



35th Annual River City Days August 4-6, 2017

The Red Wing Area Chamber of Commerce is gearing up for our 35th Annual River City Days. This year's festival will be even bigger and better than last year! We greatly appreciate your willingness to help us provide area residents and visitors a great, family-friendly, fun-filled event again this year.

This year's festival will be held **August 4-6, 2017**. Your sponsorship fees help us provide: FREE entertainment and the tent where FREE entertainment and the beer tent are located; plus, band amenities; stages; lighting; sound equipment; chairs & tables; portable toilets; park security; insurance; cart assistance for those that require it; plus much more. Your sponsorship is also used to support the Rotary Grand Parade; Red Wing Royal Ambassador Scholarship Fund; Kid Games & Activities throughout the weekend; family activities; the River City Days Car Show; and much more! Your sponsorship also promotes your business to the approximately 30,000+ people that attend River City Days throughout the weekend and support our local economy. Please check out the River City Day's website at www.rivercitydays.org for a list of all the activities. Please check back often, as we update this website often as we add information and events.

Sponsorship is very important to the success of our community's largest summer festival. Listed below are several sponsorship opportunities. **THANK YOU** in advance for your commitment to the success of River City Days! **Please complete the form and return it to the Chamber office by May 1.** This allows us to promote your business on the website all summer.

Last year we created the hashtag **#RWRiverCityDays**. A hashtag allows us to have all our media (Facebook posts, Instagram pictures, and Tweets) grouped together. If you add **#RWRiverCityDays** on all of your posts pertaining to River City Days, you will have the ability to click on the hashtag and see what everyone else is posting with the same hashtag. It will give us the ability to share and look at photos much easier, and help us all promote River City Days! We encourage you to use this hashtag.

Sponsorship Opportunities

Presenting Sponsor of River City Days—(2 Available)—\$5,000

- One Large Banner hanging in Beer Tent (provided by sponsor)
- Large Banner with logo at entry to Bay Point Park
- Large Banner with logo at Levee Park
- Commercial Exhibit Booth space at Bay Point Park
- Social Media recognition prior to and during the event
- Logo on all promotional materials
- Logo on River City Days website linking to your website
- Logo on Chamber website linking to your website (May-August)
- KWNG Radio recognition prior to and during the event
- Colored Logo printed on 10,000 brochures distributed to businesses and available prior to event and at event
- Logo in tabloid inserted into Red Wing Republican Eagle newspaper distributed to 20,000 households in the Red Wing area including: Red Wing, Hager City, Bay City, Maiden Rock, Goodhue, Cannon Falls, Welch, Frontenac and Lake City
- Business listed in Chamber ENews
- Sign along Bay Point Park Sponsors Sidewalk
- 4 Parking Passes good for the entire weekend by Bay Point Park

Entertainment Sponsor—(2 Available)—\$5,000

- Numerous Promotion opportunities/banners in Entertainment tent (provided by sponsor)
- Large Banner with logo at entry to Bay Point Park
- Large Banner with logo at Levee Park
- Commercial Exhibit Booth space at Bay Point Park
- Social Media recognition prior to and during the event
- Logo on all promotional materials
- Logo on River City Days website linking to your website
- Logo on Chamber website linking to your website (May-August)
- KWNG Radio recognition prior to and during the event
- Colored Logo printed on 10,000 brochures distributed to businesses and available prior to event and at event
- Logo in tabloid inserted into Red Wing Republican Eagle newspaper distributed to 20,000 households in the Red Wing area including: Red Wing, Hager City, Bay City, Maiden Rock, Goodhue, Cannon Falls, Welch, Frontenac and Lake City
- Business listed in Chamber ENews
- Sign along Bay Point Park Sponsors Sidewalk
- 4 Parking Passes good for the entire weekend by Bay Point Park

Riverboat Sponsor—\$1,500

- Large Banner with logo at entry to Bay Point Park
- Large Banner with logo at Levee Park
- Commercial Exhibit Booth space at Bay Point Park
- Logo on all promotional materials
- Logo on River City Days website linking to your website
- Logo on Chamber website linking to your website (May-August)
- KWNG Radio recognition prior to and during the event
- Colored Logo printed on 10,000 brochures distributed to businesses and available prior to event and at event
- Logo in tabloid inserted into Red Wing Republican Eagle newspaper distributed to 20,000 households in the Red Wing area including: Red Wing, Hager City, Bay City, Maiden Rock, Goodhue, Cannon Falls, Welch, Frontenac and Lake City
- Business listed in Chamber ENews
- Sign along Bay Point Park Sponsors Sidewalk
- 2 Parking Passes good for the entire weekend by Bay Point Park

Yacht Sponsor—\$750

- Commercial Exhibit Booth space at Bay Point Park
- Business name listed on all promotional materials
- Business Name listed on River City Days website linking to your website
- Business Name listed on Chamber website linking to your website (May-August)
- KWNG Radio recognition prior to and during the event
- Business Name listed in tabloid inserted into Red Wing Republican Eagle newspaper distributed to 20,000 households in the Red Wing area including: Red Wing, Hager City, Bay City, Maiden Rock, Goodhue, Cannon Falls, Welch, Frontenac and Lake City
- Business name listed in Chamber ENews
- Sign along Bay Point Park Sponsors Sidewalk
- 2 Parking Passes good for the entire weekend by Bay Point Park

Lifeboat Sponsor—\$250

- Business name listed on River City Days website
- Business name listed on Chamber website
- Business name listed in Chamber ENews
- Sign along Bay Point Park Sponsors Sidewalk

Mark your calendars for August 4-6, 2017! Thank you for your support of the 35th Annual River City Days!



35th Annual River City Days August 4-6, 2017

Visit rivercitydays.org for a list of activities

Sponsorship Information

River City Days depends on your generous donations to make this festival a success. Please complete the form below and submit to the Red Wing Area Chamber of Commerce at 439 Main Street, Red Wing, MN 55066 or email tammy@redwingchamber.com. Please call 651-388-4719 with any questions.

Sponsorship Level (i.e. Riverboat, Yacht, Lifeboat, etc.) _____

Donation Amount _____

Business Name (as you want it printed) _____

Contact Person _____ Phone _____

Website Address _____

Entertainment, Presenting, and Riverboat Sponsors, please email your business logo to tammy@redwingchamber.com

Payment Method (please place an "X" by your choice)

____ Check enclosed (payable to River City Days)

____ Please invoice

____ Credit Card (Please contact Chamber office with your information)