



2024

# SPONSORSHIP DECK





# EVENT OVERVIEW





# SUMMER BEGINS HERE

Summer begins with three days of outdoor adventure at the Reno River Festival. This June 7-9, Riverfest takes over the heart of downtown Reno with concerts in the park, food, local craft beer, award-winning hard seltzers, shopping, adrenaline-pumping thrill rides, the most unique bike ride in Northern Nevada, the largest cornhole event in the region, and a Truckee rafting experience. Choose your adventure and get outside!



## THE MUSIC

This full-scale music festival within the Reno River Festival features 26 artists on 2 stages performing a wide array of music genres from country to pop to rock and beyond.



## THE SHOPPING

The Vendor Village has more than 100 shops with one-of-a-kind pieces created by local and regional artists and crafters. Discover everything from a wide selection of summer clothes to home decor, purses, hats, jewelry, and so much more!



## THE FOOD

More than a dozen food trucks and specialty food booths are cooking up all kinds of tasty treats to satisfy your summer cravings. Indulge your taste buds with gourmet hamburgers and hot dogs, Korean BBQ, ice cream, funnel cakes, shrimp, lo-mein, custom craft sodas, and everything in between!



## THE LIBATIONS

Sample award-winning local and national brews or a wide array of refreshing hard seltzers while you take in the sounds of live music, explore handcrafted gifts, and savor cuisine from local food trucks. The bars are pouring all over the park!



## THE THRILLS

The adrenaline-pumping fun of the Reno Tahoe Adventure Park boasts a summer carnival atmosphere with a large collection of obstacles, rides, challenges, games, and one-of-a-kind thrills for the entire family!



## THE ROLL

The Reno River Roll is a laid back, moving concert that weaves through some of the city's most iconic streets. Slow ride to the tunes of a live band as you enjoy a private escort on roads shut down just for you. This is the most unique bike ride in Northern Nevada!



## THE CHAMPIONSHIP

The RRF Cornhole Championships take over 1st Street for one of the largest professionally run cornhole tournaments in the region!



## THE TUBING

The Great Reno River Rally is a private, professionally guiding rafting tour down the Truckee straight into the Reno River Festival!



# WHERE WE'VE BEEN

Now in its 20th year, the Reno River Festival is one of the region's largest events, and the summer kickoff event in Northern Nevada. The festival has helped brand Reno Tahoe has an outdoor adventure destination. Each year, this kickoff to summer draws 30,000+ to downtown Reno.

# WHERE WE'RE GOING

The Reno River Festival continues to expand and add new experiences every year! And 2024 is no exception. This summer will be three days of fun in the sun with a music lineup featuring nationally recognized artists, a stage fully dedicated to local acts, a Friday night party in the park, and so much more!







# SPONSORSHIP LEVELS





# SPONSORSHIP LEVELS

## DIVE IN!

This is one of the most high-profile marketing opportunities in Northern Nevada. Take the plunge with us and together let's make this signature downtown Reno event one of the most recognized events in the country. As a sponsor of the Reno River Festival, your business will receive visibility in a large, diversified market.

## YOUR CHOICES:

Title Sponsor

Official Music Festival Sponsor

Official Beverage Sponsor (Non-Alcoholic)

Official Reno River Roll Sponsor

Official Cornhole Championship Sponsor

Friends of the Festival (\$1000, \$500, and \$250)

Official Beer Sponsor

Official Seltzer Sponsor

Official Vendor Village Sponsor

Craft Beer Sponsors

The Great Reno River Rally Sponsors

## BENEFITS INCLUDED IN ALL SPONSORSHIP LEVELS: (DOES NOT APPLY TO FRIENDS OF THE FESTIVAL)

- Banner and bow flag placement around the festival (8'X3' banner max. Check each level for number of banners)
- Logo placement on event signage corresponding to your sponsorship level
- PA announcements throughout the festival
- Logo and link placement on the Reno River Festival website, event posters, customer email communications, and press releases
- Logo placement on event posters and event shirts/apparel
- Custom exhibition booth space (unless otherwise specified)
- Sponsorship customization based upon unique sponsor needs and goals
- Opportunity to put product in Reno River Roll participant gift bags and at Reno River Festival main booth (upwards of 500 Bags – final quantity TBD)





