

RIVERSONG MUSIC ★ FESTIVAL



SPONSORSHIP OPPORTUNITIES

RiverSong Music Festival is the premier summer music event in Hutchinson! With well over 2,000 people attending last year, this event highlights our incredible community.

The creative arts and culture economy **generates over \$2.2 million** in Hutchinson every year (according to a recent study from Creative Minnesota.) RiverSong Music Festival brings thousands of people to town each July, contributing to that economic impact as festival attendees shop, dine and stay in Hutchinson.

RiverSong connects generations through community, music and food on the banks of the beautiful Crow River. This fun, family friendly event is an incredible opportunity to **showcase your business and support.**

FRIDAY, JULY 17 & SATURDAY, JULY 18

Masonic West River Park in Hutchinson, MN



BECOME A 2020 RIVERSONG SPONSOR

Your sponsorship makes it possible to:

-  **Bring high-caliber music to Hutchinson**
-  **Provide great music at affordable prices**
-  **Create lasting improvements to Masonic West River Park**

Sponsor benefits:

RiverSong Music Festival **creates goodwill and exposure for your business.** Your support at various levels will reach over 2,000 people at the festival.

Your business will reach people **year-round through marketing** on the RiverSong website and social media, pre-festival advertising across the state and publicity through bands that are booked for the event.

Your support **makes our community stronger** by making it possible to organize and produce an event (it costs over \$100,000) that brings generations, families and the community together in one of the most beautiful outdoor venues in Hutchinson.

Our mission:

RiverSong celebrates Minnesota's rich musical heritage in an annual riverfront festival for music lovers of all passions and backgrounds.

RiverSong Contacts

Betsy Price, *Fundraising Chair*
sponsor@riversongfestival.com
503.807.9442

Richie Kuttner, *President*
pres@riversongfestival.org

Carol Stark, *Treasurer*
treasurer@riversongfestival.org

RiverSong Board of Directors Volunteers

Richie Kuttner
Katy Hiltner
Carol Stark

Betsy Price
Isabel Bearlin
Angie Kuttner

Sue Ann Gabrelcik
Josh Campbell
Valerie Mackenthun

Save the dates! Friday, July 17 & Saturday, July 18, 2020

Riversong Music Festival | PO Box 667 | Hutchinson, MN 55350 | sponsor@riversongfestival.org | riversongfestival.org

SPONSORSHIP OPPORTUNITIES

	Diamond \$5,000	Platinum \$2,500 - \$4,999	Gold \$1,000 - \$2,499	Silver \$500 - \$999	Bronze \$250 - \$499
Customized benefits for you/ your business	X				
Name mentioned in broadcast advertising and publicity materials	X	X			
Business logo/name and link to your website on riversongfestival.org	X	X	X		
Stage announcements throughout the festival weekend	X	X	X	X	
Riversong Festival T-shirts (Please indicate size in contract form on back)	6	4	3	2	
RiverSong Festival tickets (weekend pass)	6	4	3	2	1
Recognition on "on-site" festival banners	Custom banner	Custom banner	Custom banner	Listing on shared banner	Listing on shared banner
Advertisement in festival program (Please send print-ready, high resolution PDF by May 1)	Full page (3.5" x 8.5")	Full page (3.5" x 8.5")	1/2 page (3.5" x 4.125")	1/3 page (3.5" x 2.75")	1/4 page (3.5" x 2")
Sponsorship recognition on general marketing materials	Name and logo on materials	Name and logo on materials	Name and logo on materials	Name on materials	Name on materials

In-Kind Contributions

In-Kind Contributions are critical to the success of RiverSong Music Festival. Please contact Betsy Price at 503.807.9442 or email sponsor@riversongfestival.org to discuss opportunities.

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SPONSORSHIP CONTRACT

To be listed on most printed materials, your contract must be returned by Wednesday, April 1, 2020.
Please return this contract so we receive all of your information.

How should your sponsor name appear on our materials?

Who should we contact with questions?

Phone:

Email:

Address, City, State, Zip

Sponsorship Amount Please circle one

Diamond: \$5,000 | Platinum: \$2,500 - \$4,999 | Gold: \$1,000 - \$2,499 | Silver: \$500 - \$999 | Bronze: \$250 - \$499

T-Shirts Please fill in shirt sizes for your sponsorship level. Adult S, M, L, XL, XXL.

Diamond 1 ____ 2 ____ 3 ____ 4 ____ 5 ____ 6 ____

Gold 1 ____ 2 ____ 3 ____

Platinum 1 ____ 2 ____ 3 ____ 4 ____

Silver 1 ____ 2 ____

Program Ad Would you like to use your 2019 program ad? (See ad sizes on page 3)

____ Yes, please reuse our 2019 ad ____ No, we will send a new print-ready, high resolution PDF by May 1

Payment Please circle one Cash | Check (Make payable to RiverSong) | Credit Card | Invoice

Credit Card # _____ Exp. Date _____ Security Code _____

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 businesses generosity and support of the community. We would like to discuss your donation with you in person or by phone, so please contact us for more information.

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

Sponsor Signature

Date

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