



reno
RIVER FESTIVAL

2019 SPONSORSHIP DECK
SUMMER
BEGINS HERE



EVENT
OVERVIEW

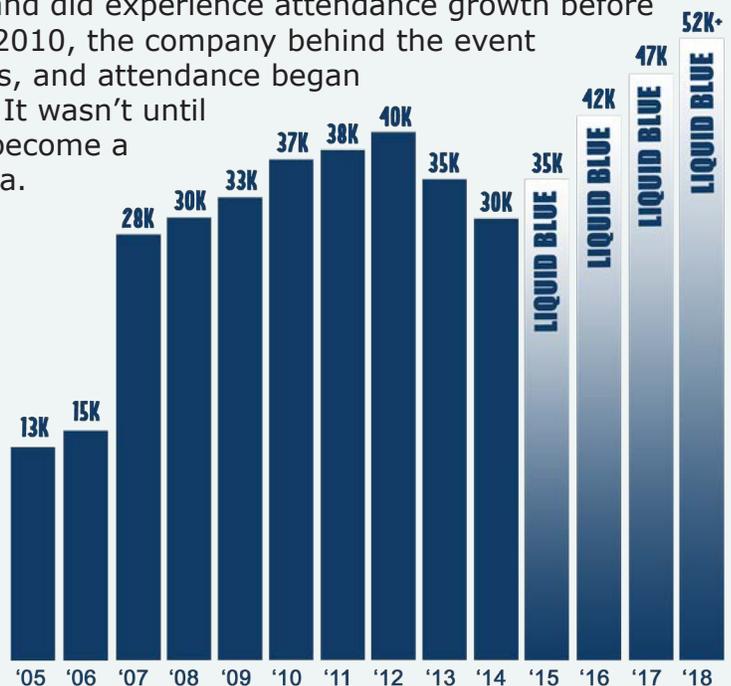


ATTENDANCE HISTORY

Since Liquid Blue Events purchased the Reno River Festival in 2015, attendance to the event has been growing exponentially. 2018 was the most successful year yet, breaking attendance records with 52,000+ people coming to downtown Reno for the event. This growth is in spite of adverse weather conditions in 2018, as well as low water flows in 2015 which forced the cancellation of the whitewater competitions for the first time in the event's history. The bump in attendance without whitewater events confirmed our belief that the Reno River Festival can shift its branding away from the athletes and the competitions to focus on shaping its image to a more interactive event for the public that celebrates everything summer.

The Reno River Festival first began in 2003, and did experience attendance growth before Liquid Blue Events took over. However, after 2010, the company behind the event shifted their focus back to their main business, and attendance began to steadily decline over the next three years. It wasn't until 2015 that the Reno River Festival started to become a staple of the event season in Northern Nevada.

Our goal is simple: enhance the Reno River Festival by continuing to expand all existing event attractions, and to add at least one registration based event each year. By shifting the event's brand and fulfilling our goal, we have been able to successfully realize record attendance for spectators and participants for three consecutive years.



NOW IS THE TIME!

Once again we broke the event's attendance record in 2018, and we did it easily. That Saturday we nearly doubled the single-day attendance record. If it wasn't for a steady rain fall on Sunday, we may have seen more than 70,000 people attend the Reno River Festival throughout the weekend. Despite the weather, we surpassed the alcohol sales record by a whopping 46%!

The support and excitement surrounding this event is palpable. Pair the continuous growth of the festival with the overall growth of our region along with the revitalization of downtown Reno, and it's clear that 2019 is the time to take this event to new heights. The Reno River Festival can be a national brand for Reno-Tahoe with one simple phrase:

"SUMMER BEGINS HERE"





WHAT'S NEXT?

Since 2015, we have transformed the Reno River Festival into a celebration of summer that offers something for everyone. We have expanded the brand of the festival by adding new and unique events, including the Reno River Roll and the Craft Beer Experience. We're not done yet. We are ready to take the Reno River Festival to the next level by expanding the festival's footprint, elevating the music experience, adding a new event for families, and perhaps most importantly, potentially bringing the 2023 World Freestyle Championships to Reno.

We are currently in talks to bring the World Freestyle Championships to the 2023 Reno River Festival. That event has not been held in the United States in more than a decade, and has never taken place in Reno. If they except our bid, it will bring worldwide exposure to the festival, the Truckee River Whitewater Park, and the Reno-Tahoe region. It would also allow us to brand the Reno River Festival as the home of the World Freestyle Championships for years to come.

In 2019, our biggest expansion will be to enhance the Music Festival within the Reno River Festival. The festival has become the place to see rising country music stars before they hit it really big. Previous acts who have taken the Reno River Festival stage include Old Dominion, Claire Dunn, Drake White, Brooke Eden, and Jimmy Allen. Since Allen performed his song "Best Shot" at the Reno River Festival in 2018, it has hit number one on National Country Radio. We will further amplify the music festival by expanding the music lineup with more national acts on the main stage. We will also add a side stage on the opposite side of the festival venue. This side stage will be a more intimate experience for the audience who will enjoy live performances while lounging on the grass. On stage will be the singer songwriters behind some of the biggest hits on the radio who will perform the music they wrote for major stars. The combination of a second stage and more national acts on the main stage we will further cement the Reno River Festival as the place for must-see live music.

