



Festival Preview Report

Thursday, August 6, 2026



Presenting Sponsor



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

FOUNDATION

Gold Sponsors

Chevron • Enbridge Gas

Larry H. Miller Real Estate

Salt Lake County ZAP Tier II Grant

Swire Coca-Cola • Utah's Hogle Zoo

Jordan Valley Water Conservancy District

Rocky Mountain Power • KRCL

Mountain America Credit Union

Silver Sponsors

Atlas Disposal • Slow the Flow

Festival Supporters

ACE Recycling • GetWater AI

McCulley Watershed Consulting Services

Utah Division of Forestry, Fire & State Lands

Utah Division of Outdoor Recreation

Utah Division of Water Quality

Utah Division of Water Resources

Utah Transit Authority • Zions Bank



SPONSORSHIPS

- 25 total sponsors & financial supporters, including Jordan River Commission and Jordan River Foundation. Up from 22 last year.
- \$114,600 total cash sponsorship revenue (\$84,900 in 2025)
- \$13,050 total in-kind sponsorship revenue
- Marathon Petroleum returned as presenting sponsor. Church of Jesus Christ of Latter-day Saints Foundation joining as additional presenting sponsor
- Utah's Hogle Zoo to host Celebration & Recognition Event Venue (\$7,750 in-kind donation)

Presenting Sponsors



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

FOUNDATION



Gold Sponsors



“Our mission is to win together by serving as constant and true advocates for our people, our customers, our partners, our community, and our planet. The annual Get to the River festival aligns perfectly with our robust sustainability goals and our commitment to community. We are honored and proud to support this event again in 2025!” **Swire Coca-Cola**

“Chevron refinery employees don’t just work here – we live and play here too. We share the community’s love for the Jordan River Trail, specifically the Chevron Mile. We see first-hand the joy the trail and river brings to our neighbors. Our annual trail cleanup is a beloved employee tradition, and we are proud to partner with the Jordan River Commission on the Get to the River Festival.” **Chevron Salt Lake Refinery**

“We’re proud to support the 'Get to the River' Festival! We care deeply about the places where we work, live, and play—and we love seeing people connect with the Jordan River. This festival is a great way to celebrate and protect one of our community’s most important natural spaces.” **Larry H. & Gail Miller Family Foundation**

Silver Sponsors



Festival Supporters



**Department of
Environmental Quality**
Division of Water Quality



**Water
Resources**



**Forestry, Fire
& State Lands**



**Outdoor
Recreation**



ZIONS BANK

“The Utah Division of Water Quality is proud to support the Jordan River Commission and the Get to the River Festival as part of our commitment to protecting, celebrating, and restoring Utah’s vital water resources. Events like this help connect our communities to the Jordan River, raise awareness about water quality, and inspire stewardship across the watershed.” **Division of Water Quality**

“The Division of Forestry, Fire, and State Lands is a proud sponsor of the Get to the River Festival. The Division values the recreational, economic, ecological, and cultural values of the river. Through sponsorships like ours, we connect communities with recreational and educational opportunities, fostering appreciation and conservation efforts for this important ecological and recreational corridor.” **Division of Forestry, Fire and State Lands**

“The Utah Division of Water Resources is proud to support the Jordan River Commission and the Get to the River Festival. We believe in the importance of community engagement and responsible stewardship of the Jordan River. This festival provides a fantastic opportunity for families and individuals to connect with this vital resource, learn about its importance and celebrate our collective responsibility to protect it for future generations.” **Division of Water Resources**

FESTIVAL BUDGET



Income:

Secured Sponsorships (cash and in-kind)	\$127,650
Ticket Sales	TBD

Projected Budget:

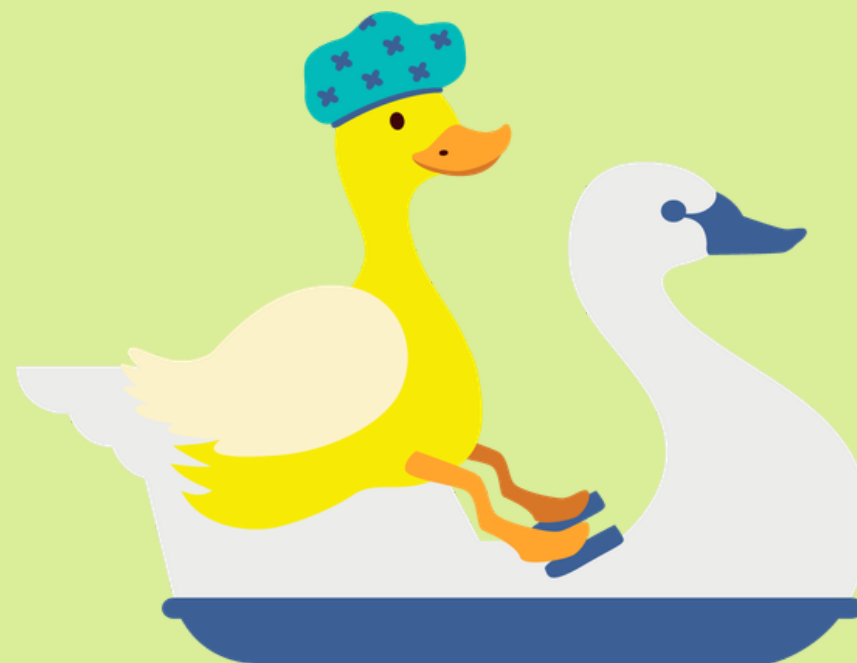
Contracted Services (Mighty Penguin)	\$50,000
Meals & Food for Planning Committee Meetings	\$600
Printing	\$1,800
Promotional Materials	\$7,200
Advertising (radio/TV)	\$11,000
Advertising (social media)	\$3,000
Kickoff Event	\$500
Mini Grants	\$12,000
Film Screening	\$2,000
Celebration & Recognition Event	\$14,200
Seasonal Staff	\$7,000
Transportation & Mileage	\$2,000
Jordan River Foundation Amin Fee	\$4,500

