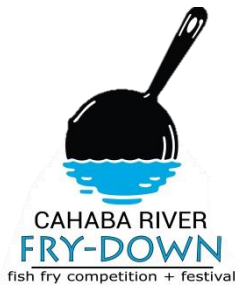


# Cahaba River Fry-Down

Sunday, September 29, 2024 | Noon to 4PM | at Cahaba Brewing Co.



## SPONSORSHIP & TEAM INFORMATION

# Come down, Get down, Fry Down!

## **CAHABA RIVER FRY-DOWN, benefitting the Cahaba River Society**

Sun. September 29th, 2024 | Noon to 4pm | Cahaba Brewing Co. | Birmingham, AL  
\$20 donation for adults, kids 12 and under free

The Cahaba River Fry-Down is a celebration of the Cahaba River – our region’s primary drinking water source and a treasure trove of biological diversity. The principal fundraiser for the Cahaba River Society, Fry-Down is a competitive cook-off surrounded by a party! The goals of this fun, unique event are to build more support for Cahaba conservation, bring education to people about water quality, wildlife habitat, and drinking water.

### **FISH FRY COMPETITION**

We call it a fish fry-off, but teams are encouraged to prepare their fish in any way they choose. Teams have prepared fish cold-smoked, grilled, sautéed – lots of creative and varied presentations. Corporate and community team creations are evaluated by a panel of high-profile and celebrity judges.

The Fry-Down is a highly-coveted culinary event and a facet of the Birmingham metro foodie movement. It is unique in that there are no other area events including team catfish competition and crowd tasting. Attendees are encouraged to sample all offerings and vote for Crowd Favorite.

Other awards include Most Creative, Best Presentation, Ken Bowen Team Spirit Award, Best Side Dish, Miss Congeniality, and more.

### **ACTIVITIES INCLUDE BUT ARE NOT LIMITED TO:**

*Local craft beers and cocktails*  
*Live music, dancers, entertainers and local artisans*  
*Games for all ages*  
*The Cahaba River Adventure Area and wildlife exhibits*  
*And much, much more*

## **WHAT WE DO**

### **INSPIRE RIVER STEWARDSHIP**

by connecting people with the Cahaba River for education, recreation, and stewardship.

### **RESTORE THE RIVER**

by focusing on cleaning up pollution, protecting biodiversity, restoring natural river flows, and advocating for green infrastructure and improved stormwater design

### **BUILDING OUR IMPACT**

through collaboration, communication and celebration

# SPONSORSHIP LEVELS

## PRESENTING SPONSOR

**\$10,000**

- ~ This year's event will be named after your company: ***Cahaba River Fry-Down, presented by [YOUR COMPANY]!***
- ~ Your company will be recognized in all Cahaba Adventure and Fry-Down Promotional Videos
- ~ Your company will receive an enhanced social media presence with links to your profile.
- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook. On-site benefits include company listing on event apparel and merchandise.
- ~ 25 free admission passes and entry fee waived for the Fry-Down team competition (competing is optional)
- ~ Your company will be recognized on Fry-Down website (with links to your company's website)
- ~ Your company will be recognized in pre- and post-event media
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

## COMMUNITY EDUCATION SPONSOR

**\$5,000**

- ~ Your company logo and name will be prominently recognized in community educational partner videos and your company name/logo will grace the Cahaba River Adventure Area which includes Children's Education and Community/Environmental education areas of the event.
- ~ Your company will be recognized as a featured sponsor in select educational partner content on the website and social media.
- ~ Your company will be recognized in the credits of any Fry-Down promotional videos
- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook. On-site benefits include company listing on event apparel and merchandise.
- ~ 15 free admission passes and entry fee waived for the Fry-Down team competition (competing is optional)
- ~ Your company will be recognized on Fry-Down website (with links to your company's website)
- ~ Your company will be recognized in pre- and post-event media
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

## CAHABA RIVER CHAMPION

**\$3,000**

- ~ Your company will be recognized in the credits of any Fry-Down promotional videos
- ~ Your company will receive an enhanced social media presence, with links to your profile.
- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook. On-site benefits include company listing on event apparel and merchandise.
- ~ 10 free admission passes and entry fee waived for the Fry-Down team competition (competing is optional)
- ~ Your company will be recognized on Fry-Down website (with links to your company's website) and recognized in pre- and post-event media
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

