



SPONSORSHIP OPPORTUNITIES
SATURDAY, SEPT 12, 2020
DOWNTOWN HASTINGS, MN
www.rivertownlive.com

PACKAGE A: \$2,500

- 20 GA Tickets
- (1) 3'x5' Event Banner
- Company Logo on Main Event Banner
- Your business name (large font) on Rivertown Live Website Sponsor Page

PACKAGE B: \$1,000

- 14 GA Tickets
- (2) 2'x2' Foam Core Signs
- Your name on Main Event Banner
- Your business name (medium font) on Rivertown Live Website Sponsor Page

PACKAGE C: \$500

- 6 GA Tickets
- (1) 2'x2' Foam Core Sign
- Your name on Main Event Banner
- Your business name (small font) on Rivertown Live Website Sponsor Page

PACKAGE D: \$250

- 4 GA Tickets
- Your name on Main Event Banner
- Your business name (small font) on Rivertown Live Website Sponsor Page

PACKAGE E: \$150

- 2 GA Tickets
- Your business name (smallest font) on Rivertown Live Website Sponsor Page

**Other Ticketing Accommodations Will Be Considered*

I would like to support the Hastings Area Rotary Club with PACKAGE _____ in the amount of \$_____

NAME: _____ COMPANY: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ Email: _____

PAYMENT (Select One) Credit Card _____ Check Enclosed _____ Please Bill Me _____

Card # _____ EXP _____ / _____ CCV (3-4 digit code) _____

**Please make checks payable to
Rivertown Live**



Mail payment to:
Hastings Area Rotary Club
P.O. 609
Attn: Rivertown Live
Hastings, MN 55033 Rev 1-24-2020

EXCLUSIVE PRESENTING PARTNER: \$25,000

- YOUR logo on the footer of EVERY PAGE of the Rivertown Live website and the top of the SPONSOR PAGE.
- Your logo on ticket purchase page, pre-printed tickets and your business name will be listed on downloaded and printed tickets.
- Your Logo will be on ticket confirmation emails and will be included on Email marketing.
- Presenting Partner Logo on the footer of 11"x17" promotional posters, and at the top with the event logo.
- (2) 4'x8' vinyl banners on MAINSTAGE (one per side) with potential larger signage if allowed by artist riders.
- (1) Feather banner by corporate tent.
- Your logo will be prominently placed stating SPONSORED BY on main event banner.
- You also get (4) 3'x5' banners displayed throughout venue.
- ON-SITE DESIGNATED promotional area for YOUR BUSINESS. Space location and size negotiable based on availability.
- All ON-STAGE recognitions (both stages) will include mention of Presenting Partner including exclusive introductions of your business from both stages during the event.
- Boosted Facebook Post on Rivertown Live Facebook ANNOUNCING your business as the PRESENTING PARTNER.
- 40 Corporate Tent Passes and 50 General Admission Tickets

PAVILION STAGE PARTNER: \$15,000

- Your logo on footer of every page (below Presenting Partner) and on Sponsor page of RTL website linked to your website.
- Your logo on ticket purchase page and pre-printed tickets with business name listing on Downloaded and Printed tickets.
- Logo on ticket confirmation email and will be included on Email marketing
- Your logo on footer of 11"x17" promotional poster.
- (2) 4'x8' vinyl banners on Pavilion Stage.
- Your logo will be on the main event banner as PAVILION STAGE SPONSOR.
- (1) Feather banner by corporate tent.
- (2) 3'x5' banners at places of prominence throughout venue.
- ON-SITE DESIGNATED promotional area for YOUR BUSINESS. Space location and size negotiable based on availability.
- ON-STAGE recognitions (both stages) will include mention of Pavilion Stage YOU and YOUR BUSINESS will also be introduced on both stages.
- Boosted Facebook Post on Rivertown Live Facebook ANNOUNCING your business as the Pavilion Stage Partner.
- 30 Corporate Tent Passes, 40 General Admission Tickets

BLUE PARTNER: \$10,000

- Your logo on the sponsor page of the RIVERTOWN LIVE website LINKED TO YOUR WEBSITE.
- Business name listing on pre-printed tickets, ticket confirmation emails and email marketing.
- Your logo on footer of 11"x17" promotional poster.
- SIGNAGE: (2) 4'x8' vinyl banners (one by beer tent, one by main stage).
- (1) Feather banner by corporate tent.
- Your logo on the main event banner.
- (1) 3'x5' banner at place of prominence at venue.
- 10'x10 promotional area for YOUR BUSINESS. Tent, generator, table(s) & chair(s) and marketing material provided by partner.
- ON-STAGE recognition by emcee in conjunction with Presenting Partner and Pavilion Stage Partner acknowledgements.
- 15 Corporate Tent Passes, 30 General Admission Tickets

