



RIVERFEST

PAST.PRESENT.FOREVER.

JUNE 26 – 28, 2026

COLUMBIA & WRIGHTSVILLE, PENNSYLVANIA

Riverfest commemorates the burning of the Columbia-Wrightsville Bridge during the Civil War. On the last Sunday of June 1863, locals prevented Confederate troops from crossing the river by burning the longest covered bridge in the country. Confederate troops had no choice but to turn back, and just three days later, those same troops fought at the Battle of Gettysburg. Riverfront activities will take place to celebrate the Susquehanna River's place in America's history and showcase our river's recreation opportunities. Riverfest 2026 offers a weekend of exclusive history and heritage experiences, plus the Bridge Burner Run & Paddle Challenge, Outdoor Recreation Expo, Kids Bucket Brigade Challenge, and Ignite Live Music Concert!

In honor of America's 250th Anniversary, Susquehanna National Heritage Area will be adding more experiences than ever! We will light **all 26 bridge piers aflame** on Sunday night and host a special VIP Watch Party at John Wright Restaurant's River Room. Please consider supporting Riverfest 2026! Proceeds benefit Susquehanna National Heritage Area (SNHA) and heritage partners in York and Lancaster counties.

INFERNO

\$2,500

- 🔥 Verbal acknowledgement at activities throughout the event weekend
- 🔥 Prominent logo placement in event banners, press releases, e-blasts, flyers, and paid advertising
- 🔥 Website presence linked to your website on RiverfestPA.com and digital promotion via social media
- 🔥 Prominent logo places on the Bridge Burner Challenge t-shirt for the first 3 Inferno Sponsors
- 🔥 Placement of promotional material in the race packet
- 🔥 10 x 10 vendor space at Columbia (Saturday) and/or John Wright Restaurant (Sunday)
- 🔥 2 Complimentary tickets to the Burning Bridge Bash VIP Watch Party



BLAZE

\$1,500

- 🔥 Logo on event banners, press release, and e-blasts
- 🔥 Logo presence on RiverfestPA.com and social media event pages
- 🔥 Name on the Bridge Burner Challenge t-shirt for the first 6 Blaze Sponsors
- 🔥 Placement of promotional material in the race packet
- 🔥 10 x 10 vendor space at Columbia (Saturday) and/or John Wright Restaurant (Sunday)
- 🔥 2 Complimentary tickets to the Burning Bridge Bash VIP Watch Party



FLAME

\$800

- 🔥 Business name in press release, flyers, and e-blasts
- 🔥 Small Logo presence on RiverfestPA.com
- 🔥 Placement of promotional material in the race packet
- 🔥 Social media promotion pre- and post-event
- 🔥 10 x 10 vendor space at Columbia (Saturday) and/or John Wright Restaurant Lawn (Sunday)



SPARK

\$500

- 🔥 Social media promotion pre- and post-event
- 🔥 Placement of promotional material in the race packet
- 🔥 Acknowledgement on RiverfestPA.com website
- 🔥 10 x 10 vendor space at Columbia (Saturday) and/or John Wright Restaurant Lawn (Sunday)



EMBER

\$250

- 🔥 Placement of promotional material in the race packet
- 🔥 Acknowledgement on RiverfestPA.com website
- 🔥 10 x 10 vendor space at Columbia (Saturday) or John Wright Restaurant Lawn (Sunday)



SPECIAL SPONSORSHIPS FOR RIVERFEST DURING AMERICA'S 250TH ANNIVERSARY YEAR!

Bridge Pier Blazes on all 26 Piers!

SNHA will coordinate lighting all 26 of the historic bridge piers. We'll need a lot of volunteers to get the piers ready and fired, so snag this special sponsorship early!

CLAIMED

\$10,400

Presenting Sponsor of the Burning Bridge Bash VIP Watch Party! \$4,000

For the first time ever, SNHA is hosting a VIP Watch Party in John Wright Restaurant's River Room. An exclusive group of 100 attendees will have the best view of the bridge piers. Chef Jim team will also be serving delicious, fiery, smoked, and seared hors d'oeuvres with a full bar!

Bucket Brigade Kids Challenge!

Enhance our youth challenge with this sponsorship! Kids will hear the story of Mary Rewalt and how the people of Wrightsville worked together to save their town with a bucket brigade. Then, they will race through an inflatable obstacle course on their way to their bucket.

\$750

Saturday's Fireside at the Mifflin Farm!

The Mifflin Farm in Wrightsville will host a Saturday night hangout complete with tastings from local breweries and distilleries, fire pits, and entertainment. Tour the house and learn about its place in the battle for Wrightsville and the bridge.

\$500

Columbia/Wrightsville Bridge Entrance

SNHA is diligently working with PennDOT and Columbia and Wrightsville Boroughs to close the Veterans Memorial Bridge while the 26 piers are lit. Pedestrians and cyclists can traverse the full 1.25-mile bridge during the closure. Support our safety team of fire police, firefighters, and police officers with this sponsorship. (Two sponsorships available – one for each side).

\$500

Susquehanna NHA is a 501(c)(3) non-profit organization.

Have more ideas on how to support Riverfest?

Contact: Megan Salvatore, msalvatore@SusqNHA.org

Susquehanna National Heritage Area

1706 Long Level Road, Wrightsville, PA 17368



Susquehanna National Heritage Area

YES, I WANT TO SPONSOR RIVERFEST!

- Inferno Sponsor \$2,500+ Blaze Sponsor \$1,500+
 Flame Sponsor \$800+ Spark Sponsor \$500 Ember \$250
 VIP Party Sponsor \$4,000 Bucket Brigade \$750
 Fireside at the Farm \$500 Bridge Entrance \$500

To maximize recognition and ensure all sponsor benefits are received, please return this form as soon as possible.

Check enclosed

Credit Card (by Phone)

Please send invoice

Name of Sponsor: _____

Contact Person: _____ Telephone: _____

Mailing Address: _____

Email Address: _____

Vendor Space: Race Site (Columbia/Saturday) Concert Site (Wrightsville/Sunday)