

The logo features the word "Riverlife" in a blue sans-serif font, followed by "Celebrating" in a smaller font, and a large "20" with a blue wave graphic underneath it. To the right of the "20" is the word "Years" in a smaller font. The background of the entire image is a night scene of a large, modern building with a prominent glass-enclosed circular tower, illuminated with blue and green lights. In the foreground, there are several white event tents set up on a waterfront area, with people gathered around. A large firework is exploding in the dark sky above the building, with streaks of light trailing down. The water in the foreground reflects the lights from the building and the fireworks.

Riverlife Celebrating **20** Years

This is the
big one.

*Riverlife's Party at the Pier and
20th Anniversary Celebration*

Friday, August 23, 2019

North Shore Riverfront
Amphitheater at Rivers Casino

Your company's sponsorship invitation



South Shore Riverfront Park (2012)



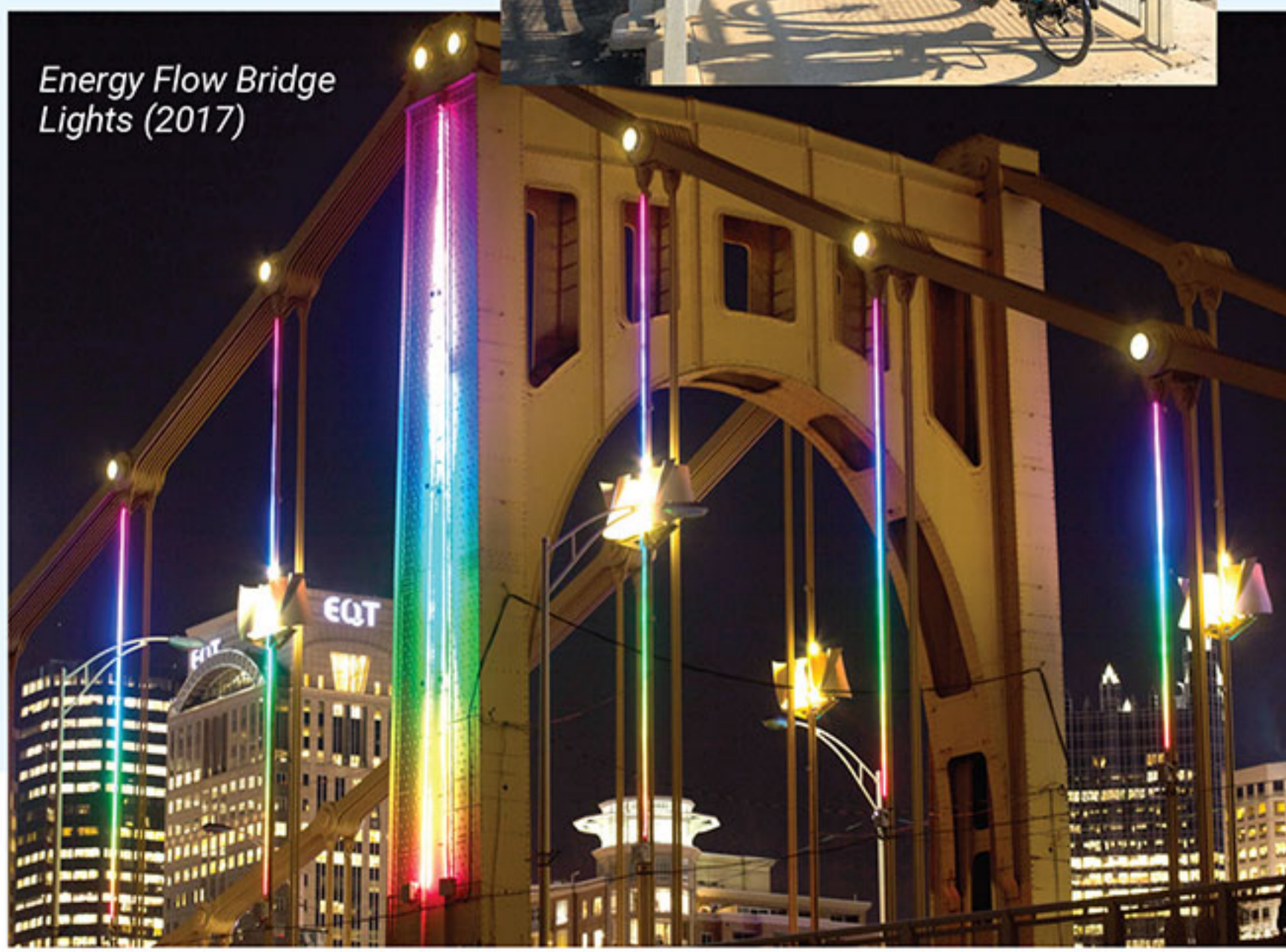
Vision Plan for Pittsburgh Riverfronts (2001)

Riverlife celebrates 20 years of dreaming big for Pittsburgh's riverfronts.

