



2021 Partnership Opportunities

Living, working, visiting, and playing in the Riverside Avondale historic district is a special experience. It is a neighborhood planned for walkability, integrated commercial areas and numerous parks. Historic homes and buildings are constructed with details not often found today. And, each one has a story to tell.

Riverside Avondale has been described as authentic fusion—hip, happening and historic, valued for its diversity of architectural styles and diversity of people.

Designated on the National Register of Historic Places, Riverside Avondale is unquestionably an asset and a destination location for Jacksonville. The American Planning Association named Riverside Avondale among the nation's Top 10 Great Neighborhoods in 2010. By 2018, the Riverside zip code 32204 ranked No. 6 in the nation for percentage growth of millennials—topped only by 5 neighborhoods in Los Angeles, CA, Manhattan, NYC and Portland, OR.

You are invited to partner with Riverside Avondale Preservation (RAP) to preserve, promote, advocate and celebrate this dynamic neighborhood. Respecting the fine balance between preservation and progress, join RAP in the preservation of our neighborhood's historic fabric and unique character, economic viability and thriving community.

PROGRAM SPONSORSHIPS

Lead the way for preservation and progress. Your partnership enables RAP to further initiatives that improve and maintain quality of life in the historic district such as collaboration and support of architecture, local businesses, drainage and flood control, pedestrian and bike-friendly projects, advocacy for appropriate zoning and land use, promotion and improvement of parks and green spaces, and community engagement.

SPECIAL ANNIVERSARY EVENTS

Showcase and honor the Riverside Avondale legacy. We are celebrating Riverside's 151th and Avondale's 101th anniversaries with a year of festivities and activities designed to appeal to a wide variety of people, ages and interests.

ANNUAL COMMUNITY EVENTS

Enable cherished traditions and build new ones. People come from across the area for the Home Tour—in its 46th year and Luminaria—in its 36th year. New large-scale events include the Garden Tour and the Music Festival. Our newest neighborhood traditions include Chalk Your Walk and the Historical Institute.