One of the big draws of the Reno River Festival is the shopping. Many attendees come simply to shop for unique and locally made items you just can't get anywhere else. In 2019, we will expand our Smuggler's Village to upgrade that experience. The Village was home to more than 100 vendors in 2018, and there was a large waiting list. We will add even more vendors by increasing the festival's footprint along the Reno Riverwalk. This will allow attendees to shop up and down the Riverwalk while also patronizing local businesses in the area.

Also in 2019 a new event... a scavenger hunt. The scavenger hunt will be a family-friendly, team oriented event that allows attendees to discover Reno and its history. Registrants will explore Wingfield Park and the surrounding areas. Full details on the scavenger hunt are pending.

It's time to take the Reno River Festival to the next level. We are ready!





CREATING ADVENTURE

The Reno River Festival transforms downtown Reno into the ultimate summer kick-off party. The festivities feature food, shopping, family-friendly rides and attractions, a Craft Beer Experience, a Summer Wine Village, live music featuring nationally recognized artists, a Mother-Daughter Look-A-Like Contest, and the Reno River Roll: one of the most unique bike rides in Northern Nevada. In the center of it all, the world's top whitewater athletes take on the Truckee River Whitewater Park. This is adventure on a whole new level.

The Reno Tahoe Adventure Park

In 2015 we re-organized the event layout into villages that brand and enhance the overall experience. The first village we created was the adrenaline-pumping Adventure Park. The park features obstacles, rides, challenges, and games. It boasts a summer carnival atmosphere with one-of-a-kind thrills for the entire family including an extreme giant rock climbing wall, mechanical rides, bounce houses, and the cornerstone zip line across the Truckee River. We offered the naming rights to Reno-Tahoe which further brands this village as "adventure".

This will be an area of continued growth, change, and enhancement. It is our intention to continue to bring new and innovative attractions that will help brand the festival and region through photography and videography.

Whitewater Competitions

Despite not being able to hold whitewater competitions due to low water levels in 2015, Reno River Festival fans still showed up in near record numbers. However, with this void of competitions in 2015, we realized how important bringing the world's best whitewater athletes to Northern Nevada was to the event's success as well as Northern Nevada's brand. By securing the USA National Championships in 2016, and being graced by an all-time record water flow in 2017, the atmosphere and crowd size dramatically increased. The attention that the competitions received in person, on social media, and elsewhere further solidified the importance of showcasing downtown Reno and the Truckee River Whitewater Park not only for the festival, but for our community.

While the expense tied to hosting whitewater competitions is significant, we understand its impact on the adventure brand. We will continue to stay true to the event's core offering, and will continue to work with the kayaking community in growing and expanding the competitions for years to come. Currently, we are in talks to host the 2023 World Freestyle Championships, which would bring international attention to the festival and the Reno-Tahoe region.





The kayaking competitions already bring in athletes from all over the country and all over the world. The Truckee River is home to one of the top whitewater parks in the world and one of the only spectator-friendly locations that allows athletes to compete in front of large crowds. The event continuously draws some of the most recognized and decorated athletes in the sport. Over the past several years, top kayak industry and travel websites, including American Airlines magazine, JacksonKayak.com, Playak.com and AmericatheBeautiful.com, have highlighted the event. Website traffic from Bay Area visitors has increased significantly and social media efforts have reached key markets in the western region, including Boise, Denver, Las Vegas, Los Angeles, Portland, Salt Lake City, San Francisco, and as far east as Chicago.

Additionally, we are currently working with several individuals within the professional whitewater circuit on a marketing and promotional plan for 2019 that will reach more competitors around the world. Our plan is to expand the competitions into more creative, incentives formats and categories opening the event up to more diverse age groups and skill levels. These incentives will include more social media exposure, unique prizes and accommodation options. However, these expansion ideas are dependent on winter weather and river flow, which is not in our control.



The Reno River Roll presented by Dolan Auto Group and Amp Energy

Added in 2016, the Reno River Roll. This has been is our largest and most significant addition to the Reno River Festival and in three years has more than doubled its participation. This moving concert is a celebration of everything bicycle. It features hundreds of registered participants of all ages dressed in costume while following a live band, a police escort, the Coors Light team, and more. The seven-mile tour through downtown Reno is the official start to Bike Week in Northern Nevada, and allows participants to help their favorite, local non-profit biking organization. A donation from \$5 of each registration goes to either the Kiwanis Club, the Truckee Meadows Bike Alliance, or the Reno Bike Project. This new staple to the Reno River Festival draws bike riders from Northern Nevada, California and Oregon.





