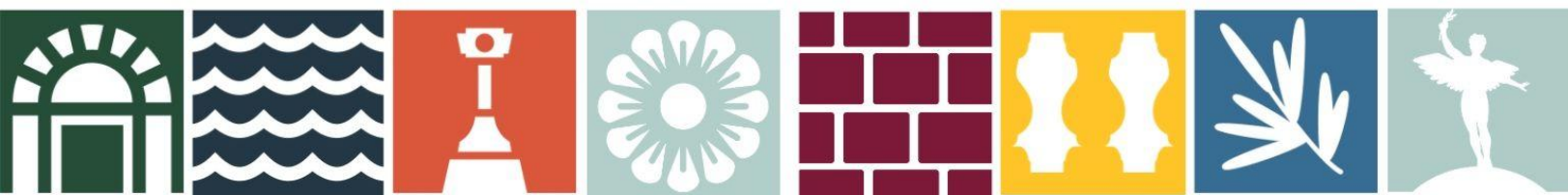




# Aetna 2020 Proposed Sponsorship Plan

Riverside Arts Market, a program of Riverside Avondale Preservation, celebrating its 12th year, operating every Saturday from 10am to 3pm featuring more than 100 artists, makers and farmers!

Situated under the Fuller Warren Bridge, along the St. Johns River and in between Downtown and Historic Riverside, there's so much to see. With nearly 4,000 attendees each week, you'll be able to step in front of many different types of people.



# About the Riverside Arts Market

**4K+**

**ATTENDEES**

**538K+**

**WEBSITE VIEWS**

**8K+**

**WEEKLY  
NEWSLETTER**

**69K+**

**SOCIAL MEDIA**

Every Saturday throughout the year, visitors and residents of Jacksonville flock to the market. The market showcases the local arts, from culinary arts to agricultural arts to painting, making and more. The market allows you to shop intimately and learn more about the makers and their passion for their product.



John Silveira, Senior Market Manager • Autumn Lee, Program Specialist • 904.389.2449  
Riverside Avondale Preservation • 2623 Herschel Street • Jacksonville, Florida 32204



# Sponsorship Details

## Aetna Sponsorship - \$15,000

- Recognition
  - Social Media spotlight on a monthly basis
  - RAMbler Newsletter
- Logo Placement
  - Website, riversideartsmarket.com
  - Signage (flags, banners, etc provided by Aetna)
- River Stage Presence
  - Banner on site
- Sponsorship recognition in Riverside Avondale's Annual Report
- SNAP Sponsorship recognition
  - Brochure (created by Aetna) distributed to our SNAP recipients about Aetna's mission and services that they may be eligible for