RAP's Reach

538K+
ANNUAL
WEBSITE VIEWS

208K+
ANNUAL RAM
VISITORS

69K+
SOCIAL MEDIA

23K+
ANNUAL RAP
EVENT ATTENDEES

8K+
WEEKLY
NEWSLETTER

Discover Riverside Avondale

ARCHITECTURAL GEMS | HISTORIC PARKS | PUBLIC SPACES | LOCAL BUSINESSES



POPULATION
RIVERSIDE: 9,544
AVONDALE: 5,574

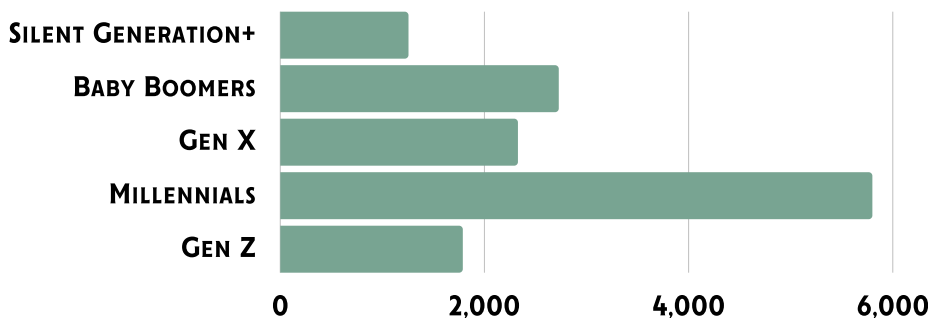


HOUSEHOLDS
RIVERSIDE: 5,061
AVONDALE: 2,825

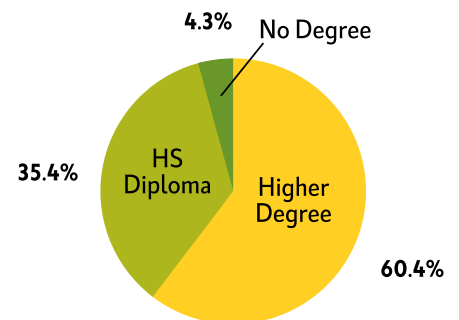


MEDIAN INCOME
RIVERSIDE: \$52,200
AVONDALE: \$75,900

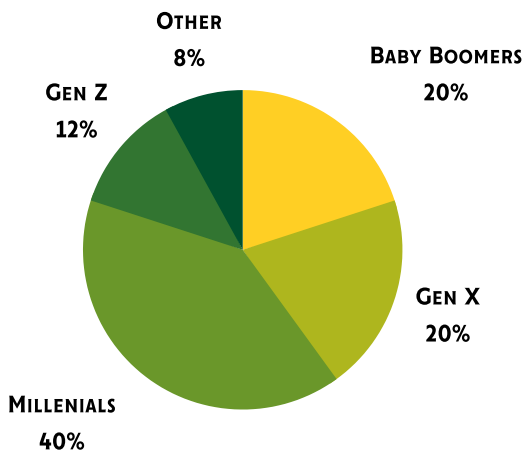
Population by Age



Education Level



Extending Your Reach to RAM's 4,000 Weekly Visitors



- 80% of visitors from outside the 32204 and 32205 zip code areas
 - 20% of those from out of town
- 50% visit weekly or bi-weekly
- 71% of visitors from nearby zip codes visit at least once a month
- 40% also visit area shops and restaurants before and/or after visiting RAM

About Our Events

Event	Date	Expected Attendance
RIVERSIDE ARTS MARKET <i>A weekly market featuring over 100 artists, makers, and farmers.</i>	every Saturday	200,000
LUMINARIA <i>Luminaria brings neighbors together as they walk along candle-lit sidewalks to socialize with friends.</i>	December 20, 2020	15,000
HISTORICAL INSTITUTE <i>Jacksonville historian Wayne Wood's presents an 8 part lecture series on the history of Riverside and Avondale. Individuals who attend 5 out of 8 sessions receive a Riverside Avondale Historic Institute diploma.</i>	Spring 2021	1,200
101/151 ANNIVERSARY GALA <i>A spectacular evening in an iconic restoration setting befitting the celebration of our shared history, heritage and future.</i>	April 17, 2021	150
HOME TOUR <i>A celebration of Jacksonville's architectural history within Riverside and Avondale's National Historic Registered neighborhoods.</i>	April 24-25, 2021	3,000
GARDEN TOUR <i>Draw inspiration from a variety of gardens in the historic district. From manicured landscaping to wild and natural, there are gardens for all tastes.</i>	May 8, 2021	500
CHALK YOUR WALK <i>Help us celebrate the birthdays of Riverside and Avondale with cupcakes and kid-friendly activities.</i>	May 8, 2021	500
HISTORIC BOAT TOUR <i>This special bonus session of Wayne Wood's lecture series takes place onboard a river cruise boat.</i>	Summer 2021	100
MUSIC FESTIVAL <i>The music festival features an afternoon and evening of Jacksonville-based bands, a beer garden, food vendors, and more.</i>	Fall 2021	5,000

Partnership Opportunities Summary

PRESENTING SPONSOR - \$25,000 EACH

- 2021 Anniversary Program Sponsor
 - Riverside Arts Market (RAM) Presenting Sponsor
-

SPECIAL EVENT PRESENTING SPONSOR - \$15,000 EACH

- 151/101 Anniversary Gala
 - Music Festival
-

PREMIER ANNUAL EVENT PRESENTING SPONSOR - \$10,000 EACH

- Home Tour
 - Garden Tour
-

ANNUAL EVENT PRESENTING SPONSOR - \$5,000 EACH

- Historical Institute and Boat Tour
- Chalk Your Walk
- Luminaria

LANDMARK SPONSOR - \$5,000 PER EVENT

- 151/101 Anniversary Gala
- Music Festival
- Home Tour
- Garden Tour
- RAM Event Day Sponsor

