

Sponsorship Opportunities

Kerrville River Festival
October 16th, 2021
Louise Hays Park

2020 Kerrville River Festival is a Celebration of Kerrville's Heritage and Getting Outdoors

The 2020 Kerrville River Festival, scheduled for October 16, 2021, is expanding this year to inspire and motivate Texans to get outside for a fun day of outdoor adventure. The Kerrville Parks and Recreation Department is merging *Get Outdoors Day* activities with the *Kerrville River Festival*. The Kerrville River Festival celebrates Kerrville's heritage and makes the annual anniversary of its founding. The result is a whole day of family outdoor-themed activities, large kids' zone, exhibits, concerts, and thrill shows.



The Kerrville River Festival will feature local booths, exhibits, and activities designed for good old-fashioned fun for the entire family. Performances from well-known artists will be taking place throughout the day, beginning at 2:00 p.m. The evening will end with a celebratory fireworks display.

Festival activities kick off at 12:00 p.m. with entertainment starting at 2:00 p.m. and lasting until 9:30. The concert will feature major label country artist, Jerrod Niemann as the main headliner. Other headliners include Rick Trevino and Stefani Montiel with lead in performances by Willow City and the Ryan Ross Band.

We look forward to your participation and support for this event. We need the support of businesses and local organizations to make the Kerrville River Festival one of the premiere Texas festivals and events.

Check out our website (www.kerrvilleriverfestival.org) and follow us on Facebook and Instagram for updates on the Kerrville River Festival. You can also sign up on the newsletter sign up on the home page.

The Kerrville River Festival is a unique opportunity to show your pride in Kerrville and the outdoor opportunities surrounding this Hill Country gem.

Option One: Circus High Wire Thrill Show



With the demise of the Barnum and Bailey Circus, the Kerrville River Festival will feature a high wire circus acts for two 25-minute performances during the Kerrville River Festival. These family friendly shows are filled with thrills and excitement and are a chance for people to see what fascinate circus goes for generations.

Sponsor this thrill show for \$5,000 full sponsor or \$2500 joint sponsor and receive the following:

- Having your brand associated with a unique show.
- Sponsorship signage on the circus stage
- An opportunity to introduce the show to the Kerrville River Festival audience
- Sponsorship associated with all publicity for the circus thrill show.
- Sponsorship posted on website, posters, and all publicity announcements.
- Opportunity to distribute promotional items at the event.
- Ability to show your promo video on the stage's video wall between performances.

Option Two: Shuttle Bus Running Between Parking Lot, downtown and the Kerrville River Festival



If visibility of your brand is what you seek, there is no better way than having your brand on the shuttle buses taking attendees between parking and the festivals taking place on October 17th in Kerrville, Texas. You can sponsor one bus, or two! These shuttle buses will be running continually between 2:00 p.m. and 11:00 p.m. Not only will your brand be seen at both festivals, but also on the streets of Kerrville as the buses travel their route.

Sponsor Two 56-Passenger Shuttle Buses for \$5,000 or one for \$2,500 and receive the following: **(Taken)**

- Having your brand seen in a very high visibility setting

- Large sponsorship magnetic signage on the sides of the buses
- Shuttle buses sponsored by (Your Company Name) on all publicity, regarding the shuttle service.
- Sponsorship posted on website, posters, and all publicity announcements as the official Shuttle Sponsor.
- Opportunity to distribute promotional items at the event.
- Ability to show your promo video on the stage's video wall between performances.

Option Three: Kids' Zone featuring Eurobungy, Rock Wall, Trackless Train, Bounce Houses, Games, Face Painting, and balloon artists.



This year's Kids' Zone will be one of the biggest attractions at the River Festival with the variety of games and activities for all ages. Imagine your brand associated with all of the goings-ons taking place with this event. It's a big part of a family day at the Kerrville River Festival.

