



Music.Food.Fun.

August 8-11, 2024



Watertown Riverfest has become a cornerstone event within our community, drawing in nearly 40,000 individuals last year alone. This four-day extravaganza not only showcases the vibrant culture and spirit of our city but also offers businesses like yours an unparalleled opportunity for exposure and engagement with our diverse audience.

Sponsorship plays a pivotal role in ensuring the success of Watertown Riverfest. Your support directly contributes to the continuation of this cherished tradition, allowing us to maintain our commitment to providing free entertainment to all attendees. In return for your generosity, we offer a range of sponsorship levels designed to suit every budget and marketing objective.

By partnering with us, you will gain access to incredible marketing opportunities that extend far beyond the festival grounds. We are dedicated to showcasing our sponsors to our extensive audience through various channels, including on-site visibility during the event and digital marketing initiatives that reach a wide online audience.

We understand that every business is unique, which is why we offer customizable sponsorship packages tailored to your specific needs and goals. Whether you are looking to increase brand visibility, engage with potential customers, or demonstrate your commitment to our community, we have a sponsorship option that aligns with your objectives.

I invite you to join us in making Watertown Riverfest an even greater success this year. Your partnership will not only benefit your business but will also contribute to the vibrancy and cultural richness of our city.

Thank you for considering this opportunity. I look forward to discussing how we can work together to create a mutually beneficial partnership. Please do not hesitate to contact me at marketing@watertownriverfest.com to learn more about our sponsorship opportunities, and visit watertownriverfest.com to learn more about the festival.

Warm regards,

A handwritten signature in blue ink, appearing to read "Jon Lampe".

Jon Lampe, President
Robin Kaufmann, Marketing Director

P.O. Box 431 Watertown, WI
marketing@watertownriverfest.com



SPONSORSHIP OPPORTUNITIES

Silver Festival Supporter, \$750 (unlimited available)

- Business name displayed with Silver Level sponsors on LED video walls, located on either side of the stage, throughout the weekend.

Gold Festival Supporter, \$1,500 (unlimited available)

- Business name/logo and photo of your team displayed on LED video walls, located on either side of the stage, throughout the weekend.

Bus Sponsor, \$2,000 each (multiple available)

- Business name prominently displayed on the side of the bus as it travels to various stops throughout the city.
- Business name and logo displayed on LED video walls, located on either side of the stage, throughout the weekend.
- Promotional post on Watertown Riverfest social media channels.

Promotional Video Sponsor, \$2,500 (multiple available)

- 60-second video promoting your business displayed on LED video walls, located on either side of the stage, to play throughout the weekend.
- Video played on Watertown Riverfest social media channels.





SPONSORSHIP OPPORTUNITIES CONT.

Wristband Sponsor, \$2,500 (one available)

- Business name prominently displayed on up to 10,000 wristbands required for all alcoholic purchases.
- Business name and logo displayed on LED video walls, located on either side of the stage, throughout the weekend.
- Promotional post on Watertown Riverfest social media channels.

Band Sponsor, \$3,000 (multiple sponsorships available. Please inquire for more information)

- Business name and logo displayed on LED video walls, located on either side of the stage, during sponsored band performance and throughout the weekend.
- Promotional post on Watertown Riverfest social media channels.

Headliner Band Sponsor, \$5,000 (four available -Please inquire for more information)

- Business name and logo displayed on LED video walls, prior to performance.
- 60-second video promoting your business displayed on LED video walls, located on either side of the stage, to play throughout the weekend.
- Video played on Watertown Riverfest social media channels.





SPONSORSHIP OPPORTUNITIES CONT.

Car Show Title Sponsor, \$5,000 (one available)

- Exclusive right for your business name to appear prominently before the title of the car show in all marketing and public relations.
- Business name and logo displayed on LED video walls, located on either side of the stage, throughout the weekend.
- Promotional post on Watertown Riverfest social media channels.

Fireworks Laser Light Show Spectacular Sponsor, \$15,000 (one available)

- Business name and logo on all print and digital marketing materials in conjunction with the fireworks.
- Business name and logo displayed on LED video walls, located on either side of the stage during fireworks and throughout the weekend.
- Access to VIP pavilion for up to 75 guests.
- Promotional post on Watertown Riverfest social media channels.

Stage Sponsor, \$20,000 (one available)

- Business name and logo on all print and digital marketing materials.
- Two minute video promoting your business displayed on LED video walls, located on either side of the stage, to play throughout the weekend.
- Business name prominently displayed on the front of the stage.
- Meet and greet with headliner band, based on availability.
- Video played on Watertown Riverfest social media channels.

EVENT DETAILS August 8-11, 2024



LIVE BANDS

Music entertainment celebrating pop, rock, country and classics to appeal to every fan.



CARNIVAL MIDWAY

Spectacular rides, attractions and games for all ages provided by Rainbow Valley Rides.



CRAFT FAIR

100 vendors line the island of Riverside Park at the Saturday-Sunday Craft Fair.



CAR SHOW

The 400+ Sunday Car Show attracts award-winning classic cars and current custom builds.



PYROMUSICAL FIREWORKS DISPLAY

Friday fireworks backed by an exciting sound track of music and enhanced by a laser light show. (Saturday rain date).



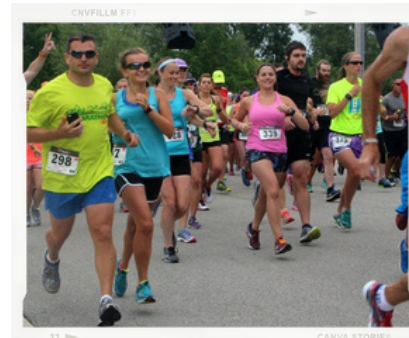
TOURNAMENTS

Compete in a variety of tournaments. There is something for everyone!



TASTE OF WATERTOWN

Local restaurants and food trucks appease every appetite with their creative menus.



5K FUN RUN

5k run/walk and kids fun run.



RAFFLE

Don't miss an opportunity to win over \$15,000 in prizes, with the grand prize of \$10,000.