

2011 Friends of the Riverfront Trail Mix(er) Sponsorship Opportunities



Celebrating 20 Years of Changing Pittsburgh's Riverfronts

2011 Friends of the Riverfront Trail Mix(er) Overview

Steel City Rowing Club – Verona
Saturday, June 4, 2011

- Trips to Sycamore Island
- Full picnic-style dinner
- Full service bars throughout
- Opportunities to rub elbows with the seen and not so seen superstars of Pittsburgh's trails and environment
- Performances by local recording artists
- Opportunity to browse and bid on a variety of auction items, including items relating to the riverfronts as well as those related to the sports and entertainment industry



2011 Friends of the Riverfront Trail Mix(er)

Beneficiary: Friends of the Riverfront

- Friends of the Riverfront (FOR) seeks to reconnect the people and communities of Pittsburgh with its rivers and each other. By developing community-based partnerships, they forge significant environmental and recreational advances within the region.
- Help celebrate 20 years of building and restoring the Pittsburgh regions riverfronts into recreational land and water trails.

Quick Facts About the FOR Trail Mix(er):

- Unique blend of popular interests in Pittsburgh region
- Forges municipal partnerships to establish more public riverfront trails and access points
- Any profits from the event can be earmarked to implement a community's riverfront priority
- Opportunities to solicit input from community members regarding outstanding projects

Enjoy a night of riverfront music, food and fun!

2011 Friends of the Riverfront Trail Mix(er) Venue: Steel City Rowing Club

Sycamore Island:

Friends of the Riverfront is proud to offer tours of Allegheny Land Trust's Sycamore Island.

The first known record of Sycamore Island dates back to 1809. Today, explore the Island's six acres of largely uncharted wilderness. The island is covered in Silver Maple trees and is home to a flood plain hardwood forest, which is among the rarest plant community types in the world.

Steel City Rowing Club (SCRC):

The SCRC is located in what the Army Corps of Engineers calls "Allegheny River Pool Number 2," with the Highland Park Bridge on its southern end and the locks at Harmarville at its northern end.

This stretch of the river is one of the finest pools of water for rowing in the County because of beautiful, undeveloped wetlands on both sides of the river, relatively low river traffic and few barges to disrupt rowing, and nine full miles of rowing without locks or dams.

Enjoy a night of fun, music and dancing in a LEED applicant green space.



2011 Friends of the Riverfront Trail Mix(er) Award Recipient: Dan Onorato

Dan Onorato is a life-long resident of Pittsburgh. He graduated from Penn State University with an accounting degree in 1983, and he worked for several years as a certified public accountant before earning his law degree at the University of Pittsburgh in 1989. He practiced as an attorney until 1991.

Onorato was elected to Pittsburgh City Council in 1991 and re-elected in 1995. In 1999, he successfully ran for Allegheny County Controller and spent four years being a watchdog against wasteful spending and fraud. In 2003, Onorato launched a successful campaign for Allegheny County Executive, and he was overwhelmingly re-elected to the office in 2007. His background as an accountant and attorney give him the strong management skills and fiscal discipline with which he governs Pennsylvania's second largest county.

Onorato focuses on issues that are critical to our region's continued growth and success, including holding the line on property taxes, advancing economic development around Pittsburgh International Airport, redeveloping brownfields and old industrial sites, and growing our world-class educational, medical and research institutions and related businesses.

Onorato is also a strong advocate of parks, trails and greenways. A founding board member of the Friends of the Riverfront, he has made providing access to our waterways a key priority and has been successful in connecting communities through our trail and greenway system through partnerships with businesses, foundations, trail groups and municipalities. In 2007, Onorato unveiled an action plan to transform and enhance recreational opportunities at the nine County parks, which includes the creation of the Allegheny Parks Foundation. He also signed a Memorandum of Understanding with Friends of the Riverfront for trail development assistance throughout Allegheny County.

Onorato and his wife, Shelly, have three children, Kate, Emily and Danny.



2011 Friends of the Riverfront Trail Mix(er) Event Itinerary

- **3:00 - Dusk** Trips to Sycamore Island
- **5:30 - 7:00** Cocktails, Silent Auction, Live Music
- **7:00 - 8:00** Full picnic-style dinner
- **8:00 - 8:30** 2011 Martin J. O'Malley Award for Outstanding Trail Advocacy
- **8:30 - 9:00** Featured Performance
- **9:00 - 11:00** Dancing/Live Music

2011 Friends of the Riverfront Trail Mix(er) Title Sponsor - \$5,000

- Company name will be incorporated into official name of event
- Receive 20 tickets
- Ability to display on-site signage during event
- Ability to provide corporate representative to speak at event
- Opportunity to distribute materials to event attendees
- Full-page color ad in event program
- Company logo & web-link on event website
- Company logo in e-newsletter (reaching 4000+ monthly)
- Company thank you during event

2011 Friends of the Riverfront Trail Mix(er) Presenting Sponsor - \$2,500

- Receive 10 tickets
- Ability to display on-site signage during event
- Half-page ad in event program
- Company logo & web-link on event website
- Company logo in e-newsletter (reaching 4000+ monthly)
- Company thank you during event



2010 Friends of the Riverfront Trail Mix(er) Supporter - \$1,500

- Receive 10 tickets
- Half-page ad in event program
- Company logo & web-link on event website
- Company logo in e-newsletter (reaching 4000+ monthly)
- Company thank you during event

2011 Friends of the Riverfront Trail Mix(er) Friend - \$500

- Receive 10 tickets
- Company logo in event program
- Company thank you during event



2011 Friends of the Riverfront Trail Mix(er) Ticket Information

In advance-

- \$50 each or \$35 with valid student ID

At the door:

- \$65.00 – cash or check accepted
- Tickets of 10 are available for group purchase at the discount rate of \$400
- Tickets available online at www.friendsoftheriverfront.org or www.friendstrailmixer.com

- **Late Night Special** - 9 – 11pm for only \$15.00

Come late and dance the night away with great music and fine drinks



2011 Friends of the Riverfront Trail Mix(er) Contact Information

For more information or to reserve your sponsorship package for the Friends of the Riverfront Trail Mix(er), contact:

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