BUILDING THE EXPERIENCE

The CustomInk Music Festival within the Reno River Festival

Since purchasing the festival, our first priority in expanding regional interest was to dramatically enhance the music lineup. Booking "up and coming" national music acts that have not previously played in the area has provided the show valuable media coverage throughout the region, which includes the surrounding Sacramento area. Additionally, it has allowed us to secure a title sponsor two years in a row and to develop a significant partnership with KBUL, which has given the Reno River Festival substantial coverage during the months leading up to the event.



We will continue to push the envelope on our budget to enhance our music lineup. In 2019 we will add a side stage on the opposite end of the festival venue and add more nationally recognized acts on the main stage. Since 2014, the music lineup has featured CMA award winning artist Old Dominion and chart topping artists such as Drake White and the Big Fire, Brooke Eden, Clare Dunn, American Young, Jackson Michelson & more. Last year's headliner, Jimmie Allen, currently holds the #1 song on country music radio with more than 25 million plays on Spotify. Each artist has had multiple hits on country music radio and have toured with major country music stars such as Blake Shelton, Garth Brooks, Kenny Chesney, Zach Brown Band, and Tim Mcgraw. In past years we have booked 7-8 acts with a different headliner for each day of the festival. By adding a new stage, we will increase the number of performances.

We believe expanding the music festival within the Reno River Festival is our biggest opportunity to increase our regional attendance. Through our partnerships, we will continue to grow and develop this element of the Reno River Festival into the most anticipated activity of the weekend.





The Smuggler's Village

Each year the Reno River Festival takes place on Mother's Day weekend, and we make sure there isn't a better place to shop than on the river in downtown Reno. In 2015, we mapped out a section of the festival into a separate shopping area called the Smuggler's Village.

The new layout allowed us to expand our space, allowing the Reno River Festival to showcase nearly 100 unique vendors from all over the West coast. In 2019, we will expand the shopping area even more, by including the Reno Riverwalk within the festival footprint, allowing us to bring in even more vendors. The expansion will also bring more foot traffic to retail shops in downtown Reno. These vendors offer hand-made art, jewelry, clothing, scents, oils, toys, garden and home decor, and more. There isn't a better place to find a more unique and authentic gift in the area. In addition, we work tirelessly to secure dozens of corporate retail groups offering unique products and services that aren't typically found in local retail shops.



The Private Cabanas

Developed in 2015, these VIP, tropically-clad Private Cabanas seat up to 25 of your closest friends, family, clients, etc. There isn't a better seat in the house with exceptional visibility to the main stage, kayak competitions, and the Reno-Tahoe Adventure Park. These well-decorated Cabanas include couches, beach chairs, tables, a party table, and beach side games inside a 20' x 20' festival tent. The VIP experience includes a privately catered lunch, snacks, plenty of beer, wine, soda, water, games and your own private server.



The Mother - Daughter Look-A-Like Contest

We introduced the Mother - Daughter Look-a-Like contest in 2017 which instantly became one of the most popular attractions of the weekend. An instant sell-out, we featured 16 mother-daughter look-a-likes on the main stage on Mother's Day. In 2018, we significantly enhanced the production and entertainment value while expanding the contest to include more contestants. In 2019, we will continue to grow this contest to feature more mothers and daughters in our community.





INTENSIFYING THE TASTE

The Smithfield Pub and Grub Village

In 2015, we created the Pub & Grub Village featuring a wide range of vendors serving up their unique style of BBQ food, ice cream, cool summer drinks, and more. 2018 featured the largest Pub & Grub Village in festival history. Nineteen vendors lined the street cooking up the tastiest treats of the season. In 2018 we also secured a national sponsor for the Pub & Grub Village - Smithfield Foods. Smithfield added to the experience by bringing in a celebrity chef who performed cooking demonstrations on the main stage.



The Craft Beer Experience

To add to the food experience we built the wildly popular Craft Beer Village in 2015. On the peninsula overlooking both channels of the Truckee River, the Village provides the perfect views of the whitewater competitions. It showcases two-dozen unique brews for ticket buyers to sample. The village features music, shade, seating and the best views in the house. Craft beer-goers are also entered into a grand prize drawing held on the main stage at the close of each day. In 2018 we expanded the experience with our Limited Release Tent. The Limited Release Tent, set in the heart of the music festival, hosts the rarest craft beer options that are only available in limited quantities, for a limited time, and features several local breweries that have made an impact on the national beer scene.





The Summer Wine Village

Due to the success of the Craft Beer Village, and in the spirit of Mother's Day weekend, we introduced the Summer Wine Village in 2017. Much like the Craft Beer Village, it was an instant success and will be a staple at the Reno River Festival for years to come. Ticket buyers are able to relax under shaded tents with a VIP view of the Reno River Festival's music lineup. Tickets include a commemorative Reno River Festival wine glass and more than two dozen summer wines, champagnes, sangrias, and mixed beverages to choose from throughout the weekend. Guests receive access in and out of the Wine Village throughout the day.



