



**MISSION:** Friends of the Rivers: Celebrating Fort Wayne's rivers as a source of recreation, community engagement and economic development.

## *Friends of the Rivers World Rivers Day Celebration and Art Event: Paddles Aweigh, Propelling Fort Wayne FORWARD*

**Friends of the Rivers** invites you to join in a unique art endeavor—**Paddles Aweigh**. Your \$1,000 sponsorship will commission a one-of-a kind, artistically designed and personalized canoe paddle. These original masterpieces will be unveiled and displayed at a community-wide celebration at Promenade Park on September 29, 2019—*World River's Day*—a tribute to the earth's waterways.

After the public paddle reveal, Paddles Aweigh will be displayed in public spaces, such as the Museum of Art, Artlink, Allen County Public Library and/or the Grand Wayne Center through the end of 2019. Following the public display, your masterpiece paddle will become your own!

Proceeds from Paddles Aweigh will fund educational tours for students aboard our canal boat, Sweet Breeze. These tours have a proven track record of entertaining and educating students about the historic, aesthetic, ecological, and economic value of Fort Wayne Rivers.

Friends of the Rivers is delighted with the progress our city has made in revitalizing our rivers. I hope you will help us to ignite additional interest in river projects by becoming a supporter of this project—and help us “propel Fort Wayne FORWARD!”

Please take a moment to review the accompanying materials, which explain our project in more detail and outlines benefits for sponsors. We know that the relatively modest cost of sponsorship will encourage and inspire widespread community interest and involvement.

I will call you to follow up to answer any questions and welcome you aboard!

Sincere Thanks,



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#### SPONSOR INFORMATION (MARCH 25, 2019)

### *Friends of the Rivers World Rivers Day Celebration and Art Event: Paddles Aweigh Propelling Fort Wayne FORWARD*

**Friends of the Rivers** is proud to announce **Paddles Aweigh**, a unique community art event designed to advance river development/stewardship conversations, ignite interest in river-related projects, engage the community, and promote our great rivers.



**Paddles Aweigh** Invites area organizations to sponsor artists, artisans, and creatives of all types to design and decorate standard canoe paddles. We hope to have more than 100 artistically adorned paddles to showcase at a special community celebration on **World Rivers Day (September 29, 2019)**. These paddles will remain on display through year-end, 2019.

**Proceeds will fund tours and educational curriculum aboard *Sweet Breeze*, Fort Wayne's authentic canal boat**

### Expected Outcomes

**Sponsors Make a Splash**—artist/sponsor collaborations will generate unique original canoe-paddle art while celebrating the emerging possibilities of riverfront development. Sponsors will be recognized and their generosity will help fund educational tours on Fort Wayne's canal boat, *Sweet Breeze*. *Sponsorship information can be found at: [RideSweetBreeze.org/Sponsor](http://RideSweetBreeze.org/Sponsor)*

**Artists Shine**—with a canoe paddle as their canvas, artists will demonstrate their creativity and showboat their work. The limited size of a canoe paddle is practical and manageable for artists of all ages. *Artist information can be found at: [RideSweetBreeze.org/Artist](http://RideSweetBreeze.org/Artist)*

**Students Learn**—through guided, educational canal boat tours offered on *Sweet Breeze*. In 2018, more than 800 school-age children learned about Fort Wayne's river history, while enjoying a canal boat experience. Our goal is to expand the program's reach through the generous underwriting of our sponsors and donors. *For more information about Sweet Breeze educational tours, go to: [RideSweetBreeze.org/Education](http://RideSweetBreeze.org/Education).*

**People Celebrate**—World Rivers Day, a celebration of the world's waterways, highlighting the many values of our rivers while admiring *Paddles Aweigh* Art. *To volunteer with Paddles Aweigh or register for ongoing Friends of the Rivers information, go to: [RideSweetBreeze.org/Crew](http://RideSweetBreeze.org/Crew).*



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### Paddle Sponsorship Opportunities

#### **PADDLE SPONSORSHIP/Ownership Opportunity**

**\$1,000 (one paddle)**

- Any business, organization or individual may sponsor a **Paddles Aweigh** paddle.
- Paddle sponsors may include company logos.
- Sponsors may choose from a selection of artists or work with their own artist.
- Sponsors may keep paddles at the conclusion of the event, (December 30, 2019) and choose where to install/display the paddles; or sponsors may offer their paddles for auction.

#### **PADDLE SPONSORSHIP/Ownership Opportunity**

**\$2,500 (three paddles)**

- Sponsors may sponsor three paddles—one for each of Fort Wayne's Rivers. A display of three complementary-designed paddles will make a handsome statement of support for river development and recreation.

### Associated Publicity Events

- **Take the Plunge:** Kick-off, media conference, and sponsorship opportunities (April 2019)
- **Special 2019 "Paddle Tours" on Sweet Breeze:** June, July, August, September 2019: *"Paddle with the Artists," explaining their work while traveling on Sweet Breeze.*  
*Publicity Events, continued*
- **World Rivers Day Celebration:** Promenade Park (VIP Reveal), auction: September 29, 2019
- **Public Paddle displays** throughout Fort Wayne (September 30—December 30, 2019).

### Preliminary Timeline (2019-2020)

- **February** Planning
- **March** Call for artists, sample paddles, artist submissions, sponsor identification
- **April** Juried artwork process begins, sponsor identification
- **May** Artist/Sponsor collaboration, *Sweet Breeze* tours begin
- **June** Artists begin production of paddle art, build momentum
- **July** **Paddles Aweigh** Introductory splash at Three Rivers Festival
- **August** Completion and collection of paddles, school field trips begin
- **September** World Rivers Day Celebration and VIP Reveal at Promenade Park
- **Oct.—Dec.** Paddles on display around Fort Wayne
- **January 2020** Deliver sponsored paddles to owners, thank artists/sponsors!

We believe that honoring and celebrating the historical significance and environmental potential of our rivers are central to Fort Wayne's downtown growth and riverfront revitalization. Won't you join us in this quest?

For Questions and/or information, please contact:

**Irene Walters**, Paddles Aweigh Project Chair, Friends of the Rivers Board of Directors,  
260-341-4586, [irenewalters1@gmail.com](mailto:irenewalters1@gmail.com)



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### Sponsor Information Form

Please submit this **Sponsor Information Form** so that Friends of the Rivers has accurate information about you and/or your organization.

**Sponsor Contact Information** (Please type within the form, if possible)

Name	
Title	
Company Name	
Street Address	
City, State, Zip	
Telephone	
Email Address	

### Sponsorship Amount

Sponsorship Amount	
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### Payment and Corporate Logos

Send your sponsorship check (payable to Friends of the Rivers) to Friends of the Rivers, 429 E. Dupont Road, #145, Fort Wayne, IN, 46825.

To represent your company well, we will need a vector-style file of your logo (.eps, .ai, or PDF file). **Please email your digital logo file to: [FORFWMarketing@gmail.com](mailto:FORFWMarketing@gmail.com)**

We appreciate your interest in our organization and this project. If you have any questions or would like to talk to Friends of the Rivers regarding this initiative, please telephone **Irene Walters**, Project Chair and member of the Friends of the Rivers Board at: **260-341-4586**, or email **[irenewalters1@gmail.com](mailto:irenewalters1@gmail.com)**