**Event Dates:** May 9 – 17, 2026

**Kickoff Event:** River Days 5K Walk & Fun Run | May 9

**Geographic Reach:** Ocean Beach to Julian (52 miles of the San Diego River)

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### Executive Summary

River Days is a signature, week-long community celebration of the **San Diego River**, engaging thousands of residents across San Diego County through free, family-friendly events focused on **environmental stewardship, education, and community health**.

As a sponsor, your organization will play a visible leadership role in protecting one of San Diego's most vital natural resources—while aligning your brand with **sustainability, civic pride, and long-term regional impact**.

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### Why Sponsor River Days

- Demonstrate **executive-level leadership** in environmental responsibility
  - Align your brand with **community well-being, education, and conservation**
  - Gain visibility with a **highly engaged, values-driven audience**
  - Support hands-on experiences that create measurable environmental outcomes
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### Audience & Visibility

- Reach **60,000+** SDRPF supporters, donors, volunteers, business leaders, and elected officials
- Amplified exposure through **20+ partner organizations**
- Prior River Days promotions generated **12.8 million impressions** and **15 local media stories**
- Thousands of participants engaged annually across San Diego County
- *Note: Deadline for logo March 9th*

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## Core Sponsor Benefits (all Levels)

- Recognition on the 5K Walk & Fun Run event webpage
- Recognition on the San Diego River Park Foundation River Days event website
- One pre-event and one post-event SDRPF social media post (45,000+ audience)
- Recognition at the 5K Walk & Fun Run event

## Sponsorship Levels

### Gold Sponsor — \$10,000 (1 available)

Includes Core Benefits plus:

- Recognition on event banner and by the event emcee
- Recognition as Gold Sponsor in event communications and e-newsletter (14,000+ subscribers)
- Prominent placement on River Days T-shirt and in our printed newsletter (3,000+ distribution)
- 6 complimentary 5K Walk & Fun Run registrations

### Silver Sponsor — \$5,000 (3 available)

Includes Core Benefits plus:

- Recognition as Silver Sponsor in event communications
- Prominent placement in our printed newsletter (3,000+ distribution)
- 4 complimentary 5K Walk & Fun Run registrations

### Bronze Sponsor — \$3,000

Includes Core Benefits plus:

- Recognition in our printed newsletter (3,000+ distribution)
- 2 complimentary 5K Walk & Fun Run registrations

### Impact Sponsor Benefits \$2,000

Includes Core Benefits plus:

- 2 complimentary 5K Walk & Fun Run registrations

### Community Sponsor Benefits \$500

Includes Core Benefits

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**Let's make a difference—one step, one river, one community at a time.**

Pat Rice Senior Manager, Philanthropy & Government Relations

619-794-7999 | [patricia@sandiegoriver.org](mailto:patricia@sandiegoriver.org)

San Diego River Park Foundation is a 501 (c) (3) 4891 Pacific Highway, Suite 114, San Diego. CA 92110