THE CAUSE

In 2017, and again in 2018, we partnered with One Truckee River to help ensure the future health and well-being of the Truckee River. As the public enters Wingfield Park for the festival, they are asked to donate \$1 to the cause. The proceeds will directly benefit the growth and education of the One Truckee River Project as well as the expansion and future of the Reno River Festival. Guests who donate \$1 receive a commemorative One Truckee River/Reno River Festival wristband. Donors also receive a discount on Reno River Festival apparel. Guests can donate as much as they choose.

The Reno River Festival is proud to be a part of the annual One Truckee River Month.





PRESENTING SPONSOR \$15,000

DIVE IN!

This is it. The most high-profile marketing opportunity in Northern Nevada. This is a great year to get started too! Take the plunge with us and together let's make Downtown Reno's signature event one of the most recognized events in the country. As the Presenting Sponsor of the Reno River Festival, your business will receive the highest visibility in a large, diversified market. Heck, 40,000 people from all over the country see the spectacle that is the Reno River Festival. Not only will you reach each of the attendees, and the hundreds of thousands of people who come across this event in one form or another, but you will also be forefront in the minds of those community members and sponsors that make this event great!

BENEFITS

Recognition as the exclusive Presenting Sponsor of the 2016 Reno River Festival. Reno River Festival presented by YOU!

Your name and logo will be present everywhere the Reno River Festival is mentioned. That's a ton of coverage! You'll be tagged in all media, advertising & pro-motional material (Reno River Festival) website, print, event poster, TV, radio, event t-shirts / apparel, social media and press releases.

Logo Placement on event directional signs at the Reno River Festival Venue

Your name and logo on the main event website for the Reno River Festival

Logo on Festival Staff

10 banners at the event (maximum size) + 6 bow-tags prominently placed

LEAD THE PARTY! Decorate and lead your leaders as you follow the band as you lead the Reno River Festival through your town!

Logo on all Reno River Roll Bibs and T-Shirts

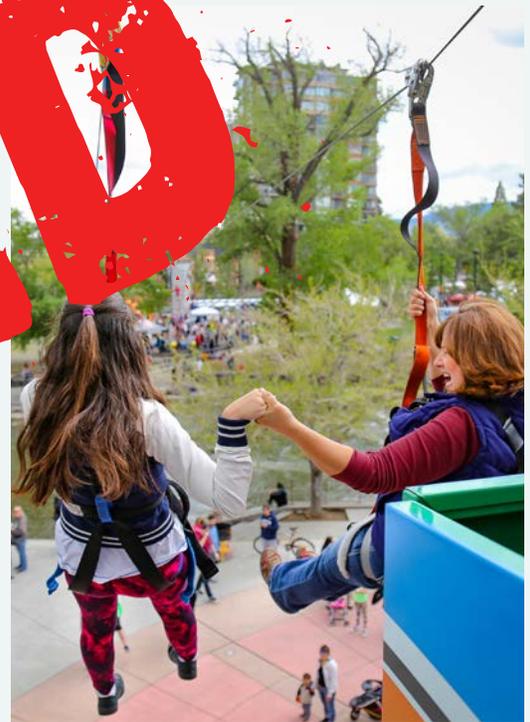
20' x 40' exhibition space in the village of your choice

PA Announcements all weekend long at RRF and Reno River Roll

10 person entry to the Reno River Roll

The ability to use the Reno River Festival logo on your promotions

Two personalized Press Releases, e-mail blasts and facebook posts





OFFICIAL BEER SPONSOR

\$10,000

GREATNESS ON TAP!

How do you kickoff the summer? Well, good beer of course! The official Beer of Reno River Festival 2018 will be passed around by hundreds of world-class competitors and thirty thousand visiting fans.

BENEFITS

Recognition as the preferred beer sponsor of the 2017 Reno River Festival.

Official Exclusive Sponsor of the Craft Beer Village

You'll be tagged in all media, advertising & promotional material for Reno River Festival including website, event poster, TV, radio, event t-shirts / apparel, social media, and press releases

Logo on Festival Staff Shirts

Logo Placement on event directional signage throughout the Festival venue leading to Craft Beer Village

10 banners at the event (5 on inside wall 2' x 3' minimum size) and 5 flags prominently placed at the event

LEAD THE PARTY! Decorate and deck out your kayak to lead the band as you lead the Reno River Roll as you tour Reno!

6ix 10 x 20 point of sale location for your product (sold by RRF)

PA announcements all weekend long at RRF and Reno River Roll
10 person entry to the Reno River Roll

The ability to use the Reno River Festival logo on your promotions

Opportunity to put product in kayak athlete and Reno River Roll participant gift bags & at Reno River Festival Booth

Two personalized press releases, e-mail blasts and facebook posts

SOLO





**OFFICIAL
WHITewater
PRESENTING
SPONSOR**

\$6,000

LET'S MAKE A SPLASH

This year winter returned with a vengeance and so will the Reno River Festival. With a promising outlook on water levels, the signature whitewater events will be back and the festival will bring the world's greatest white water athletes across the country to downtown Reno. Each year, as one of the top whitewater parks in the world, these competitions bring national attention to the Northern Nevada region. All of this can be brought to Northern Nevada by YOU!