In 1999, a group of community leaders took a ride on the Gateway Clipper to survey the opportunity on Pittsburgh's underutilized riverbanks. A vision was formed for new parks, trails, buildings and recreation right next to the water.

Riverlife has been the nonprofit leader in realizing that community vision for improving Pittsburgh's riverfronts. To date, we've overseen a **\$129 million investment** in creating a 15-mile continuous loop of riverfront parks and public open space, resulting in over **\$4.1 billion** in adjacent real estate development. That means new hotels, businesses, residences, marinas and more, making Pittsburgh a great place to live and visit. And the best is yet to come.

Mon Wharf Landing (2009) and Switchback Ramp (2018)



Energy Flow Bridge Lights (2017)



Point State Park and Fountain Renovation (2013)

900 guests sell out the event each year. And they notice your support.

Our post-event survey shows that **85%** of our guests notice and appreciate the businesses who support Party at the Pier as sponsors.

Our Leadership

Riverlife Board of Directors
Peg McCormick Barron, Chair

- Diana Bucco
- Kathleen W. Buechel
- Cindy Donohoe
- Nancy Fales
- Ray Gastil
- Abass Kamara
- Dusty Elias Kirk
- Jennifer Liptak
- Mary Lou McLaughlin
- Erin Molchany
- Kamal Nigam
- Paul H. O'Neill, Jr.
- Grant Oliphant
- Eric Osth
- Terry Wirginis

Pete Mendes, Riverlife Interim Executive Director



Fort Pitt Bridge barrier redesign to preserve Pittsburgh skyline view from tunnel (2001)



Our milestone Party at the Pier is your company's chance to shine.

2019 marks two big milestones for Riverlife: our 10th Party at the Pier fundraiser and our 20th anniversary as an organization. **Party at the Pier is consistently named one of Pittsburgh's top social events by the Pittsburgh Post-Gazette, KDKA's "Pittsburgh Today Live," NEXTPittsburgh and more.** As a sponsor of the event, you and your guests get to experience a beautiful night of high-end food, beverages and entertainment right on the North Shore, with stunning views of Downtown and Point State Park.

Your company's support during this milestone year is recognized in full-page ads in the Pittsburgh Business Times and Pittsburgh Magazine, as well as our event invitations, website, on-site signage, promo videos, social media and more. A full list of sponsor benefits is located on the back page of this brochure.

What last year's attendees thought:

"This event was exceptional"

"I appreciated the networking opportunity and the attendees of every professional industry in Pittsburgh"

"The event is so well done! I love all of the fun elements including the dancing, boat rides, fun photo opps and delicious food."

Party at the Pier by the numbers

33% of guests are under the age of 35

45% were between 35-55

25k Average reach of promoted event posts on social media

Zip codes most represented by ticket purchasers: Downtown, Strip District, Squirrel Hill, Sewickley, Lawrenceville

For more information, visit RiverlifePGH.org or contact Stephan Bontrager, Vice President of Communications and Outreach, **412-258-6636 x 105**, stephan@riverlifepgh.org

For more information on Riverlife projects and Party at the Pier, visit RiverlifePGH.org.

Check out complete sponsor benefits on the back page.

SPONSORSHIP BENEFITS

*Levels and benefits for in-kind sponsorships are the same as those for cash sponsors and are based on the dollar value of the in-kind donation.

	Title Sponsor <i>(Please inquire for pricing)</i>	Diamond Sponsor \$25,000	Gold Sponsor \$10,000	Park Partner \$5,000	Wave Maker \$3,500
Complimentary Event Tickets (includes valet parking)	20	14	10	8	4
Sponsor naming rights: "Riverlife's Party at the Pier 2019, presented by [Sponsor]"					
Sponsor booth or product on-site					
Reserved seating for guests					
Special naming opportunity (rain garden, stage, etc.)					
Logo on Guest invitations & print advertisements including full-page Business Times & PGH Magazine ads					
Logo and link on event website					
Logo on Sponsor signs at event					
Name on guest invitations					
Name on event website, event preview and recap videos					
Name on signage and handout at event					



All proceeds benefit Riverlife and our work to reclaim, restore & promote Pittsburgh's riverfronts.

For more information, please contact Stephan Bontrager,
stephan@riverlifepgh.org