



# 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.

### 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



*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 "Bowl" 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.

# 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