BENEFITS

Recognition as the exclusive & presenting Title Sponsor of the Whitewater events

Your name and logo will be present everywhere the Whitewater events appear and are mentioned. The competitions will be renamed to "Your" Whitewater Events at the Reno River Festival!

This will include website, social media, email blasts, radio, TV, print, press releases and all apparel

Logo placement on all video production as it relates to the competitions

Your name and logo will be on event signage directing people to the festival including the main entry sign

Step and repeat logo on the awards backdrop

Logo on Staff Shirts

8 banners at the event (sponsors to provide with an 8' x 3' maximum size) +
4 bowflags prominently placed at the whitewater events 20' x 20' exhibition space

Logo and links on the Reno River Festival website and social media pages

PA Announcements all weekend long as the Title Sponsor of the Whitewater events

Two personalized press releases, e-mail blasts and facebook posts

Full page ad in event program





OFFICIAL MUSIC FESTIVAL SPONSOR

\$6,000

LET'S MAKE SOME NOISE!!

Summer is synonymous with music and so is the Reno River Festival. The Music Festival portion will soon become one of the event's most anticipated announcements. In recent years the lineup has featured more up-and-coming and established national recording artists. The festival was headlined by RCA's Old Dominion in 2014, BMG's Clare Dunn in 2015, country music newest sensation Drake White in 2016 to country music's next superstar Brooke Eden in 2017. In 2018's headliner, Jimmie Allen capped 2018 off with Country Music's #1 single "Best Shot". The Reno River Festival is currently working on a 2019 lineup that will be the biggest and best yet.

BENEFITS

Recognition as the exclusive Title Sponsor of the Music Festival.

Your name and logo will be present everywhere the Music Festival logo appears and is mentioned. The Music Festival will be renamed to "Your" Music Festival at the Reno River Festival!

This will include website, social media, email blasts, radio, TV, print, press releases and all apparel

Logo placement on all video production as it relates to the Music Festival

Your name and logo will be on event signage directing people to the festival including the main entry sign

Stage backdrop on Main Stage (sponsor to provide banners) Sizes TBD

Logo on Music Festival staff shirts

8 banners at the event (sponsors to provide with an 8' x 3' maximum size) + 4 bowflags prominently placed at the event 20' x 20' exhibition space

Logo and links on the Reno River Festival website and social media pages

PA Announcements all weekend long

Two personalized press releases, e-mail blasts and facebook posts

Facebook pictures and posts all weekend





VILLAGE SPONSOR

\$3,000

OWN A VILLAGE!

Sounds great right? Well it is! 45,000 is more people than most small towns. The Reno River Festival is a celebration of summer in the middle of one of the most unique landscapes in the country. We are bringing paradise riverside to Downtown Reno. We will create a village for everyone! There will be an Adventure Park (SOLD), Smuggler's Village, Craft Beer Village (SOLD), Summer Wine Village and the Pub & Grub Village. Be the Title owner of one of them.

Recognition as the exclusive Title Sponsor of a village.

Your name and logo will be present everywhere that Village is present. The Village will be renamed "Sponsor's" Village.

Your name will appear on official event maps which will be on the event's website, social media, email blasts and other electronic media

Name and logo on all print material where Villages are mentioned

Your name and logo will be on event signage directing people to your Village

Your name and logo on the arches at the main entry points to your Village

8 banners at the event (sponsors to provide with an 8' x 3' maximum size) + 4 bow-flags prominently placed at the event

Cover photo of your official village on the Reno River Festival website and facebook page.

Custom exhibition space inside your village (size TBD)

6 entries into the Reno River Roll (Saturday)

PA Announcements all weekend long with Village mentions

Details of each Village TBD based upon sponsor needs (Adventure park will include all rides including zip line with special sponsor benefits, including event apparel, and photo opp backdrop)

Opportunity to put product in kayak athlete and Reno River Roll participant gift bags & at Reno River Festival Booth(500 Bags)

One personalized press release, e-mail blasts and facebook post



RENO RIVER ROLL
OFFICIAL
SPONSOR

\$3,000



RENO'S NEWEST SENSATION!

The Reno River Roll is our largest and most significant addition to the Reno River Festival. This rolling concert along the Truckee River features hundreds of registered participants of all ages dressed in costume while following a live band. As an official start of Reno Bike Month, bike riders start under the downtown Reno arch and are led by a police escort, the Coors Light Bike Team, Tour de Nez and more for seven miles through downtown Reno. The casual roll is followed by a costume contest on the main amphitheater stage in Wingfield Park in the heart of the festival. This new staple to the Reno River Festival draws bike riders from Northern Nevada, California and Oregon.