FESTIVAL KICK-OFF EVENT

Tentative Date: August 27, 2026, 10:00 am

Little Cottonwood Confluence Nature Trail
4800 South and 600 West
Murray, UT

This year's Media Kick-Off Event will highlight
“Love Your Watershed”



FILM SCREENING

September 3, 2026
Saratoga Springs City Hall
“The Lake”



JORDAN RIVER COMMISSION GOVERNING BOARD FIELD TRIPS

Pollinator Facility Tour at Utah State Prison: September 1 and September 2, 2026

Commission and Watershed Council Field Trip, Lehi: September 17, 2026



SCHEDULED EVENTS



August 27: Festival Kickoff & Media Event

August 29: Conservation Garden Park Fall Garden Fair (JVWCD)

September 2: Pedal the Parkway - Week 1 (JRC, Hogle Zoo)

September 3: Chevron Mile Cleanup (Chevron)

September 4: Nature & Rhythm Drum Circle (UCCC); Paddle the Parkway Series - Week 1 (JRC); Something's Brewing (Tracy Aviary)

September 5: Bird Walk (Tracy Aviary)

September 9: River Walk and Talk - Week 1 (JRC); Bike Lessons and Rides 1 (Wasatch Adaptive Sports)

September 10: Day of Service Jordan River Cleanup (Saratoga Springs); Bikes and Birds (Tracy Aviary); Bike Lessons and Rides 2 (Wasatch Adaptive Sports)

SCHEDULED EVENTS



September 11: Paddle the River - Week 2 (JRC)

September 12: Murray Get To The River Festival (Murray); Bird Walk - Week 2 (Tracy Aviary); NSL River Paddle (North Salt Lake); Love Your Watershed Cleanup (JRC)

September 14: Jordan River Night (Riverton)

September 16: Bike Lessons and Rides 3 (Wasatch Adaptive Sports); Pedal the Parkway - Week 2 (JRC); Trail Cleanup (Midvale, Zions Bancorporation)

September 17: Bike Lessons and Rides 4 (Wasatch Adaptive Sports); Marathon Refinery Tour (Marathon)

September 18: Paddle the River - Week 3 (JRC)

SCHEDULED EVENTS



September 19: South Jordan Get to the River Festival (South Jordan); Bird Walk - Week 3 (Tracy Aviary); Floating Cleanup (JRC, Hogle Zoo); Yoga at Inlet Park (Saratoga Springs)

September 23: Walk and Talk - Week 2 (JRC, Nature Conservancy); Bike Lessons and Rides 5 (Wasatch Adaptive Sports)

September 24: Bike Lessons and Rides 6 (Wasatch Adaptive Sports)

September 25: Curbside Theater (SB Dance, South Salt Lake); Paddle the River - Week 4 (JRC)

SCHEDULED EVENTS



September 26: Bird Walk - Week 4 (Tracy Aviary); Cycle of Life Plein Air Festival at Conservation Garden Park (West Jordan); The Art of Nature at the Jordan River (Saratoga Springs); Groove in the Grove (Poplar Grove Community Council)

September 29: Utah Lake Planting Party (Utah Lake Authority)

September 30: Peddle the Parkway - Week 3 (JRC); Plant One, Get One for the Planet (Tracy Aviary, South Salt Lake, Tree Utah)

October 3: Plein Air Riverfest (Utah Cultural Celebration Center)



JORDAN RIVER FRIENDS CELEBRATION & RECOGNITION EVENT

Thursday, September 24, 2026

Utah's Hogle Zoo, Pavillion

Theme : "Love Your Watershed"

Zoo Tickets for 150 Participants

Festival Sponsor Recognition

**Celebration & Recognition of Jordan River Friends
honoring individuals & organizations**

QUESTIONS OR FEEDBACK?