# SPONSORSHIP LEVELS

## CAHABA RIVER SUSTAINER

**\$2,500**

- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook. On-site benefits include company listing on event apparel and merchandise.
- ~ 8 free admission passes and entry fee waived for the Fry-Down team competition (competing is optional)
- ~ Your company will be recognized on Fry-Down website (with links to your company's website)
- ~ Your company will be recognized in pre- and post-event media
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

## RIVER RUNNER

**\$1,500**

- ~ Your company name/logo will appear prominently in all event marketing materials and on Fry-Down Cookbook.
- ~ 6 free admission passes and entry fee waived for the Fry-Down team competition (competing is optional)
- ~ Your company will be recognized on Fry-Down website (with links to your company's website)
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

## RIVER WADER

**\$1,000**

- ~ Your company name will appear prominently in all event marketing materials
- ~ 5 free admission passes and entry fee waived for the Fry-Down team competition (competing is optional)
- ~ Your company will be recognized on Fry-Down website Sponsor
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

## FRY-DOWN BFF

**\$550**

- ~ Your company name will appear prominently in all event marketing materials
- ~ 4 free admission passes and entry fee waived for the Fry-Down team competition (competing is optional)
- ~ Your company will be recognized on Fry-Down website Sponsor
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

### DID YOU KNOW?

**We drink the Cahaba!**

The Cahaba and its ground water are a primary drinking water source for the Birmingham Water Works and metro area cities.

The Cahaba is globally-significant for freshwater wildlife, with more species of fish per mile than any other river of its size or larger in North America!

# FRY TEAM ENTRIES

## CORPORATE TEAMS

**On-site: \$550**

- ~ Entry to participate as in-person Fry-Team (8 members).
- ~ Provided One (10x10) Tent and One 6' table
- ~ Your team will be allowed to highlight your company in your video submission for your Fry-Team
- ~ Your team will be recognized Fry-Down website (with links to your company's website) and in post-event media
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

## COMMUNITY TEAMS

**On-site: \$375**

- ~ Entry to participate as in-person Fry-Team (8 members).
- ~ Your team will be allowed to highlight your organization in your video submission for your Fry-Team
- ~ Your team will be recognized on the Fry-Down website (with links to your website) and in post-event media
- ~ You will be able to use event branding in your company's advertising (content subject to approval by the Cahaba River Society)

***You can cook any fish you want and fix it any way,  
fried, sautéed, grilled etc.,***

*All team applications due by August 23, 2024. Team entries after this will be reviewed on a case-by-case basis.*

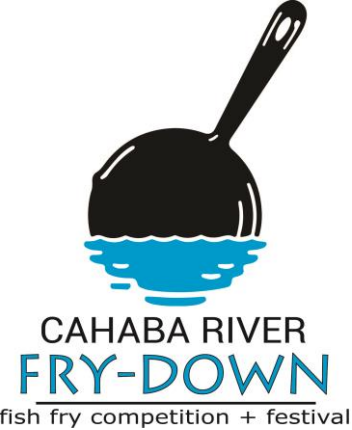























































## DID YOU KNOW?

Cahaba River Society's mission is to restore and protect the Cahaba River watershed and its rich diversity of life. We are a science-based expert resource and collaboration catalyst for solving river challenges.

Cahaba River Society's Shane Hulsey CLEAN Environmental Education Program has brought over 39,800 diverse youth into the Cahaba River and other area streams for immersive and highly effective science education.

CLEAN reconnects youth with nature and inspires environmental stewardship careers.

# A QUICK LOOK

		Event Naming	Logo Recognition on event apparel and select videos	Fry-Down Activity Naming	Featured on Frydown Cookbook, posters, postcards and banners	Featured in Event Materials	Websites	Social Media / Networking	Enhanced Social Media Presence	Online Event Presence / Logo /	Event Branding in Your Advertising	Host a Fry-Down Team (virtual/on-site)
Presenting Sponsor	\$10,000											
Community Education Sponsor	\$5,000											
Cahaba River Champion	\$3,000											
Cahaba River Sustainer	\$2,500											
River Runner	\$1,500											
River Wader	\$1,000											
Fry-Down BFF	\$550											

We hope you will join us at the 15<sup>th</sup> annual Cahaba River Fry-Down, and we look forward to seeing your smiling faces again soon for delicious food, family fun and celebration of the Cahaba River!