

River Falls Roots & Bluegrass Music Festival

2015 - Sponsorship Form



EXECUTIVE SUMMARY:

Event Overview

The 5th Annual River Falls Roots & Bluegrass Music Festival, sponsored by the River Falls Area Chamber of Commerce and Tourism Bureau, will be held April 10 – 12 in the heart of downtown River Falls, Wisconsin. This **free, indoor** music weekend features over 50 hours of foot stompin' Bluegrass, Cajun, and Roots music in over 15 venues. Visitors can stroll through our historic Main Street and find bluegrass on every corner! Now in its fifth year, an estimated 2,500 attendees are expected to converge on River Falls from the upper Midwest to experience this free music weekend.

Kick off the 2015 River Falls Roots & Bluegrass Music Festival at the 2nd Annual Beer & Wine Tasting on Friday, April 10, from 5 – 8PM at Junior's Bar and Restaurant. This event features numerous Wisconsin wines, brews and bluegrass. Attendees can sample a variety of savory wines and refreshing beers from local craft breweries such as American Sky, Lift Bridge, Rush River and Pitch Fork, to name a few.

Bluegrass aficionados will find performances from the Barley Jacks, Art Stevenson, Dead Horses and more! Only at the River Falls Roots & Bluegrass Music Festival will you find Wisconsin's only Flatpicking Guitar Championship. Musicians who compose their own musical material are invited to compete in the Singer/Songwriter Competition now in this fourth year. Both competitions are held on the Main Stage at Junior's Bar and Restaurant. Artists nationwide have a chance to win coveted prizes by demonstrating their musical talents to standing-room only crowds.

River Falls Roots & Bluegrass Music Festival Event Details

- **Date:** Friday – Sunday, April 10 – 12, 2015
- **Time:**
 - Friday hours: 5:00PM – 2:00AM
 - Saturday hours: 8:00AM – 2:00AM
 - Sunday hours: 10:00AM – 2:00PM
- **Location:**
 - Main Stage – Junior's/Best Western Plus Campus Inn
 - Multiple venues throughout downtown River Falls
- **Contact for Questions:**
 - River Falls Chamber of Commerce & Tourism Bureau
 - Phone: (715) 425-2533
 - Email: info@rfchamber.com
- **For More Information:**
 - Website: riverfallsbluegrass.com
 - Facebook: River Falls Roots & Bluegrass Music Festival

Audience Profile

The 2015 River Falls Roots & Bluegrass Music Festival will be marketed to bluegrass aficionados as follows:

Main Target Market/Audience

- River Falls residents
- Twin Cities residents
- Average age: 25 – 50

Secondary Target Market/Audience

- St. Croix Valley residents
- Menomonie & Eau Claire residents
- Average age: 30 – 60

The advertising budget for the 2015 River Falls Roots & Bluegrass Music Festival includes promotions in media including:

- Print
- Radio
- On-line
- Public relations

By enhancing this year's event by eliminating the admission fee to the Main Stage performance, expanding the beer & wine tasting event, and ramping up the media campaign, the 2015 River Falls Roots & Bluegrass Music Festival is expected to attract nearly 2,500 attendees from River Falls and the surrounding area, the Twin Cities, Menomonie and Eau Claire areas.

Promoting the 2015 River Falls Roots & Bluegrass Music Festival!

Includes media (but not exclusive to) the following:

Media Partner

- St. Paul Pioneer Press

Print Ads

- Gateway Publishing
- Living & Playing

Print Ads & On-line:

- Badgerland Bluegrass Music Association
- City Pages
- Minnesota Music Association
- River Falls Journal
- St. Paul Pioneer Press
- Southern WI Bluegrass Music Association

Radio

- KBEM – JAZZ88
 - Bluegrass Saturday Morning
- Minnesota Public Radio/Current
- Wisconsin Public Radio
- Thunder Country 95.7
- WEVR

On-line

- Bluegrass Today
- Event Facebook page & website
- TwinCities.com

Other:

- Signage – banners
- Fliers
- Posters – at local and neighboring community establishments

The River Falls Roots & Bluegrass Music Festival offers sponsorship opportunities for any budget.

BLUEGRASS GUITAR

\$5,000

Benefits of being the Bluegrass Guitar sponsor include:

- Identified as the Bluegrass Guitar/premiere sponsor of the event.
- Press release announcing top sponsorship.
- Opportunity to set up a promotional business booth.
- Prominent logo recognition on Main State and venue banners.
- Prominent logo recognition on promotional materials, websites, social media sites & newsletters.
- Emcee mentions throughout.

FIDDLE

\$2,500

Benefits of being the Fiddle sponsor include:

- Identified as the Fiddle/Main Stage sponsor of the event.
- Prominent logo recognition on Main Stage & venue banners.
- Prominent logo recognition on promotional materials, websites, social media sites, & newsletters.
- Emcee mentions throughout.

BANJO

\$1,000

Benefits of being the Banjo sponsor include:

- Identified as the Banjo/special event sponsor of the event.
- Logo recognition on Main Stage and venue banners.
- Logo recognition on promotional materials, websites, social media sites and newsletters.
- Emcee mentions throughout.

MANDOLIN**\$750**

Benefits of being the Mandolin sponsor include:

- Identified as the Mandolin sponsor of the event.
- Name recognition on venue banner.
- Name recognition on promotional materials, website and newsletters.
- Emcee mentions throughout.

HARMONICA**\$500**

Benefits of being the Harmonica sponsor include:

- Identified as the Harmonica sponsor of the event.
- Name recognition on Competition banner during Singer/Songwriter and Flatpick Guitar Championship competitions.
- Emcee mentions throughout.

FRIENDS OF BLUEGRASS**\$250**

Benefits of being the Friends of Bluegrass sponsor include:

- Identified as the Friends of Bluegrass sponsor of the event.
- Name recognition on Venue Banner.
- Emcee mentions throughout.

How Do I Become a Sponsor?

Simply provide the following:

- Completed River Falls Roots & Bluegrass Music Festival Sponsorship Form
- Payment for sponsorship level selected payable to the River Falls Area Chamber of Commerce & Tourism Bureau
- Mail along with the signed registration by March 1, 2015, to:

River Falls Area Chamber of Commerce & Tourism Bureau
c/o River Falls Roots & Bluegrass Festival
214 N. Main Street
River Falls, WI 54022



2015 River Falls Roots & Bluegrass Music Festival – Sponsorship Form

Business Name: _____ Contact: _____

Address: _____

Contact Phone #: _____ Email: _____

Website: _____ Facebook/Twitter: _____

Sponsorship Level: _____ If Event Sponsor, exhibiting: ___No ___Yes

All registered sponsors will receive confirmation via email or a phone call acknowledging acceptance.

Waiver of Liability: in consideration in your accepting this entry, I, the undersigned, intending to be legally bound, hereby for myself, my heirs, executors, and administrators waive any and all right and claims for damages I may have against the River Falls Area Chamber of Commerce and Tourism Bureau and the City of River Falls and their representatives, volunteers, successors, and assigns for any and all damages suffered by myself or my team in the event. Further, I grant full permission to the River Falls Area Chamber of Commerce and Tourism Bureau and/or other agents authorized by them to use photographs, videotapes, recording or other records of this event for legitimate reasons. I agree to abide by the rules and regulations of the River Falls Roots and Bluegrass Music Festival.

Signature: _____ Date: _____