

RIVERSONG MUSIC ★ FESTIVAL



SPONSORSHIP OPPORTUNITIES

RiverSong Music Festival is the premier summer music event in Hutchinson! With well over 2,000 people attending in 2023, 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 the 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 12 & Saturday, July 13, 2024

Masonic West River Park in Hutchinson, MN



Become a 2024 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

RiverSong Board of Directors Volunteers

Betsy Price	Kirsten Kinzler	Jan & Craig Johnson	Roger Hartsuiker	Leah Kamrath
Katy Hiltner	Wendy Abdelaziz	Ryan Williams	Dan Janssen	
Josh Campbell	Valerie Mackenthun	Kirk Kosel	Rachael Kaufman	

Save the dates! Friday, July 12 & Saturday, July 13, 2024

Riversong Music Festival | PO Box 426 | 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 Hats	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 Sponsorship Details

In-kind donations 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, May 1st, 2024.
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

Sponsor Hats

Diamond (receive 6) Gold (receive 3)

Platinum (receive 4) Silver (receive 2)

Program Ad Would you like to use your 2023 program ad? (See ad sizes on page 3)

Yes, please reuse our 2023 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 business' generosity and support of the community. We would like to discuss your donation with you in-person or by phone. Please contact us for more information.

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

Signature

Date

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