



# Community Fair

## August 31, 2008 ■ Waterfront Park

*Riverfest '08* is a new celebration of the Willamette River's importance to the region. Scheduled for August 28 to September 7, 2008, the event is a chance to get on and in the water, enjoy live music, learn first-hand about the river's history and environment, clean-up the riverbank, and enjoy boat parades, sailing regattas, a Willamette species parade, an urban adventure race, and other river spectacles.

*Riverfest's Community Fair* will offer a unique opportunity for you to share your organization's connections to the Willamette. Scheduled for **Sunday, August 31, in Waterfront Park's "Bow" area**, the Fair will complement the day's jam-packed line-up of river activities that include the 2<sup>nd</sup> Annual Oregon Trout City of Portland Triathlon, *Riverfest's* Opening Ceremony, and the Willamette Boat Parade.

The Fair will promote one key message:

### *The Willamette: Respect, Reconnect, Renew*

To accomplish this, the event will feature four themes to highlight the many benefits the Willamette bestows on our community:

- *River Tourism and Recreation*
- *Working River*
- *History and Community*
- *River Renewal/Health*

Each theme will be organized under its own tent, with tent sponsorships available at certain levels of *Riverfest* support.

*Riverfest's* organizers invite you to be part of this exciting chance to engage thousands of Portlanders in working together to create a better Willamette.

The Fair will be a perfect place to:

- *showcase your organization's success in renewing the River or revitalizing riverside areas;*
- *spread the word about your business & create a new customer base;*
- *involve families in river-related activities;*
- *attract community volunteers for projects;*
- *gather public input about river and community needs; and*
- *focus attention on river issues.*

See the next page for how to participate in the *Riverfest Community Fair*.

For more information on *Riverfest*, visit [www.portlandriverfest.org](http://www.portlandriverfest.org), or call Jim Miller, event organizer, at 503-516-1540.

### **Organizers & Supporters:**

**City of Portland  
River Renaissance  
Parks Bureau**

**Willamette River Fun(d) of  
the Oregon Community  
Foundation**

**The Bill Healy Foundation**

**Port of Portland**

**Oregon Trout**

**Portland Triathlon**

**Willamette Riverkeeper**

**Ecotrust**

**Columbia Crossing**



# Community Fair Application

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*Riverfest's* organizers welcome your ideas about how to make the Community Fair a success. We're especially interested in meeting the needs of your organization, even as we strive to achieve the primary objectives of *Riverfest*:

- *Make the Willamette a focus of fun and learning for all ages.*
- *Actively improve river ecosystems and watershed health through increased citizen engagement.*
- *Promote increased economic activity on the Riverfront.*

### **Riverfest Community Fair Guidelines**

- *Be river-specific. Draw a clear connection between your story and the River.*
- *Support the Riverfest message: The Willamette: Respect, Reconnect, Renew*
- *Promote interaction. Information should be animated and interactive, with a premium on "do and touch" approaches. Opportunities that allow people to get in and on the river encouraged!*
- *Be kid- and family-friendly. Ideally, each participant will offer or take part in activities or items that speak to kids and families.*

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To apply to be part of the Community Fair, please provide the information requested below  
**NO LATER THAN JUNE 30, 2008.**  
Riverfest will confirm fair participants by July 15.

### **1. Registration Information:**

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**2. Community Fair Participation Levels:** *Riverfest will provide tented areas and power, plus display areas customized to suit your needs. **Display costs range from \$75 to \$350**, depending on size, complexity, need for power, observance of guidelines, etc. Once we receive your registration, we'll contact you to work out the details.*

**3. Fair Theme:** Please indicate which theme best captures your primary interest (we understand many organizations are multidimensional and will work with you to feature your efforts in all themes).

*River Tourism and Recreation*

*Working River*

*History and Community*

*River Renewal/Health*

**4. Describe your offering:** Please briefly summarize what type of info you'll offer and the nature of the materials or displays you'll bring:

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**5. Cool ideas or special needs?** Let us know here, on a separate sheet, or by contacting us:

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Email to: ■ [info@portlandriverfest.org](mailto:info@portlandriverfest.org) ■ Subject line: Community Fair; or  
U.S. Mail to: River Renaissance, 1900 SW 4<sup>th</sup> Ave., Suite 7100, Portland, OR 97201  
Questions? Call: 503-516-1540