BENEFITS

Decorate and deck out your leaders as you follow the band, as you cruise with the Reno River Roll and tour Reno!

All Reno River Roll logos and branding will incorporate your logo, which will be included on all participant bibs, t-shirts, signage website, registration and more.

Sponsor tags on all River Roll media and collateral

Mentions on PA Announcements, interviews and radio promotions

Costume prizes will be rewarded on behalf of your company including the grand prize.. (TBD)

Bike Drive event will be a donation in the name of your company to the Reno

Bike Project

Banner placement on the lead flatbed truck with band

10 entries into the Reno River Roll + Full-page ad in event program





**OFFICIAL DRINK
SPONSOR**

\$4,500

THE TASTE OF SUMMER!

Nothing sets the allure of summer quite like the right beverage and nothing defines summer quite like a "River Festival". Become the official drink of the summer kickoff spectacle that is the Reno River Festival. Set the trend all summer long from the beginning. This sponsorship is category preferred and available to only one non-alcoholic and one hard alcoholic beverage.

BENEFITS

Become the official drink of the Reno River Festival. Category Preferred (does not include Village or Music Festival sponsorship)

Your name and logo, will appear in a predominant location on all collateral including Reno River Festival's website, facebook page, print, advertising, radio and TV

Product sold at all Reno River Festival bars and food vendors

Product featured in the Private VIP Cabanas and other VIP privileges

6 banners at the event (sponsors to provide with an 8' x 3' maximum size) + 4 bow flags prominently placed at the event

PA announcements all weekend long

6 person entry to the Reno River Roll(Saturday)

The ability to use the Reno River Festival logo on your promotions

Opportunity to put product in kayak athlete and Reno River Roll participant gift bags & at Reno River Festival Booth(500 bags)

Two personalized press releases, e-mail blasts and facebook posts

Logo on festival staff shirts

Custom exhibition space(size TBD)

Logo and links on the Reno River Festival website and social media pages

Half-page ad in event program





INDIVIDUAL WHITE-WATER COMPETITION SPONSORS

DON'T MISS THE BOAT! \$2,000 EACH

The Reno River Festival may have the food, drink, sun and water... but what makes this event so splashtastic are the competitions! From the shores of Waikiki to the blue waters of Tahoe and the Truckee River, you'll see one of the largest river paddleboard races, along with some of the greatest kayakers in the world, and..this event features it all.

BENEFITS

Competition Exclusive Sponsorships

Logo and link on the official whitewater competition page of the Reno River Festival website, social media pages and e-mail blasts

Custom exhibition booth space(size TBD)

PA Announcements throughout the event and especially during your sponsored competition

Logo on the Reno River Festival poster

5 event t-shirts

Sponsorship reference in PR

Banner placement at start and finish areas (sponsor to provide)

Logo placement on event participant t-shirts

Opportunity to put product in athlete's swag bags

Logo on race trophies

half-page ad in event program

Races to choose from:

- Boatercross
- Freestyle
- Slalom
- Stand Up Paddle Board Racing
- Youth Races



PRIVATE CABANA SPONSORS

ONE DAY \$2,500

(\$4,000 ALL WEEKEND)



YOUR ISLAND GET-A-WAY ON THE RIVER

You wanna have fun!? This is it! How often do you think about sitting at a tiki bar sipping on a refreshing libation, taking in the smell of freshly applied coconut tanning lotion, listening to soothing sounds of moving water, music and laughter while you just sit back, relax, and just soak it all in. It's tough to get away, so let's bring it to you, your friends, or even your favorite clients. We are building you an exclusive VIP Cabana to do with as you wish. As a sponsor, you will get some pretty special benefits. These things are so cool, we wish someone else would take on this event so we can enjoy one!

BENEFITS

20' X 20' specially designed, plushed out and decorated tent that will feature couches, game tables, bean bag chairs and all the look and feel of paradise

Each cabana will have premium up close and personal views of the Music Festival

Cabanas will feature the following:

Your own waitress / waiter to run your errands stocked full of a wide array of beverages

A keg of your choice

A mixture of white and red wines

A slew of finger foods and snacks Summer lawn and board games

Enough food vouchers to choose lunch of your choice within our Pub & Grub Village

As a Cabana Sponsor you will receive the following benefits:

Personalize your Cabana with your own signage and swag!

Logo & link inclusion on Reno River Festival website, social media pages and e-mail blasts

Logo on the official event poster and print materials

Invite up to 25 people to your tent.



DISTRIBUTING



2019
FRIENDS
OF THE FESTIVAL PACKAGES

"FRIENDS OF THE FESTIVAL"

SPONSORSHIP OPPORTUNITIES



COME ABOARD

Not sure how to get involved in one of Northern Nevada's largest events, but love the event and want your brand involved. Fantastic! You can always start here by becoming a Friend of the Festival!