Sponsor the Kids' Zone for \$8,000 **(\$6,000 thru July 15)** or be one of two joint sponsors for \$4,000 **(\$3,000 thru July 15)**

- Having your brand associated with a family fun, children's event.
- Sponsorship signage at the Kids' Zone
- An opportunity to address the attendees at the Kerrville River Festival audience
- Sponsorship associated with all publicity for the Kerrville River Festival Kids' Zone.
- Sponsorship posted on website, posters and all publicity announcements.
- Opportunity to distribute promotional items at the event.
- Ability to show your promo video on the stage's video wall between performances.

Option Four: Celebratory Fire Works to take place at the conclusion of the day.



This 10-minute show celebrates the conclusion of the River Festival as well as the Anniversary of the City of Kerrville. The City of Kerrville selected the River Festival as it's way to commemorate the anniversary of the City of Kerrville. It's a great way for a brand to be associated with this beautiful Hill-Country city.

Sponsor this magnificent fireworks display for \$8,000 (**\$7,500 thru July 15**) or joint sponsor for \$4,000.

- Having your brand associated with the Celebratory City of Kerrville Anniversary Fireworks Display.
- Sponsorship signage adjacent to stage and other areas around the festival
- An opportunity to address the attendees at the Kerrville River Festival audience to introduce the Fireworks Display.
- Sponsorship associated with all publicity for the City of Kerrville's Anniversary Celebration and Fireworks.
- Sponsorship posted on website, posters, and all publicity announcements.
- Opportunity to distribute promotional items at the event.
- Ability to show your promo video on the stage's video wall between performances.

Get Outdoors. Be Active. Play.

Option Five: Sponsoring Specific Artist's Performances on the Main Stage.



With five separate concerts, you have the option of sponsoring a performance that meets your budgetary needs. With two local opening acts, an opener and the top headliner, it's your chance to sponsor the performances of these well-known entertainers, including local acts to national Tejano and Country Stars.

1. Kerrville Favorites: Ryan Ross Band for \$500 (**Sponsorship Taken**)
2. Regional Favorite: Willow City for \$1000
3. Country Artist Opener: Austin Meade for \$2,500
4. Country Music Star and Festival Headliner: Jerrod Niemann (**Taken; part of stage sponsorship taken**)

Sponsoring Performances provides the following:

- Having your brand associated with regional and national Country performances.
- Sponsorship signage to stage and other areas around the festival
- An opportunity to introduce the band to the attendees at the Kerrville River Festival
- Opener and Stage Sponsors noted on website, posters, and all publicity announcements.
- Opportunity to distribute promotional items at the event.
- Ability to show your promo video on the stage's video wall before the performance of sponsored performance.
- Sponsors receive "meet & greet" with their sponsored artists with professional photos taken and provided to sponsor.

Option Six: **Advertising Sponsor: Cooperative Marketing arrangement:**

Sponsors provide advertising for the Kerrville River Festival as part of a cooperative advertising campaign. Sponsor gets to create the advertising and select the channels to be targeted at the audiences in Central Texas for the event.

Option Seven: **Beer/Wine Sponsor: \$2500 (taken, but some custom cups sponsorship available)**

Option Eight: **Stage Sponsor: \$12,500 (taken)**



- Having your brand associated with the Celebratory City of Kerrville Anniversary.
- Sponsorship Banners on stage wings naming your brand as stage sponsor and other areas around the festival.
- An opportunity to address the attendees at the Kerrville River Festival audience
- Sponsorship associated with all publicity for the City of Kerrville’s Anniversary Celebration.
- Sponsorship posted on website, posters, and all publicity announcements.
- Opportunity to exhibit and/or distribute promotional items at the event.
- Ability to show your promo video on the stage’s video wall between performances.

Option Nine: Overall **Festival Sponsor: \$50,000** has the festival branded as the **XXXX Kerrville River Festival** and **\$25,000** becomes a joint brand for the festival.

Option 10: **In addition to these high visibility opportunities, there are “Supporter” sponsorships for as little as \$500.**

Celebrate Kerrville and the great outdoors and add your name to sponsor list.



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