



TURN IT UPSTREAM

MUSIC FESTIVAL
PITTSBURGH, PA

SPONSORSHIP PROPOSAL

For 25 years, [upstreampittsburgh](http://upstreampittsburgh.org) has been working to make our region's water cleaner and our communities healthier. We focus on protecting nature, educating the public, reducing stormwater runoff, and advocating for clean water. We work "upstream"—tackling complicated water problems at their source—so that our communities can thrive. Join us.

UPSTREAMPGH
PO BOX 8630
Wilkinsburg, PA 15221



OUR EVENT

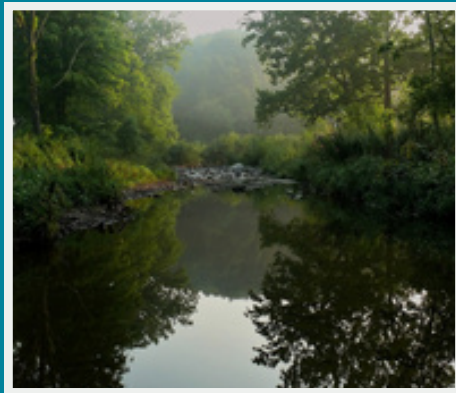
we're inviting you to to join us as a sponsor for the inaugural turn it upstream music festival, Friday evening June 26th, 2026, in the heart of Pittsburgh's Frick park. This one-of-a-kind evening will serve as upstreampgh's marquee fundraiser for its 25th anniversary, hosted by local legend rick sebak! Featuring a curated line-up of stellar local music acts, food, vendors, and fun all in a family-friendly environment nestled under the trees of Frick park along Fern hollow creek, turn it upstream will allow you to connect with a die-hard audience of eco-conscious, outdoorsy, community-minded, diverse Pittsburghers ranging in age from 0-100!

WHY SPONSOR?



ALIGN YOUR BRAND WITH OUR MISSION

connect with thousands in our engaged audience & let them know you value our work!



SUPPORT LOCAL ECOLOGY

your dollars stay local and get put right back to work delivering our mission.



RECEIVE GREAT BENEFITS

event access, food, swag, recognition—sponsors get it all!

Headliner: beauty slap
Future Brass Thunder Funk

**TURN IT
UPSTREAM**
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LINEUP

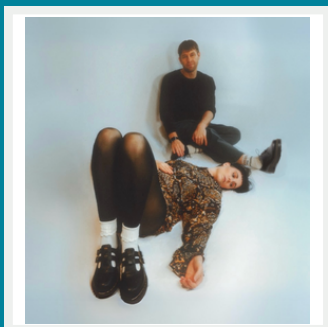
we've assembled a stellar lineup of local music acts and talent, spanning genres from funk and indie rock to electronic/brass and shoegaze. These acts each have their own unique social followings and fandoms, allowing both you and us to expand our audiences. Live acts will be supported by local food trucks, beer, cocktails, vendors, educational walking tours, raffles, silent auctions and lawn games to round out the festival experience.



**HOST/
EMCEE:
RICK
SEBAK**
pgh celeb &
documentarian



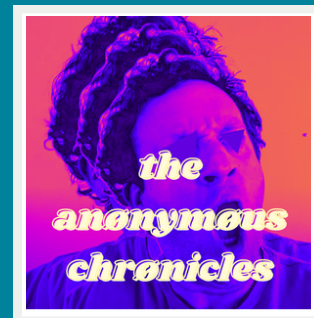
**DJ: BUS
CRATES**
DJ &
Producer



COLATURA
dream pop.
shoegaze.
indie rock



NASH.V.ILL
Funk. rock.
soul.



**THE
ANONYMOUS
CHRONICLES**
Folk. indie
rock.

OUR AUDIENCE

upstreamphg brings together eco warriors, park users, community activists, outdoor enthusiasts, and Lifelong Learners from all walks of life who support our mission and want to help improve the local environment and fight for clean water.

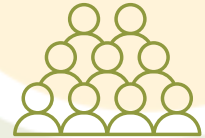
AUDIENCE



upstreamphg's programs and services impact **over 81,000 people** in Allegheny county, largely in Pittsburgh's East End.