GOLD PARTNER: \$5,000

- Your logo on the sponsor page of the RIVERTOWN LIVE website LINKED TO YOUR WEBSITE.
- Business name listing on ticket confirmation emails and email marketing.
- (1) 4'x8' vinyl banner, (1) 3'x5' banner
- Your logo on the main event banner.
- (1) Feather banner by corporate tent.
- 10'x10 promotional area for YOUR BUSINESS. Tent, generator, table(s) & chair(s) and marketing material provided by partner
- ON-STAGE recognitions by emcee in conjunction with Presenting Partner and Pavilion Stage Partner acknowledgements.
- 10 Corporate Tent Passes, 24 General Admission Tickets



***Other Ticketing Accommodations Will Be Considered**

RIVERTOWN LIVE is our MAIN FUNDRAISER. We have VISIONS of doing some very BIG THINGS for our community and BEYOND. That is why we NEED YOU to partner with us!!! HELP US ~ HELP OTHERS!

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5TH ANNUAL

HASTINGS, MN

Rivertown LIVE!

CONCERT FOR A CAUSE

SATURDAY, SEPT 12, 2020

DOWNTOWN HASTINGS, MN

www.rivertownlive.com

Hastings Area
Rotary Club
(501c3)



PARTNERS AND SPONSORS AT A GLANCE

The Hastings Area Rotary Club is a community service group that has been doing great things in the community of Hastings and beyond since 1981, help us continue our good work!

RiverTown LIVE! Partner and Sponsor Opportunities*	\$25,000+	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250	\$150
	Presenting Partner (Main Stage)	Pavilion Stage Partner	Blue Partner	Gold Partner	Package A	Package B	Package C	Package D	Package E

Web

Tier 1 'Presenting Partner' logo on all website page footers	YES								
Tier 2 Logo on all website page footers (below Tier 1)	YES	YES							
Tier 1 Logo on sponsor page	YES	YES							
Tier 2 Logo on sponsor page			YES						
Tier 3 Logo on sponsor page				YES					
Post on RTL Facebook page for each <u>new</u> partnership	YES	YES	YES	YES					

Ticketing

Presenting Partner Logo on ticket purchase page	YES	YES							
eTicket: "Sponsored by [top 2 partners] and Hastings Rotary"	YES	YES							
Logo pre-printed ticket: 2.5" x 6"	YES	YES							
Name text on pre-printed ticket			YES						
Name and/or Logo on ticket confirmation e-mail	YES	YES	YES	YES					

Promo Posters (11 x 17)

Tier 1 Presenting Partner Logo on footer, equal to Rotary	YES								
Tier 2 Partner Logo on footer		YES							
Tier 3 Partner Name on footer			YES						

E-mail Marketing

Logo and/or name on e-mail marketing	YES	YES	YES	YES					
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On-Site Concert Branding

General Admission Tickets	50	40	30	24	20	14	6	4	2
Corporate Tent Passes	40	30	15	10					
Main Stage (2) 4' x 8' banners, or what's allowed by Artist Rider)	YES								
Pavilion Stage Signage (2) 4'X8'		YES							
Feather Banner by Corporate Tent	YES	YES	YES	YES					
On-Site Signage	(4) 3X5	(2) 3X5	(2) 4X8 (1) 3X5	(1) 4X8 (1) 3X5	(1) 3x5	(2) 2x2	(1) 2x2		
Largest Designated Promo Space (larger than 10 x 10)	YES								
Large Designated Promo Space (larger than 10 x 10)		YES							
10 X 10 Promotional Space			YES	YES					
On-State Recognitions- both stages - Various & multiple	YES	YES	YES	YES					
On-State Personal Introductions	YES	YES							
Boosted Facebook Announcement about your new sponsorship	YES	YES							
Main Event Banner Inclusion	LOGO TOP	LOGO	LOGO	LOGO	NAME	NAME	NAME	NAME	



*Other accommodations may be considered

SPONSOR BRANDING RESERVATION CUT-OFF DATE: AUGUST 1, 2020

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Rev 1-24-2020