# TITLE SPONSORSHIP \$17,000

## INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the exclusive presenting sponsor of the 2024 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! Your logo will be prominent in all media, advertising & promotional material, the Reno River Festival website, print, event posters, TV, radio, event t-shirts/apparel, social media, customer email communication, and press releases.
- Logo placement on event directional signage throughout the River Festival venue
- Your name and logo on the large entry banners at the two main entry points to the Reno River Festival
- 10 banners and up to 6 bow-flags prominently placed at the event
- Custom exhibition space in the village of your choice (exact size TBD)
- 10 entries into the Reno River Roll (Sunday Only)
- The ability to use the Reno River Festival logo on your promotions
- Two personalized social media posts on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)

# OFFICIAL BEER SPONSORSHIP \$10,000

## INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the preferred beer sponsor of the 2024 Reno River Festival and the official beer sponsor of the Craft Beer & Hard Seltzer Experience
- Featured logo on the Craft Beer & Hard Seltzer Experience map
- Featured logo on the Craft Beer & Hard Seltzer Experience page on the Reno River Festival website
- Logo placement on event directional signage throughout the Reno River Festival as well as on all signage at Reno River Festival bars
- 10 banners and up to 6 bow-flags prominently placed at the event
- Your products on display and for sale at Reno River Festival bars throughout the event (sold by RRF)
- 10 entries into the Reno River Roll (Sunday Only)
- The ability to use the Reno River Festival logo on your promotions
- One personalized social media post on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)







# OFFICIAL SELTZER SPONSORSHIP

## \$6,000

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the preferred seltzer sponsor of the 2024 Reno River Festival and the official hard seltzer sponsor of the Craft Beer & Hard Seltzer Experience
- Featured logo on the Craft Beer & Hard Seltzer Experience map
- Featured logo on the Craft Beer & Hard Seltzer Experience page on the Reno River Festival website
- Logo placement on event directional signage throughout the venue as well as on all signage at Reno River Festival bars
- 8 banners and up to 4 bow-flags prominently placed at the event
- Your products on display and for sale at Reno River Festival bars throughout the event (sold by RRF)
- 8 entries into the Reno River Roll (Sunday only)
- The ability to use the Reno River Festival logo on your promotions
- One personalized social media post on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)

# MUSIC FESTIVAL SPONSORSHIP

## \$6,000

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the exclusive Title Sponsor of the MusicFest
- MusicFest will be renamed as "Your" MusicFest at the Reno River Festival
- All MusicFest logos and branding will incorporate your logo
- Featured logo on the MusicFest page on the Reno River Festival website
- Logo on stage backdrop on Main Stage (sponsor to provide banners) Sizes TBD
- 8 banners at the Reno River Festival
- Custom vendor/activation booths (number and sizes TBD)
- Three tables of 6 at MusicFest each day + 18 Craft Beer/ Seltzer Experience tickets
- One personalized social media post on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)







# OFFICIAL BEVERAGE SPONSORSHIP

NON-ALCOHOLIC

## \$4,500

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Become the Official Drink of the Reno River Festival! Category Preferred (does not include Craft Beer & Hard Seltzer Experience or MusicFest sponsorship)
- Product sold at Reno River Festival bars and through event food vendors (exact locations TBD)
- Product featured at all VIP tables at MusicFest
- 6 banners and up to 4 bow flags prominently placed at the event
- 6 entries into the Reno River Roll (Sunday only)
- The ability to use the Reno River Festival logo on your promotions
- Custom exhibition space (size and location TBD)

# VENDOR VILLAGE SPONSORSHIP

## \$4,000

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the exclusive Title Sponsor of the Vendor Village
- The Vendor Village will be renamed "Your" Vendor Village at the Reno River Festival
- All Vendor Village logos and branding will incorporate your logo
- Featured logo on the Vendor Village page on the Reno River Festival website
- Banner placement at each Vendor Village entry
- 8 banners at the event
- Custom exhibition space (size and location TBD)
- Two tables of 6 at MusicFest each day + 12 Craft Beer/Seltzer Experience tickets
- One personalized social media post on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)