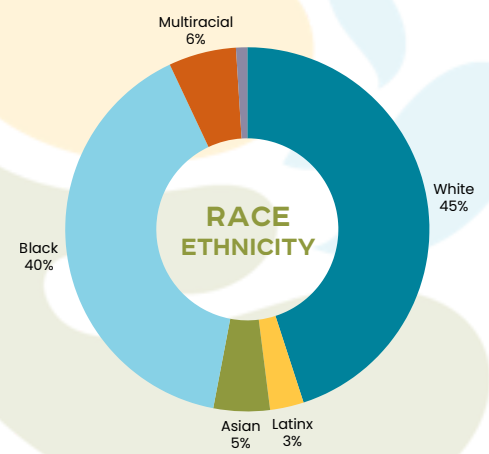
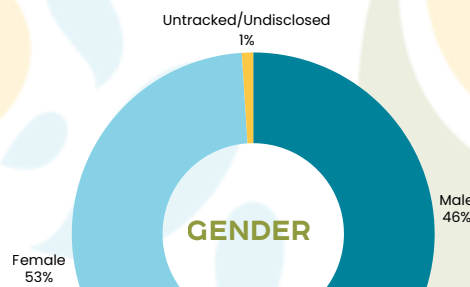
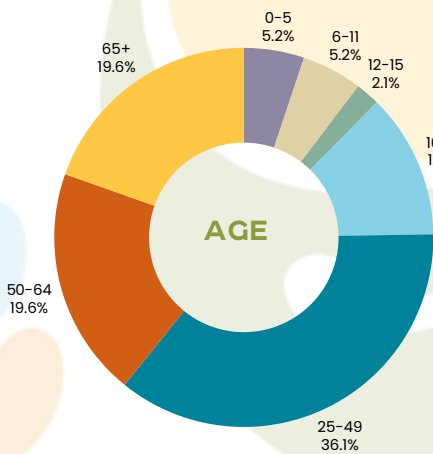
over 4,000 people attended our events in 2025, including **over 1,500 youth** ages 3-18.



Anticipated attendance for this inaugural event is **250-500 people**.

DEMOGRAPHICS

According to census data on communities we serve, our constituents are:



REACH

3,955	2,100	3,749	434	4,600
NEWSLETTER	FACEBOOK	INSTAGRAM	DONORS	WEBSITE VIEWS (LAST 90 DAYS)

SPONSORSHIP PACKAGES

sponsors can choose from the following levels and benefits, or can waive their right to benefits to ensure their contribution is tax-deductible to the fullest extent of the law. Note: benefits are subject to change based on market rate adjustments to cost per person.

PARTY PROMOTER PACKAGE

\$500

ideal for small businesses new to upstreamphg, benefits include website listing, priority viewing area, and admission, food & bev. allowance, & party favors for 2 people.*

GARDEN GUARDIAN PACKAGE

\$1,000

ideal for local small businesses & families, benefits include named recognition in digital and in printed materials, priority viewing area, admission, food & bev. allowance, & party favors for 4 people.*

TRIBUTARY TRUSTEE PACKAGE

\$2,500

perfect for established businesses and supporters, benefits include named recognition in digital and in printed materials, priority viewing area, admission, food & bev. allowance, & party favors for 8 people.*

STREAM STEWARD PACKAGE

\$5,000

benefits include verbal recognition from the stage, logo placement on printed & digital materials, priority viewing area, admission, food & bev., allowance, & party favors for 15 people.*

PARK PROTECTOR PACKAGE

\$10,000

benefits include verbal recognition from the stage, logo placement on printed & digital materials, priority viewing area, admission, food & bev., allowance, & party favors for 20 people.*

PRESENTING SPONSOR PACKAGE

\$25,000

benefits include above event title placement as presenting sponsor (ex. xyz corp. presents), opportunity to address audience from stage, verbal recognition from the stage, logo placement on printed & digital materials, priority viewing area, admission, food & bev., allowance, & party favors for 25 people.*

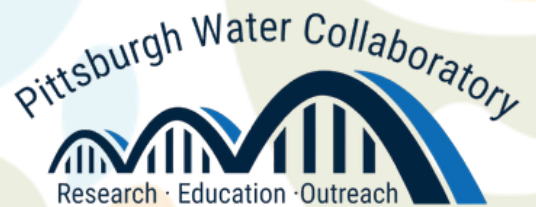
Note: Donors and sponsors are encouraged to consult with their financial or tax advisors to determine the tax deductibility and eligibility of any contributions or sponsorships. Not all benefits are allowable or advisable for all giving vehicles.*Benefits are subject to change based on market rate adjustments to cost per person as vendors are finalized.

vendors & sponsors

as of 03/24/26



MaherDuessel



REGENT SQUARE RENTALS

The Frank-Ratchye STUDIO for Creative Inquiry



3Rivers Outdoor Co.



SPONSOR FORM



Yes! We would love to be a sponsor at the following level:

- Presenting- \$25,000
- Protector- \$10,000
- Steward- \$5,000
- Trustee- \$2,500
- Guardian- \$1,000
- Promoter- \$500

Sponsor Name (As It Should Appear In Listings)

Contact Name

Address

Phone

Email

Payment Information

- Enclosed is a check made payable to UpstreamPgh
- Send me an invoice, payable by April 30, 2026
- Call me to arrange payment over the phone
- Charge the following card: Visa MC AmEx Disc
Card #: _____ Exp: ___/___ CVV: _____

Scan for



**Online Form/
Payment**

2026 SPONSORSHIP PROPOSAL

CELEBRATING

25
YEARS



THANK YOU!

your support of this inaugural event not only helps us celebrate the connection between community, culture, green space, and environmental action, it also supports our mission. Every dollar raised stays local and goes toward our events, programs, and projects that improve local ecology and urban ecosystems for all.

Thank you for your consideration. Please do not hesitate to contact us with questions!



PHONE
412-371-8779



EMAIL
donate@upstreampgh.org



WEBSITE
www.upstreampgh.org



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