



FESTIVAL SPONSORSHIP OPPORTUNITIES

Dear Chamber Member & Community Supporter:

Planning is well underway for the 40th Annual River City Days! Red Wing's premier summer festival is slated to be held August 4-6, 2023. Your generous sponsorships are what make this festival a reality and give us the opportunity to provide the community and visitors a fun-filled, affordable event for people of all ages. We look forward to bringing you all of the things you have grown to love about the festival and hope to see some new activities too!

With your contribution, we are able to fund and create the many activities and events that make River City Days so successful while also giving you an amazing opportunity to promote and market your business. Approximately 30,000+ people attend River City Days throughout the weekend and support our local economy, which creates a unique, one-of-a-kind marketing platform for your business. For more details on the events that take place during River City Days, visit www.rivercitydays.org. We'll be updating the event listings regularly.

Sponsorship is very important to the success of our community's largest summer festival. Please review the attached form which outlines sponsorship opportunities. THANK YOU in advance for your commitment to the success of River City Days! Back again this year - highlight your business on the big screen behind the stage throughout the festival weekend. Your logo or business name will be displayed based upon the selected sponsorship level. Some sponsorships even come with a commercial feature.

Please return completed forms to the chamber by June 28th to receive the full publicity and sponsorship benefits.

There are many ways to participate in this year's event: be in the parade; be an exhibitor at the park; enroll in one of the many tournaments; shop or exhibit at the craft fair; or simply just come and enjoy all the fun. This is your local festival, so we encourage you to get involved!

Please call us with any questions at 651-388-4719 or email michelle@redwingchamber.com.

Sincerely,

Michelle Larson
President & CEO

Laura Aadalen
Member Services Specialist

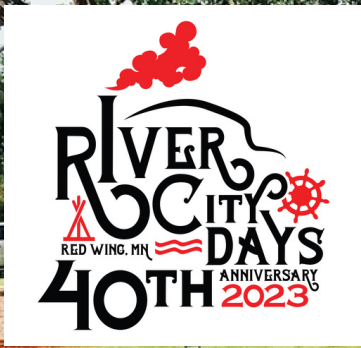
Marion Fitschen
Visitor & Member Services

Becca Spain
Marketing & Event Specialist



439 Main Street | Red Wing, Minnesota 55066

P: 651.388.4719 | www.redwingchamber.com | www.rivercitydays.org



FESTIVAL SPONSORSHIP OPPORTUNITIES

The 40th Annual River City Days depends on your generous donations to make the festival a success. Please refer to the included sponsorship spreadsheet for complete sponsorship level details. Contact Michelle at michelle@redwingchamber.com or 651-388-4719 with any questions. We appreciate your support!

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 becca@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)

Mail Completed Form by June 28, 2023 to:
Red Wing Area Chamber of Commerce
439 Main Street
Red Wing, MN 55066



439 Main Street | Red Wing, Minnesota 55066

P: 651.388.4719 | www.redwingchamber.com | www.rivercitydays.org

40th Annual River City Days Sponsorship Benefits



Presenting Sponsor
 Entertainment Sponsor
 Parade Sponsor
 Riverboat Sponsor
 Yacht Sponsor
 Portoon Sponsor
 Lifeboat Sponsor

Sponsorship Investment	\$6,000	\$5,000	\$3,000	\$1,500	\$800	\$550	\$300
Promotional Video on Website, Social Media, & Motion Graphic	X						
Numerous Promotional Opportunities/Banners in Entertainment Tent All Weekend <i>(Provided by Sponsor)</i>	X	X					
LOGO on River City Days Poster	X	X					
Presenting Parade Sponsor Banner <i>(Provided by Sponsor)</i>			X				
Business Highlighted on Social Media	X	X	X				
Large Banner with LOGO at Event Sites	X	X	X	X			
LOGO on River City Days Brochure	X	X	X	X			
LOGO and Business Listed on Chamber & River City Days Website Linking to Business Website	X	X	X	X			
LOGO printed on Volunteer Shirts	X	X	X	X			
Listing on Volunteer Shirts					X	X	
Commercial Vendor Booth (10'x10') at Bay Point Park	X	X	X	X	X		
Social Media Coverage of River City Days	X	X	X	X	X	X	X
Sponsor Sign Along Bay Point Park Sidewalk	X	X	X	X	X	X	X
Local Radio Promotions for River City Days <i>(Prior & During Event)</i>	X	X	X	X	X	X	X
Listing in Chamber E-News	X	X	X	X	X	X	X
Parking Passes <i>(Valid All Festival Weekend)</i>	4	4	4	4	2	2	
Business Name Listed on River City Days & Chamber Websites Linking to Business Website					X	X	X
Business Name Listed on River City Days Brochure					X	X	X
LOGO Featured on Stage Motion Graphic	X	X	X	X	X	X	
Business Name Featured on Stage Motion Graphic							X

Back this year - highlight your business on the big screen behind the stage throughout the festival weekend. Your logo or business name will be displayed based upon the selected sponsorship level.

PLACE AN ADVERTISEMENT IN THE RIVER CITY DAYS BROCHURE

1 1/2" x 2 1/4" Coupon Advertisement in River City Days brochure. Limited spots available. \$250/Ad

Contact Michelle Larson at 651-388-4719 or michelle@redwingchamber.com.