

A large, multi-story brick building is the central focus, illuminated from within and by warm uplighting. In the foreground, a large, illuminated sign spells out 'RIVERLIFE' in block letters. People are seen walking on a path and sitting on stone steps. The sky is dark with many bright, exploding fireworks. The overall atmosphere is festive and celebratory.

Riverlife's PARTY AT THE PIER 2021

Presented by  PNC

A celebration benefit for Pittsburgh's riverfronts

RIVERLIFE

Saturday, August 28, 2021

The Highline | South Side, Pittsburgh

YOUR SPONSORSHIP INVITATION

This year, instead of red carpets and receptions, Pittsburghers turned to the riverfronts.

During COVID-19, our community turned to the riverfronts for fun and relief. Throughout the past year, the demand for more outdoor public open space on our rivers has skyrocketed.

Your company's sponsorship of Riverlife's annual fundraiser Party at the Pier is a visible investment in our work to complete the loop of Downtown riverfront parks and trails, expand public open space, and improve the city's riverfront experience for everyone.

This year, there's more appreciation than ever for Pittsburgh's riverfronts. Let's invite everyone to celebrate these incredible assets and raise the funds to start the important work of this next phase of Riverlife's vision. Together.



Riverlife's Party at the Pier: Raising the bar on what a nonprofit gala can be.

Our event team has been working hard to create an in-person event for late summer 2021 featuring incredible food and beverages, eye-popping visuals that enhance the outdoor riverfront experience, and many more surprises.

Most of all, we are working to create a safe and responsible event that you and your guests will be proud to support.



Party at the Pier is Saturday, August 28, 2021 at The Highline.

Here's what to expect.

- **A dedicated following.** Party at the Pier is one of Pittsburgh's most anticipated and exciting nonprofit fundraiser events. Nearly 900 guests join us each year for a night of creative food and cocktails, killer views, and dancing right by the water. Buzz for the event begins in early spring when we announce our event theme and continues all the way through the summer (and beyond!).

- **Terrific visibility for your company.** Advertising and social media for the event reaches tens of thousands of Pittsburghers in your target audience. Unique on-site naming opportunities and booths* put you front-and-center to interact with our guests.

- **An incredibly cool new riverfront location to show your guests.** The Highline completed construction last fall on over an acre of outdoor public open space on Pittsburgh's South Side, including a 500-foot-long elevated park overlooking the Mon River and Downtown skyline. Pittsburghers have been clamoring to get a peek at this new addition to the city's riverfront open space network. Party at the Pier will be a truly memorable coming-out event.

- **A timely cause for Pittsburghers.** The pandemic increased usage of Pittsburgh's riverfronts by over 60%. Since 1999, Riverlife has worked to build a community vision for a 15-mile, 880-acre network of Downtown riverfront parks and trails. Party at the Pier is a celebration of that network as a public asset. As a sponsor, your company is aligned with Riverlife's work and a renewed community appreciation for the city's riverfront open spaces.

**Limited availability. Please see sponsor benefits table on following page.*

Check out the
complete sponsor
benefits on the
last page.



There's never been a better time to support Pittsburgh's riverfronts.

It's easy to secure your sponsorship. Just fill out our online form to reserve your spot and we will send you an invoice later for payment.

Remember, the earlier you reserve your sponsorship, the more marketing exposure you receive! Our Party at the Pier messaging begins early in 2021, and we'd love to have you be a part of the event from the very beginning.

Questions? Contact Stephan Bontrager, Vice President, External Affairs at stephan@riverlifepgh.org



Sponsorship Benefits for Riverlife's Party at the Pier, presented by PNC

Saturday, August 28, 2021

**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 <small>RESERVED (please inquire for pricing)</small>	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 2021, presented by [Sponsor]"					
Sponsor booth or product on-site					
Special naming opportunity (rain garden, stage, etc.)					
Logo on Guest invitations & print advertisements including full-page <i>Business Times</i> & <i>PGH Magazine</i> 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					



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

For more information, please contact Stephan Bontrager at stephan@riverlifepgh.org or **412-606-2187**.



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.