

Riverlife's Party at the Pier

ELEVATED

Saturday, August 29, 2020

The Highline | South Side, Pittsburgh

YOUR COMPANY'S SPONSORSHIP INVITATION

PITTSBURGH'S RIVERFRONTS, *YOUR* SUPPORT

For 20 years, Riverlife has been the nonprofit leader building the community vision for Pittsburgh's riverfronts.

Party at the Pier is Riverlife's annual fundraiser and our opportunity to celebrate the incredible developers, property owners, community groups and design professionals who partner with us to bring the very best to Pittsburgh's riverfronts.

We invite you to join the team as a corporate sponsor of Party at the Pier on Saturday, August 29, 2020.

*We're reaching
thrilling new heights
on August 29, 2020!*

Riverlife's Party at the Pier travels to an exciting new location for our 11th annual fundraiser celebration. **The Highline** is a massive 868,000 square foot property on the historic South Side right on the Monongahela River. Formerly known as The Terminal Building and then the River Walk Corporate Centre, The Highline has undergone a \$100+ million transformation into a chic office/



One of Pittsburgh's most anticipated summer events



New location: The Highline on the South Side

retail complex with a 500-foot-long elevated green park-like space with sweeping views of Downtown and the river.

A jewel of a property right on the Three Rivers Heritage Trail with plenty of public amenities for riverfront users, The Highline is the perfect location to highlight the best of Pittsburgh's river life and a natural fit for Party at the Pier.



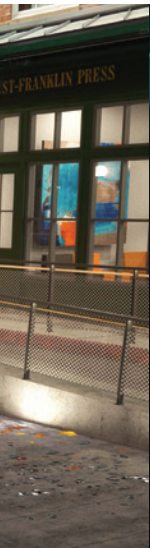
Number
of guests: *900*



A great cause supporting Pittsburgh's riverfronts.

Your sponsorship supports Riverlife projects like these:

- Mon Wharf park and Switchback Ramp
- Point State Park renovation
- South Shore Riverfront Park
- Grant Street Crossing trail improvements
- "Energy Flow" lights on the Rachel Carson Bridge
- Top-notch design, access, and ecological restoration on the riverfront
- Accessibility, health, and wellness for everyone!



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

Party at the Pier guests are business and nonprofit executives, government officials, and young professionals who value outdoor recreation on the riverfronts.

Top five ticket purchaser zip codes:
Downtown, East End, Strip District, Sewickley, Lawrenceville

Visibility for your company while reaching your target audience.

Your company's name or logo receives **thousands of impressions** from appearing in our full-page ads in the *Pittsburgh Business Times* and *Pittsburgh Magazine*, as well as all event invitations, tickets, website, on-site signage, promo videos, social media promoted posts and more.

Our post-event survey shows that **80% of our guests** notice and appreciate the businesses who support Party at the Pier as sponsors.

Complimentary VIP tickets are included with every sponsorship. Enjoy **delicious food, beverages, valet parking, dancing, entertainment** and **fabulous fashion** overlooking the Pittsburgh skyline and Mon River.

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.

For more information, visit RiverlifePGH.org or contact Stephan Bontrager, Vice President of Communications and Outreach at 412-258-6636 x 105 or stephan@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 2020, 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

The official registration and financial information of Riverlife may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999.