KEYSTONE SPONSOR - \$2,500 PER EVENT

- 151/101 Anniversary Gala
- Music Festival
- Home Tour
- Garden Tour
- Historical Institute and Boat Tour
- Chalk Your Walk
- Luminaria
- RAM Guest Care and Comfort (per area)

FOUNDATION SPONSOR - \$1,500 PER EVENT

- 151/101 Anniversary Gala
- Music Festival
- Home Tour
- Garden Tour
- Historical Institute and Boat Tour
- Chalk Your Walk
- Luminaria
- RAM Annual Partner

Partner Benefits

PRESENTING SPONSOR - \$25,000 EACH

- Exclusive Presenting Sponsor, choice of:
 - 2021 Anniversary Program Sponsor
 - RAM Presenting Sponsor*
- Prominent recognition as Presenting Sponsor in all related print and marketing materials for 2021
- Merchant at the Market - 10x10 booth space at Riverside Arts Market for each week of the year of donation, using RAM guidelines for vendors (\$5,200 value)
- Prominent announcement mentions weekly at the River Stage at RAM
- Company logo in fixed position on main webpage for year of event
- Opportunity for a blog post about your business and relationship to Riverside Avondale
- Social media spotlight twice per year
- Eight tickets to Exclusive Sponsor appreciation event
- Reserved table at the 151/101 Anniversary Gala with premier placement
- Six VIP tickets to the Music Festival
- Four tickets for the Home Tour Twilight Party
- Twelve general admission tickets to mix and match for Home Tour, Garden Tour, and Music Festival
- Logos on concert posters, Resident ads, Circles Magazine

SPECIAL EVENT PRESENTING SPONSOR - \$15,000 EACH

- Exclusive Presenting Sponsor, choice of:
 - 151/101 Anniversary Gala
 - Music Festival
- Prominent recognition and logo as Event Presenting Sponsor in all promotional materials and advertising for selected event
- Merchant at the Market - 10x10 booth space at Riverside Arts Market once per month for the year of donation, using RAM guidelines for vendors (\$1,200 value)
- Announcement mentions at the River Stage at RAM the two months before event and when present at booth
- Company logo in fixed position on main webpage for year of event
- Opportunity for a blog post about your business and relationship to Riverside Avondale
- Social media spotlight twice per year
- Sponsorship specific recognition
- Six tickets to Exclusive Sponsor Appreciation event
- Tickets to your sponsored event only (tickets to other events not included):
 - 151/101 Anniversary Gala: Reserved table with premier placement
 - Music Festival: 10 VIP tickets, 12 general admission tickets

*see RAM Sponsor Benefits Package for details

PREMIER ANNUAL EVENT PRESENTING SPONSOR - \$10,000 EACH

- Exclusive Presenting Sponsor, choice of:
 - Home Tour
 - Garden Tour
- Prominent recognition and logo as Event Presenting Sponsor in all promotional materials and advertising for selected event
- Merchant at the Market - 10x10 booth space at Riverside Arts Market once per month for the year of donation, using RAM guidelines for vendors (\$1,200 value)
- Announcement mentions at the River Stage at RAM the two months before event and when present at booth
- Company logo in fixed position on main webpage for year of event
- Opportunity for a blog post about your business and relationship to Riverside Avondale
- Social media spotlight twice per year
- Sponsorship specific recognition
- Four tickets to Exclusive Sponsor appreciation event
- Tickets to your sponsored event only (tickets to other events not included):
 - Home Tour: Four tickets to the Home Tour Twilight Party, 12 Home Tour Tickets
 - Garden Tour: Four Tickets to the Home Tour Twilight Party, 16 Garden Tour Tickets

ANNUAL EVENT PRESENTING SPONSOR - \$5,000 EACH

- Exclusive Presenting Sponsor, choice of:
 - Historical Institute and Boat Tour
 - Chalk Your Walk
 - Luminaria
- Recognition and logo as Event Presenting Sponsor in all promotional materials and advertising for selected event
- Merchant at the Market - 10x10 booth space at Riverside Arts Market four times within one year of donation, using RAM guidelines for vendors (\$400 value)
- Announcement mentions at the River Stage at RAM the two months before event and when present at booth
- Company logo in fixed position on main webpage for year of event
- Opportunity for a blog post about your business and relationship to Riverside Avondale
- Social media spotlight twice per year
- Sponsorship specific recognition
- Four tickets to Exclusive Sponsor appreciation event
- Tickets/merchandise for your sponsored event only (tickets to other events not included):
 - Historic Institute and Boat Tour: Eight tickets for the River Boat Tour
 - Chalk Your Walk: 15 chalk kits to use or give away
 - Luminaria: 20 official RAP Luminaria kits to use or give away

