



For Immediate Release
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RivahFest Sponsor and Vendor Applications Still Available

Tappahannock, VA (March 19, 2008) – More than 20 local businesses and institutions have signed-on as sponsors of 2008 RivahFest, set for June 20-21 in historic Tappahannock, VA. The growing list of sponsors includes the Bank of Essex, EVB Bank, Riverside Tappahannock Hospital, Bon Secours Hospice, Hospice of Central Virginia, Marks and Harrison, Wal-Mart, Lowe's, Thurston Spring Service, Garrett's Marina, Harborside Storage, Applebee's, Bella Pizza, Chandler Chevrolet, Collision One Auto, Revere Gas, Virginia Broadband, Mc Donald's, Essex Concrete, Edward Jones, Tappahannock Furniture and Lowery's.

“Sponsorship is a great way to promote your business to the thousands of people that come to have a good time right here in Tappahannock,” said Tyler Lowery, chair of the RivahFest Steering Committee. Merchants and service providers can choose from four sponsorship packages: Platinum (\$1000), Gold (\$500), Silver (\$250) and Bronze (\$100). Packages include ads in the RivahFest program and on the RivahFest web site. In addition, Platinum sponsors are promoted on entertainment stage banners, and Gold sponsors are promoted on banners for a RivahFest area of their choosing.

“Being a sponsor has great benefits at a very reasonable cost, plus it’s a way for a business or an organization to actively get involved in promoting the local community,” said Glenn Morse, chair of the Sponsorship Committee.

RivahFest has expanded the space for vendors of food and beverages, arts and crafts, antiques, collectables, and that unique “one-of-a-kind” gift. Shopping has never been better, with over 100 artisans, crafters, and antique vendors already signed-up to participate. “The Farmer’s Market and Merchant’s Row area has also been expanded,” according to chair Kathy Kirila, “to highlight our local farmers, non-profits, and professional service providers.”

A limited number of spaces are still available for the arts and antiques area, plus the Farmer’s Market and Merchant’s Row. All spaces for the “Taste of Tappahannock” have been taken and applications are no longer been accepted for food vendors.

For more information and to download sponsor and vendor applications, visit RivahFest online at www.rivahfest.com.