Choose one:

\$1,000 - Friend of the Festival

- Logo and link on the official sponsor page of the Reno River Festival website, social media pages, and within e-mail blasts
- Full-page / Full-color ad in event program
- PA Announcements throughout the event
- Logo on the Reno River Festival poster
- Up to four banners at the event (sponsors to provide with a 8' x 3' maximum size) + option of two bow flags prominently placed at the event
- Logo placement on event participant t-shirts
- Opportunity to put product in contestant/athlete swag bags(River Roll and Whitewater events)
 - upwards of 500 bags (final QTY TBD)
- Six tickets to the Craft Beer Village per day
- Six entries into the Reno River Roll(Saturday)
- Six event t-shirts and hats
- Six food tokens

\$500 - Friend of the Festival

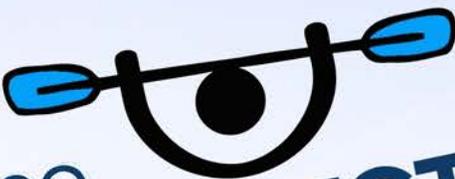
- Logo and link on the official sponsor page of the Reno River Festival website, social media pages, and within e-mail blasts
- Half-page / Full-color ad in event program
- PA Announcements throughout the event
- Up to two banners at the event (sponsors to provide with a 8' x 3' maximum size)
- Logo placement on event participant t-shirts
- Opportunity to put product in contestant/athlete swag bags(River Roll and Whitewater events)
 - upwards of 500 bags (final QTY TBD)
- Four tickets to the Craft Beer Village per day
- Four entries into the Reno River Roll(Saturday)
- Four event t-shirts
- Four food vouchers

\$250 - Friend of the Festival

- PA Announcements throughout the event
- Up to two banners at the event (sponsors to provide with a 8' x 3' maximum size)
- Opportunity to put product in contestant/athlete swag bags(River Roll and Whitewater events)
 - upwards of 500 bags (final QTY TBD)
- Two tickets to the Craft Beer Village per day
- Two entries into the Reno River Roll(Saturday)
- Two food vouchers

Company Name: _____ **Initials:** _____ **Date:** _____





reno
RIVERFESTIVAL



2019

VENDOR PACKET



BECOME A VENDOR

RETAIL VENDOR

QTY	ITEM SIZE	FEE
_____	10 x 10'	\$1,000
_____	additional space	\$100 per square foot
_____	Non-Profit 10'x10'	\$550
_____	Temporary Business License City of Reno	\$30

Check One:

- Smuggler's Village
 Adventure Park
 Pub & Grub Village*
 Music Festival

*All vendors selling soda, water and other non-alcoholic beverages will be required to sell a specific brand, size and price as indicated by the Reno River Festival. All food vendors will hold exclusivity on main course items. Food vendors for the Festival will not have the ability to sell alcohol.

RENTAL ITEMS

QTY	ITEM SIZE	FEE
_____	Tent	\$20 per square foot up to 400 sq/ft
_____	8' Table	\$20
_____	Chair	\$5
_____	20 AMP 120V Single-Phase	\$125
_____	50 AMP 222V Single-Phase	\$275
_____	50 AMP 120V Three-Phase	\$325

MUST BE COORDINATED PRE-EVENT





SIGN UP HERE!

Exhibition Company: _____

Sponsorship / Vendor Description: _____

Tax I.D./E.I.N. # (MANDATORY): _____

CONTACT INFO

Print Name: _____ Title: _____ Date: _____

Contact E-Mail: _____ Address: _____

City: _____ State: _____ Zip Code: _____

Telephone _____ Cell Phone: _____ Fax: _____

Total Due: \$ _____ *including 3.5% CC Fee if applicable

Check: _____ Credit Card* _____ *3.5% charge for all credit card transactions

Authorized Applicant Signature: _____ Date: _____

CREDIT CARD INFO

Name (as it appears on card) _____

Credit Card # _____

Expiration Date: _____ Billing ZIP: _____ Security Code: _____

Credit Card Type: VISA MC AMEX DISC

Mail checks and contract to:

Make all checks payable to the Reno River Festival
LIQUID BLUE EVENTS
748 South Meadows Pkwy.
Suite A9 #275, Reno, NV 89521
phone: 775.851.4444 fax: 775.851.4456.





THE ESSENTIALS

ELECTRICAL

All electrical connections must meet Nevada OSHA-Regulation 1910.303(B).

RENO RIVER FESTIVAL RENTALS

Tents rented from the Reno River Festival has one side and a top, the sides can be removed.

TENT RULES

Tent stakes are not permitted. Tents must be anchored and secure. Booth spaces requiring more room or unusual sizes can be accommodated. Please contact management for more information.

SPACE RESERVATION

Vendor spaces will be reserved on a first come first-to-reserve basis on the date we receive payment. There are a limited number of expo spaces. We suggest that you reserve your spot as soon as possible. Spaces will be assigned at the sole and absolute discretion of Management.

EXPO SCHEDULE

A detailed schedule will be emailed out to all vendors a minimum of one week prior to the event date. Music Festival vendors will be required to stay open until 9pm Saturday night.