# RENO RIVER ROLL SPONSORSHIP

## \$3,000

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the exclusive Title Sponsor of the Reno River Roll
- The Reno River Roll will be renamed "Your" Reno River Roll
- All Reno River Roll logos and branding will incorporate your logo
- Featured logo on all Reno River Roll participant bibs, t-shirts, signage, and more
- Featured logo on the Reno River Roll page on the Reno River Festival website
- Costume prizes will be rewarded on behalf of your company including the grand prize (TBD)
- Banner placement on the lead flatbed truck with band
- 10 entries into the Reno River Roll (Sunday only)
- One personalized social media post on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)

# CORNHOLE CHAMPIONSHIP SPONSORSHIP

## \$2,500

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the exclusive Title Sponsor of the RRF Cornhole Championships
- The RRF Cornhole Championships will be renamed "Your" RRF Cornhole Championships
- All RRF Cornhole Championships logos and branding will incorporate your logo
- Featured logo on the RRF Cornhole Championships page on the Reno River Festival website
- Championship prizes will be rewarded on behalf of your company
- Banner placement at the tournament entrance
- Custom vendor/activation booths (number and sizes TBD)
- Two team entries into the RRF Cornhole Championships (choose Saturday or Sunday)
- One personalized social media post on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)







# THE GREAT RENO RIVER RALLY SPONSORSHIP

## \$2,500 EACH

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as the exclusive Title Sponsor of the Great Reno River Rally
- The Great Reno River Rally will be renamed "Your" Great Reno River Rally
- All Great Reno River Rally logos and branding will incorporate your logo
- Featured logo on all Great Reno River Rally participant merchandise
- Featured logo on the Great Reno River Rally page on the Reno River Festival website
- Banner placement along the Truckee River (where available)
- Two raft reservations in the Great Reno River Rally for up to 6 team members per raft
- One personalized social media post on Reno River Festival's social media channels (sponsor to provide social media assets – assets must be submitted by May 1st)

# LOCAL CRAFT BEER SPONSORSHIP

## \$1,500 EACH

### INCLUDES ALL BENEFITS LISTED ON PAGE 6

- Recognition as one of the sponsors of the Limited Release Tent
- Your beer featured in the Limited Release Tent and on the Craft Beer & Hard Seltzer Experience
- Featured logo on the Craft Beer & Hard Seltzer Experience map
- Logo and link placement on the Craft Beer & Hard Seltzer Experience page on the Reno River Festival website
- 3 banners at the event





# BECOME A “FRIEND OF THE FESTIVAL”

## SPONSORSHIP OPPORTUNITIES

### ALL ABOARD!

Not sure how to get involved in one of Northern Nevada's largest events, but love the Festival 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 and customer email communications
- PA announcements throughout the event
- Logo on Reno River Festival posters
- Up to 4 banners at the event (sponsors to provide with a 8' x 3' maximum size) + up to 2 bow flags prominently placed at the event
- Logo placement on event shirts/apparel
- Opportunity to put product in Reno River Roll participant gift bags and at Reno River Festival main booth (upwards of 500 Bags – final quantity TBD)
- Six Craft Beer & Hard Seltzer Experience tickets
- Six entries into the Reno River Roll (Sunday only)
- Six event t-shirts and hats
- Six food and six beverage tokens

☐

#### **\$500 - Friend of the Festival**

- Logo and link on the official sponsor page of the Reno River Festival website and customer email communications
- PA announcements throughout the event
- Logo on Reno River Festival posters
- Up to 2 banners at the event (sponsors to provide with a 8' x 3' maximum size) + up to 2 bow flags prominently placed at the event
- Logo placement on event shirts/apparel
- Opportunity to put product in Reno River Roll participant gift bags and at Reno River Festival main booth (upwards of 500 Bags – final quantity TBD)
- Four Craft Beer & Hard Seltzer Experience tickets
- Four entries into the Reno River Roll (Sunday only)
- Four event t-shirts and hats
- Four food and six beverage tokens

