



nature 🎵 music 🎵 art 🎵 food 🎵 activities 🎵 5K run 🎵 free admission

Sponsorship Guide for Northern Colorado's Signature Event! July 10 & 11, 2020 | Friday & Saturday 5pm-10pm

Rhythm on the River (ROTR) is made possible by generous sponsors like YOU!
Your underwriting covers over half of the cost of this free community event
for our local Longmont community.



Bronze Note \$600

- * Business name in digital Event Guide (*printed & viewable online*) & on 400 Volunteer shirts
- * Sponsor Booth (*includes 10x10 tent, 1 table, 2 chairs, & access to electricity*)
- * Sponsor has full merchandising privileges to promote business at ROTR. ROTR logo will be incorporated on all material used by the Sponsor (*where permissible*)
- * Greyscale logo on City of Longmont's ROTR website
- * Recognition & Invitation to the "Sponsor Appreciation Reception"

Silver Note \$1,000

Bronze Note Benefits, PLUS:

- * Small Logo or business name (*your choice for best visibility*) in the digital Event Guide & on Volunteer shirts
- * Business name on Event Poster (*200 +, delivered to local businesses & city facilities, with at least 6 weeks of visibility*)

Golden Note \$2,500

Silver Note Benefits, PLUS:

- * Medium Logo in the Event Guide & on Volunteer shirt
- * City of Longmont Summer Recreation Brochure mentions, direct mailed to 48,000 families (*must commit by February 14*)
- * Acknowledgement in City of Longmont Winter/Spring Recreation Brochure
- * Sponsor booth available with prominent location
- * Small Logo on Event Poster
- * Color Logo on City of Longmont's ROTR website- present in 2 locations

Platinum Note \$5,000

Golden Note Benefits, PLUS:

- * Sponsor a ROTR event element (*sponsor supplied banners & signage at sponsored element, pre-event mentions*)
- * Large logo in the Event Guide & on Volunteer Shirts
- * Logo in City of Longmont Summer Recreation Brochure
- * Medium Logo on Event Poster
- * City of Longmont Recreation Facebook mentions

Presenting Note \$10,000

Platinum Note Benefits, PLUS:

- * Prominent Logo in the Event Guide, on Volunteer Shirts, & City of Longmont's ROTR website page
- * Large Logo on Event Poster
- * Logo on Event Poster for Band Announcement
- * Opportunity to bring a new element or component to ROTR, start the conversation TODAY!

Attendance | Demographics | Main Attractions

25,000 + residents (75% between ages of 23 & 51) from Longmont & surrounding Front Range Cities.

2 professional stages packed with live entertainment, local food and beverage vendors, Sponsor's Village, Roger's River Run 5K, Duck Race, Adventure Land, Illumination Station, Artful Experience, Inflatable Play Place, and more! We are proud to offer activities for young adults, families, adults, and seniors.

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Interested? Contact Sam Calhoon at 303-774-4694 or sam.calhoon@longmontcolorado.gov