

## **2016 & 2017 Wild Blue River Festival**

### **Hosted by the Town of Halifax**

Mix & Ripple is fortunate to have planned, promoted and produced both the 2016 and 2017 Wild Blue River Festival events for the Town of Halifax. These events, centered around King's Bridge Landing, highlights the outdoor activities available via local waterways. The event includes canoe and kayak races, which have had increased participation since the event began.

Scope of services included:

- Evaluation of past WBRF events, reviewing what worked and what did not
- Securing sponsorships, to include carrying out sponsor promotions based on their level of support
- Providing promotions including social media promotion, newspaper (both news releases and advertising), promotion done through the public school system and local/regional businesses, radio and television – all depending on funds available within the budget
- Maintaining the website associated with the WBRF event  
[www.halifax-events.com](http://www.halifax-events.com)
- Securing and managing all event associated details, including vendors, activities, food, music, etc.
- Maintain detailed list of event expenses and keeping within the event budget
- Provide ROI prior to (where applicable) and after the event, i.e. sponsorships, attendance, online interaction, etc.

Articles written for the 2017 event included: (click to see articles)

- [Wild Blue River Festival returns to Halifax Sept 23](#)
- [Take Me To The River](#)
- [Wild Blue River Festival set for September 23](#)
- [Paddle, play, race, learn at Wild Blue River Festival](#)

# Paddle, Play, Race & Learn!



Saturday, Sept. 23, 2017  
9 a.m. to 2 p.m.

Kings Bridge Landing  
1041 Bethel Rd., Halifax



Kayak race begins at 9:30 a.m.  
Canoe race begins at 10:00 a.m.  
Kids' craft & games ~ river information  
vendors ~ paddle prizes

For more information or to register for races:  
<https://paddleguru.com/races/WildBlueRiverFestival2017>

## Thank you to our SPONSORS:

### Whitewater Sponsors

B&B Consultants  
Halifax Village Association  
Nationwide Insurance -  
J. Brandon Searce  
Sentara Halifax Regional Hospital  
Staunton River State Park

### Making Waves Sponsors

Hite Insurance Agency  
Huber Engineered Woods  
Farm Bureau Insurance -  
Agents David Ashwell, Angie Milstead &  
Brigid Layman

## Thank you to our EVENT PARTNERS:

Dan River Basin Association \* Joe and A Bow \* Peddler's Market \* The Packhouse  
Roanoke River Basin Association (Upper Reach) \* Boy Scout Troop 332  
Halifax County Dept. of Social Services (eleVate SNAP Education & Training Program)

**Be sure to visit [www.halifax-events.com](http://www.halifax-events.com)**