



**SPONSORSHIP PACKET
2009**

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Festival Contact Information:

Betsy Price
320-587-2599
claypot@hutchtel.net
17614 240th St
Hutchinson, MN 55350

Megan Peterson
320-234-0789
megan@explorehutchinson.com
2 Main Street South
Hutchinson, MN 55350

River Song Steering Committee :

Megan Peterson - Steering Committee Chair
Marketing Committee Chair
Hutchinson Area Chamber of Commerce, CVB

Laurie Vasko - Steering Committee Secretary
Hospitality Chair
Crow River Arts, Inc.

John Nordling - Steering Committee Vice Chair
Technology Chair
Hutchinson Technology Inc.

John Rodeberg
Site & Security Chair
SEH Consulting

Betsy Price - Steering Committee Treasurer
Talent Committee Chair
Clay Coyote Gallery & Pottery

Hal Peterson
Finance Chair
Hutchinson Technology Inc.

Why a Music Festival for Hutchinson?

- Increased music, art, and history awareness in the region
- Creates an opportunity for thousands of visitors to the community
- Could have a large positive economic impact in the community
- Would showcase local talent and resources
- Would serve as an asset to ensure community support and participation
- Opportunity for business sponsorships within the community

Key Assets that could be utilized by a Hutchinson music festival:

- Local Arts: Artists, Musicians, Theatre,
- Local music groups and associations
- The Crow River: Ambiance, central location, history
- Parks System: Ambiance, multiple settings for different stages, family-oriented areas, camping available
- Business Assets
- A variety of community-based volunteer organizations
- History: Unique story, musical history

Benefits to a "Folk" festival Genre:

- Music is widely varied, leaving room for many artists over the years
- Good ties to the Hutchinson community
- Changeable
- Room for additions: classes/workshops, crafters, story tellers, sacred music, food



Festival Schedule of Events (tentative)



Monday, July 13

Music In the Park- Concert Series

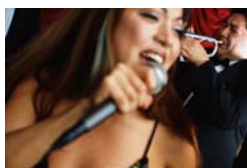
The community of Hutchinson and visitors are invited to attend this familiar favorite. Enjoy live outdoor musical performance by local artists while enjoying delicious refreshments served by area non-profit organizations.

Fees: Free to Public

Sponsored by Local Businesses

Thursday, July 16

The Big Coffee House



Hutchinson's very own version of *American Idol* with a Hometown feel. Local talent will audition in front of local judges and the audience for a chance to perform as an opening act for the Saturday night festival headliner. A great coffee bar will also be available during the show.

Fees: Fee at the door

Food & Beverages for sale



Friday, July 17

Songs by the River

Music, storytelling, and children's activities will fill the park. The river side will be a great family destination complete with a variety of food vendors and bonfires warming the evening. Entertainment to be determined.

Fees: At the Gate Fee

Parking Fee

Festival Schedule of Events (tentative)

Saturday, July 18

Enjoy a day full of music, education, artisan booths, food, and family fun! During the day, sample treats from food vendors or explore the arts and crafts of talented artisans. Music and storytelling booths will fill the park.

In the evening, enjoy a selection of food offerings and the beer garden while listening to big name music groups from around the nation.

Fees: At the Gate Fee

Parking Fee

Food & Beverages for sale

Sunday, July 19

An enlightening morning by the river's edge full of spiritual music by local performance groups and fellowship.

Fees: Free Will Offering will be taken



Festival Financing

River Song Music Festival is classified as a 501(c)3, tax exempt, organization through the Hutchinsen Center for the Arts.

Types of Financing Being Pursued:

2008-2009

Seed Money

Financing for

- Preliminary marketing materials
- Securing of entertainment
- Opening bank account
- Secure matching grant funds

Need: \$7500

Sponsor Status: Platinum

Grants

Financing for

- Marketing materials
- Securing of entertainment & educational needs
- Operational Needs

Seeking From:

- State & National Organizations
- Art & Music Foundations
- Community Development Foundations

Estimated Need: \$20,000 +

Sponsorships

Financing for

- Individual Events/Activities
- Music & Art Acts
- Technology Needs

Seeking From:

- Local Businesses
- Statewide Corporations
- Individuals

Estimated Need: \$35,000 +

Sponsor Status: Platinum (\$5,000-10,000+), Gold (\$1,000-5,000), Silver (\$500-1000), Bronze (\$100-500)

Ticketing & Donations

Customers pay individual admission or parking fees for the event or contribute to a free will offering.

Expected Income: \$10,000—20,000

Other Income:

- | | |
|--------------------------------|-------------------------|
| -Art & Craft Vendor booth fees | -Food Vendor Booth Fees |
| -Workshop Registrations | -Beer Garden Sales |
| -Hog Roast Sales | -Program Advertising |

Sponsorship Levels

Platinum

Sponsorship level of \$5,001–10,000 or more

Types of Platinum Sponsorships:

1. Band Sponsor– your sponsorship money will be used to finance a headlining band
2. Event Sponsor– your sponsorship money will be used to finance a specific event during the festival

Benefits of Sponsorship:

Sponsorship recognition and logo on all marketing materials	6 RiverSong Festival t-shirts
Full page advertisement in festival program	2 Sponsor Banners posted at festival venue
6 VIP passes for festival	Stage announcements throughout festival
6 passes to our Appreciation Night	

Gold

Sponsorship level of \$1,001 to 5,000

Types of Gold Sponsorships:

1. Band Sponsor– your sponsorship money will be used to finance a secondary band
2. Event Sponsor– your sponsorship money will be used to finance a specific event during the festival

Benefits of Sponsorship:

Sponsorship recognition and logo on marketing materials	4 RiverSong Festival t-shirts
1/2 page advertisement in festival program	1 Sponsor Banner posted at festival venue
4 VIP passes for festival	Stage announcements throughout festival

Silver

Sponsorship level of \$501 to \$1,000

Types of Silver Sponsorships:

Your sponsorship money will be used to finance festival operations.

Benefits of Sponsorship:

Sponsorship recognition listing on marketing materials	2 RiverSong Festival t-shirts
1/3 page advertisement in festival program	Listing on shared sponsor banner
2 VIP passes for festival	Stage announcements throughout festival

Bronze

Sponsorship level of \$101 to \$500

Types of Bronze Sponsorships:

Your sponsorship money will be used to finance festival operations.

Benefits of Sponsorship:

Sponsorship listing recognition on marketing materials
1/4 page advertisement in festival program
Listing on shared sponsor banner



Sponsorship/Donation Contract

Business Name: _____

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Sponsor Level: _____ Date to be Paid: _____

Sponsorship Amount: \$ _____ Payment Form: *Cash, Check, Credit Card*

Credit Card #: _____ Ex: _____

Signature: _____ Date: _____

In-Kind Sponsorship Details:

Your in-kind donations are extremely important to RiverSong. These donations make festival operations more affordable while encouraging others to notice your business. We would like to discuss your in-kind donation with you in person or by phone, so please contact Hal Peterson at 320-587-0228 to make arrangements for your donation.

RiverSong and the above named sponsor agree to all terms named above.

RiverSong Representative Signature: _____ Date: _____

Sponsor Contact Signature: _____ Date: _____

RiverSong; A Celebration of Grassroots Music

2 Main Street South ~ Hutchinson, MN 55350

320-234-0789 ~ megan@explorehutchinson.com

www.riversongfestival.org