LANDMARK SPONSOR - \$5,000 PER EVENT

- Choice of:
 - 151/101 Anniversary Gala
 - Music Festival
 - Home Tour
 - Garden Tour
 - RAM Event Day Sponsor*
- Sponsor recognition logo and listing featured in marketing for selected event
- Merchant at the Market - 10x10 booth space at Riverside Arts Market four times within one year of donation, using RAM guidelines for vendors (\$400 value)
- Company logo in fixed position on main webpage for year of event
- Opportunity for a blog post about your business and relationship to Riverside Avondale
- Social media spotlight twice per year
- Four tickets to Exclusive Sponsor appreciation event
- Tickets to your sponsored event only (tickets to other events not included):
 - 151/101 Anniversary Gala: four gala tickets
 - Music Festival: six VIP tickets, eight general admission tickets
 - Home Tour: two tickets for the Home Tour Twilight Party, eight Home Tour tickets
 - Garden Tour: two tickets for the Home Tour Twilight Party, ten Garden Tour tickets

KEYSTONE SPONSOR - \$2,500 PER EVENT

- Choice of:
 - 151/101 Anniversary Gala
 - Music Festival
 - Home Tour
 - Garden Tour
 - Luminaria
 - Historical Institute and Boat Tour
 - Chalk Your Walk
 - RAM Guest Care and Comfort (per area)*
- Sponsor recognition listing for one special event
- Merchant at the Market - 10x10 booth space at Riverside Arts Market three times within one year of donation, using RAM guidelines for vendors (\$300 value)
- Social media spotlight twice per year
- Tickets/merchandise for your sponsored event only (tickets to other events not included):
 - 151/101 Anniversary Gala: two gala tickets
 - Music Festival: four VIP tickets
 - Home Tour: six Home Tour tickets
 - Garden Tour: eight Garden Tour tickets
 - Luminaria: ten official RAP Luminaria kits to use or give away
 - Chalk Your Walk: eight chalk kits to use or give away
 - Historical Institute and Boat Tour: four tickets for the River Boat Tour

FOUNDATION SPONSOR - \$1,500 PER EVENT

- Choice of:
 - 151/101 Anniversary Gala
 - Music Festival
 - Home Tour
 - Garden Tour
 - Luminaria
 - Historical Institute and Boat Tour
 - Chalk Your Walk
 - RAM Annual Partner*
- Sponsor recognition listing for one special event
- Merchant at the Market - 10x10 booth space at Riverside Arts Market two times within one year of donation, using RAM guidelines for vendors (\$200 value)
- Social media spotlight twice per year
- Tickets/merchandise for your sponsored event only (tickets to other events not included):
 - Music Festival: two VIP tickets
 - Home Tour: four Home Tour tickets
 - Garden Tour: six Garden Tour tickets
 - Luminaria: six official RAP Luminaria kits to use or give away
 - Chalk Your Walk: four chalk kits to use or give away
 - Historical Institute and Boat Tour: two tickets for the River Boat tour

PILLAR SPONSOR - \$500 PER EVENT

- Choice of:
 - 151/101 Anniversary Gala
 - Music Festival
 - Home Tour
 - Garden Tour
 - Luminaria
 - Historical Institute and Boat Tour
 - Chalk Your Walk
 - RAM Merchant at the Market*
- Sponsor recognition listing for one special event
- Merchant at the Market - 10x10 booth space at Riverside Arts Market two times within one year of donation, using RAM guidelines for vendors (\$200 value)
- Social media spotlight twice per year

*see RAM sponsorship package for details