☐

#### **\$250 - Friend of the Festival**

- PA announcements throughout the event
- Up to 2 banners at the event (sponsors to provide with a 8' x 3' maximum size)
- Opportunity to put product in Reno River Roll participant gift bags and at Reno River Festival main booth (upwards of 500 Bags – final quantity TBD)
- Two Craft Beer & Hard Seltzer Experience tickets
- Two entries into the Reno River Roll (Sunday only)
- Two food and two beverage tokens

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_





# SIGN UP HERE

Exhibition Company: \_\_\_\_\_

Sponsorship Level Chosen: \_\_\_\_\_

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

City of Reno Business License # (MANDATORY) \_\_\_\_\_ ☐ Don't have one

## CONTACT INFO

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Contact E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## PAYMENT INFO

Total Due: \$ \_\_\_\_\_ ☐ Check ☐ Credit Card\* \*4.5 % charge for all credit card transactions

Make all checks payable to the Reno River Festival and mail to the address at the bottom of the page:

Authorized Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## CC PAYMENT INFO

Name (as it appears on card) \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Billing ZIP: \_\_\_\_\_ Security Code: \_\_\_\_\_

## CONTACT US

LIQUID BLUE EVENTS  
748 South Meadows Pkwy.  
Suite A9 #275, Reno, NV 89521  
phone: 775.851.4444 fax: 775.851.4456

NEIL HORNING  
neil@liquidblueevents.com  
775.997.9444

JESS HORNING  
jess@liquidblueevents.com  
775.997.8000



# ALL 2024 PARTICIPANTS MUST READ AND SIGN THE FOLLOWING: **MANDATORY**

- 1. Payment/Cancellation Policy:** Payment in full is required to register as a Vendor and/or Sponsor at the Reno River Festival 2024. All cancellations requests must be made in writing. Vendor/Sponsor canceling prior to May 24th, 2024 forfeit 50% of booth rental fee. Vendors canceling after May 24th will not receive a refund.
- 2. Exhibit Operation:** All booths must be open and staffed 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/Sponsors agree that Management may relocate Vendor/Sponsor 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 fees or funds for exhibition rental.
- 4. Management & Dismantling:** Management reserves the right should any rented Vendor's/Sponsor'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/Sponsor or use said space in any other manner, but this clause shall not be construed as affecting the obligation of Vendor/Sponsor to pay the full amount specified in this contract for space rental should Management not re-let the space. Vendor/Sponsor shall be solely responsible at its own expense, for installing and dismantling its booth and all items owned by Vendor/Sponsor. Any additional items rented through Management will be dismantled separately. Vendor/Sponsor 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/Sponsors 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/Sponsors shall take all necessary fire precautions.
- 6. Sub-Letting of Space:** Vendor/Sponsor 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/Sponsor'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/Sponsor agrees to indemnify, protect, defend and hold harmless Reno River Festival, Liquid Blue Events USA Inc., Liquid Blue Events LLC, 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/Sponsor, the conduct of Vendor's/Sponsor's business, any act, omission or neglect of Vendor/Sponsor, its agents, contractors, employees or invitees, and out of any Default or Breach by Vendor/Sponsor in the performance in a timely manner of any obligation on Vendor's/Sponsor's part to be performed under this agreement. In addition, the Vendor/Sponsor expressly releases the aforementioned from all claims for loss, damage or injury arising from any cause whatsoever.
- 8. Insurance and Liability:** You, the Vendor/Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Vendor's/Sponsor's displays, equipment, and other property brought upon the premises of the festival site. ALL Vendors/Sponsors 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, Liquid Blue Events USA Inc., and Liquid Blue Events LLC as "Additionally Insured". Said certificate must be received by Management or exhibitor will not be allowed to participate in the Festival. Management reserves the right, in Management's sole and absolute discretion, to require additional insurance based on Vendor's/Sponsor's permitted use of the assigned space. Under extenuating circumstances when insurance is not available, Reno River Festival and Liquid Blue Events, will require the Vendor/Sponsor to sign a separate "Hold Harmless Agreement" above and beyond this signed agreement.
- 9. Utilities:** Electricity services are available during the RRF for an additional fee, as set forth within. Vendors/Sponsors requiring said services must make prior arrangements directly with Management to utilize electrical systems and any other provided utilities which Vendor/Sponsor 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: \_\_\_\_\_ Phone #: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