VENDOR VEHICLES / LOADING

Vehicles will not be permitted to load or unload during RRF open expo hours. Driving on the grass in the exhibitor area is strictly prohibited at all times. Those of you who have branded vehicles and who are interested in incorporating them into your display, please contact management.

PAYMENT / CANCELLATION POLICY

Payment in full is required to register as a vendor at the Reno River Festival 2019. All cancellation requests must be made in writing. Vendors canceling prior to April 23rd, 2019 forfeit 25% of booth rental fee.

NO REFUNDS for those canceling after April 23rd, 2019.





ALL 2019 PARTICIPANTS MUST READ AND SIGN THE FOLLOWING!

- 1. Payment/Cancellation Policy:** Payment in full is required to register as a vendor at the Reno River Festival 2019. All cancellations requests must be made in writing. Vendors canceling prior to April 23rd, 2019 forfeit 25% of booth rental fee.
- 2. Exhibit Operation:** All booths must be open and stated during the hours of THE RENO RIVER FESTIVAL. At the close of the exhibit each day, the area will be cleared and no one will be permitted admission to the area. Management reserves the right to restrict exhibit noise level and to determine suitable methods of operation and display of materials. Vendors agree that Management may relocate Vendor to another space if necessary, in the sole and absolute discretion of Management.
- 3. Products and Exhibits:** No product bearing the Reno River Festival trademark, name, logo, or reference to such may be sold or distributed without written permission from RENO RIVER FESTIVAL. Management reserves the right, in its sole and absolute discretion, to restrict the sale or display of any item which is deemed objectionable. If, for any reason, an exhibit or its contents are deemed objectionable, the exhibit, product, or item will be subject to removal. Should such an eviction or restriction be enforced, Management shall not be held liable for refunding of rental fees or funds for exhibition rental.
- 4. Management & Dismantling:** Management reserves the right should any rented Vendor's space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, to rent said space to any other Vendor or use said space in any other manner, but this clause shall not be construed as affecting the obligation of Vendor to pay the full amount specified in this contract for space rental should Management not re-let the space. Vendor shall be solely responsible at its own expense, for installing and dismantling its booth and all items owned by Vendor. Any additional items rented through Liquid Blue Events will be dismantled separately. Vendor shall repair any such damage caused by its own such dismantling and return the space in the same condition as received.
- 5. Fire, Safety, Health & Regulations:** Vendors agree to comply with local, city and state laws, ordinances and regulations covering fire, safety, health and all other matters. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices where necessary. Vendors shall take all necessary fire precautions.
- 6. Sub-Letting of Space:** Vendor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials for firms other than its own in the exhibit space without written consent from Management.
- 7. Indemnification/Release:** Management will take reasonable precautions to safeguard Vendor's property during non-expo hours. However, Management will not be liable for loss or damage to the property from theft, fire, accident, or any other causes. By signing below, Vendor agrees to indemnify, protect, defend and hold harmless Reno River Festival, Liquid Blue Events L.L.C, City of Reno, its officers, directors, and organizers, owners, and agents, representatives, or employees of the above from and against any and all claims, damages, costs, liens, judgments, penalties, attorneys' and consultants' fees, expenses and/or liabilities arising out of, involving, or in connection with, the occupancy of the assigned space by Vendor, the conduct of Vendor's business, any act, omission or neglect of Vendor, its agents, contractors, employees or invitees, and out of any Default or Breach by Vendor in the performance in a timely manner of any obligation on Vendor's part to be performed under this agreement. In addition, the Vendor expressly releases the aforementioned from all claims for loss, damage or injury arising from any cause whatsoever.
- 8. Insurance and Liability:** You, the Vendor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Vendor's displays, equipment, and other property brought upon the premises of the festival site. ALL vendors will provide, unless otherwise specified a Certificate of Insurance to Management in the amount of \$1,000,000 (one million dollars). The certificate MUST list the Reno River Festival and Liquid Blue Events L.L.C. as "Additionally Insured". Said certificate must be received by Management or exhibitor will not be allowed to participate in the Exhibition. Management reserves the right, in Management's sole and absolute discretion, to require additional insurance based on Vendor's permitted use of the assigned space. Under extenuating circumstances when insurance is not available, Reno River Festival and Liquid Blue Events L.L.C., will require the Vendor/Sponsor to sign a separate "Hold Harmless Agreement".
- 9. Utilities:** Electricity services are available during the RRF for an additional fee, as set forth within. Vendors requiring said services must make prior arrangements directly with Management to utilize electrical systems and any other provided utilities which Vendor desires to utilize. Any vendor desiring to utilize a generator must obtain the prior written permission of Management, which such permission may be withheld by Management's sole and absolute discretion. All electrical appliances and connections must be in compliance with Nevada OSHA Regulation 1910.303 (B).

Company/ Business: _____

Name: _____

Signature: _____

Date: _____

