



APRIL 5-7, 2024



6TH ANNUAL FESTIVAL

SPONSORSHIP OPPORTUNITIES

THE BEST
GEOLOGY FEST
IN THE WEST!

GREEN RIVER, UTAH



About the Festival

The 6th annual Green River Rocks festival is free, open to the public, and features expert-led natural history field trips, rock and mineral vendors, educational activities, and fun for the whole family!



Appreciation

Green River Rocks brings awareness to and fosters appreciation of rural places, wilderness, unique sites, and overlooked histories.



Hands-On Experiences

Our field trip groups are small allowing for one-on-one experiences with experts in their field. Vendors bring educational materials and specimens along with expert insight to share with attendees.



Rural Wonders

The festival seeks to highlight the area around Green River, Utah, and the stories of this remote place, its people, and cultures; and significant geological, paleontological, and archaeological sites.



Pop-Up Market

The all-day market brings vendors from all over the region with rocks, minerals, and gems on display and for sale. Our educational activity booths engage kids of all ages!



Educational Field Trips

Led by professional paleontologists, geologists and archaeologist from our region, field trips are the highlight of the festival.



Access to Experts

All trips are free and open to the public, providing a unique opportunity to directly interact with the top minds in geology, paleontology, archaeology, and natural history.

Festival Reach & Engagement



In the Media



"The curators of [Green River Rocks] want to help interpret these delicate sights as an educational experience [...]."



Scan the code to listen



"Green River Rocks is an incredible event for Emery County ... It [brings] hundreds of people from all around to our community and into our local businesses."



Scan the code to read more



Recipient of the "Our Town" grant for developing public programming and to reinforcing the distinct character of Green River.



Scan the code to learn more



Dave Hocanson interviews Epicenter's project manager, Zoe Gardner, about Green River Rocks.



Scan the code to listen

Attendees



400
Attendees



+50%
Women & Girls



Utah
Colorado
Oregon
Illinois
Oklahoma

California
Nevada
Arizona
Washington
Minnesota

Michigan
Alabama
New Mexico
Montana
Louisiana

Social Stats



27,000+
User reach—2023 festival season

938
Followers

1,000+
User reach/Reel



66,900+
User reach—2023 festival season

1,300+
Followers

2,000+
RSVPs in 2023

Festival Impact & Influence



Economic Impact

On top of being an educational and family friendly event, the festival has a direct economic impact on this small, rural town.



\$550

Average dollar amount
spent per attendee

\$111,000

Community contributions
during 2023 festival

\$600,000

Total community
contributions (since 2017)

Testimonials

*“My family had the opportunity to attend [Green River Rocks] this past weekend and **I can’t thank you enough for hosting it.** For us, it wasn’t just a fun, hobby-filled weekend; it gave my gifted son a chance to be himself.*

*My son was able to get his hands on paleontology. He found mentors in the form of the paleontologists who were there as guides. **Your event changed a life...this experience certainly fueled a fire, and, at this age, I couldn’t ask for more.**”*



*“After living in Green River for over a decade, I thought I knew everything about the area, but **visiting these sites with an actual geologist blew my mind!***

*I learned so much at Fossil Point with Greg McDonald—his descriptions of the past painted an amazing picture in my mind. **Magical!**”*

Geology Rock Stars



Our world-renowned geologists, paleontologists, and natural history experts are what truly makes Green River Rocks the *Best Geology Fest in the West* and ensures an unparalleled experience for enthusiasts and curious minds.



Jim Kirkland

Dr. Jim Kirkland has been the Utah State Paleontologist with the Utah Geological Survey for over 20 years and promotes Utah's paleontological resources for the public good.

- Expert on the Mesozoic with forty-five years experience excavating fossils.
- Discovered, studied, and named the Utahraptor—inspiration for the raptors of Jurassic Park.
- He first considered naming the Utahraptor after Jurassic Park director Steven Spielberg and was featured in a NOVA documentary hosted by Jeff Goldblum.
- Co-wrote 'First Frontier,' an official Star Trek novel where the Enterprise crew discovers Earth as a vast jungle ruled by large, dinosaur-like animals.



**ReBecca
Hunt-Foster**

ReBecca Hunt-Foster, with a Master's in Geology from Texas Tech and a Bachelor's in Earth Science from the University of Arkansas, has researched paleofauna in western Colorado's Williams Fork Formation and the ichnofauna of lower-middle Jurassic rocks in southeastern Utah since 2007.

- Lead paleontologist at Dinosaur National Monument.
- Her work has been published over 10 times.
- Prepared the Cryolophosaurus, the first known dinosaur from Antarctica.



Julia McHugh

Dr. Julia McHugh is the Curator of Paleontology of the Museums of Western Colorado and an instructor in the geosciences program at Colorado Mesa University. She holds a Ph.D. in Geoscience from The University of Iowa.

- Led an all-female team that examined more than 2,300 fossils at Mygatt-Moore quarry outside Fruita, CO.
- Her recent research was the basis of 'Dinosaur Macabre', a special exhibition at Dinosaur Journey in Fruita (part of the Museums of Western CO).
- She is an expert in Morrison Formation paleontology, taphonomy, and amphibian evolution. She has worked on excavations in Montana, Colorado, Wyoming, Utah, and Oklahoma.

Sponsorship Levels



*Your support helps to ensure
that the festival remains free
and accessible to all!*

TOPAZ	ONYX	CHERT
\$5,000	\$2,000	\$500
Logo on festival website	Logo on festival website	Logo on festival website
Logo in festival booklet	Logo in festival booklet	Logo in festival booklet
Social media shout-out	Social media shout-out	Social media shout-out
Naming rights to 1 Field Trip*	Naming rights to 1 Field Trip*	x
10x10' booth at vendor fair	10x10' booth at vendor fair	x
Full page ad in festival booklet	x	x
Naming rights to Friday night lecture**	x	x

* Limited to the number of field trips. First sponsors have dibs!

**Though we can have many sponsors at this level, only the first at this level can have naming rights to the Friday night lecture!

Additional Opportunities:

Donations of items or prizes: Verbal acknowledgment at festival
Individual/Non-business: Contact us about a tax deductible donation
Levels not a good fit? Reach out with any ideas for alternative options

Festival Supporters



THE JOHN WESLEY POWELL
RIVER HISTORY MUSEUM
GREEN RIVER, UTAH

