

reno
RIVERFESTIVAL

IDLE WILD
PARK

reno
RIVERFESTIVAL

2025

SPONSORSHIP DECK

MAY 30th - JUNE 1st



EVENT OVERVIEW



reno
RIVER FESTIVAL



IDLE WILD
PARK

SUMMER BEGINS HERE

Your summer begins at Idlewild Park! The Reno River Festival kicks off summer May 30th – June 1st at its new, temporary home at Idlewild Park. The signature Northern Nevada event will feature all the community's favorite experiences including three days of live music, drink experiences, food, shopping, rafting, and rides - plus some new elements for 2025. New park. Same iconic adventure.



THE MUSIC

This full-scale music festival within the Reno River Festival features 26 artists on 2 stages over 3 days! We amp up the summer vibes with nationally recognized artists and regional favorites 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 stylish summer clothes to statement home decor, purses, hats, jewelry, and beyond!



THE FOOD

Street Eats features nearly 20 food trucks and specialty food booths serving up mouthwatering bites to satisfy every summer craving. From gourmet burgers and hot dogs to Korean BBQ, funnel cakes, ice cream, lo-mien, shrimp, and refreshing fruit smoothies—there's a treat for every palate!



THE LIBATIONS

The Hops & Happiness tour is Reno's ultimate outdoor drink experience. In 2025, we're refreshing this festival favorite with themed bars! Hop through time with premium craft beers, hard seltzers, and canned cocktails at outdoor bars themed around some of the most iconic time periods.



THE THRILLS

The Reno Tahoe Adventure Park is packed with adrenaline-pumping obstacles, heart-pounding rides, exciting challenges, classic carnival games, and endless fun for the entire family!



THE COURSE

Take your best shot at RiverFest's brand-new 18-hole Bucket Gold course! Play in the tournament for prizes or tee up just for fun. Players of all skill levels are invited to drive, chip, and putt their way to the top of the leaderboard.



THE RAFTING

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



THE DOGS

Introducing a tail-wagging new addition to the 2025 Reno River Festival – the Bark Park! Specially designed for your four-legged friends, this space features freshwater stations, ball pits, pet-friendly vendors, and exciting dog-centered activities. It's the perfect spot for pups and their humans to play, relax, and enjoy the festival fun together!



THE ART

Add a splash of color at RiverFest's Art on the Rocks! Join Reno's own Van Gogh & Vino for a guided painting experience as you sip, paint, and soak in the sounds of live music.



WHERE
WE'VE
BEEN

Now in its 21st year, the Reno River Festival is one of the region's largest events, and Northern Nevada's official kickoff to summer. The festival has helped brand Reno Tahoe as an outdoor adventure destination and draws 30,000+ to downtown Reno.

WHERE
WE'RE
GOING

The Reno River Festival continues to expand and add new experiences every year! And 2025 is no exception. This summer will be three days of fun in the sun with a music lineup featuring nationally recognized artists, the most unique outdoor bar crawl in Northern Nevada, 100+ food and craft vendors, a Truckee River raft ride, a brand-new Bucket Golf course, an outdoor art experience, and so much more!



SPONSORSHIP LEVELS

reno RIVERFESTIVAL

IDLE WILD PARK





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 Bucket Golf Sponsor

Official Man's Best Friend Sponsor

Official Scavenger Duck Hunt Sponsor

Official Street Eats Sponsor

Official Beer Sponsor **SOLD**

Official Seltzer Sponsor **SOLD**

Official Vendor Village Sponsor

Official Sustainability Sponsor

Art on the Rocks Sponsor

Shuttle Sponsor **SOLD**

The Great Reno River Rally Sponsors

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

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 corresponding to your sponsorship level
- Logo and link placement on customer email communications (8,000+ subscribers)
- Logo placement on event posters
- Custom exhibition booth space (unless otherwise specified)
- Sponsorship customization based upon unique Sponsor needs and goals

TITLE SPONSOR

\$17,000

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Presenting Sponsor of the 2025 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, and customer email communications.
- Logo placement on event directional signage throughout the Reno River Festival venue
- Your name and logo on the large entry banners at the two main entry points to the Reno River Festival
- Up to 10 banners and 6 bow-flags prominently placed at the event
- Custom exhibition space in the village of your choice (exact size TBD)
- 10 entries into The Hops & Happiness Tour (choose Saturday or Sunday)
- 10 Passes to the RRF Bucket Golf Course (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo within your promotions

We choose this option!

Business Name: _____

Name: _____

Date: _____

OFFICIAL BEER SPONSOR

\$10,000

SOLD

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the official Beer Sponsor of the 2025 Reno River Festival and The Hops & Happiness Tour
- Featured logo on The Hops & Happiness Tour map
- Featured logo on The Hops & Happiness Tour 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
- Up to 10 banners and 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 Hops & Happiness Tour (choose Saturday or Sunday)
- 10 Passes to the RRF Bucket Golf Course (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo within your promotions

We choose this option!

Business Name: _____

Name: _____

Date: _____



OFFICIAL SELTZER SPONSOR

SOLD
\$0,000

MUSIC FESTIVAL SPONSOR

\$6,000

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the Official Seltzer Sponsor of the 2025 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
- Up to 8 banners and 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 Hops & Happiness Tour (choose Saturday or Sunday)
- 8 Passes to the RRF Bucket Golf Course (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo on your promotions

We choose this option!

Business Name: _____

Name: _____

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of 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 placement on social media posts corresponding to your sponsorship level (16,000+ followers/300,000+ reach per year)
- One dedicated sponsor social media post leading up to or during the festival (sponsor provided)
- Logo on stage backdrop on Main Stage (sponsor to provide banners) Sizes TBD
- Up to 8 banners and 4 bow-flags prominently placed at the event
- Custom activation space (location and sized TBD) - optional
- Three VIP tables of 6 at MusicFest each day
- 18 passes to The Hops & Happiness Tour to be used on either day

We choose this option!

Business Name: _____

Name: _____

Date: _____



OFFICIAL BEVERAGE SPONSOR

Non-Alcoholic

\$4,500

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- 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 Vendor Village food vendors (exact locations TBD)
- Product featured at all VIP tables at MusicFest
- Up to 6 banners and 2 bow lags prominently placed at the event
- 6 entries into The Hops & Happiness Tour (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo within your promotions
- Custom activation sapce (location and sized TBD) - optional

We choose this option!

Business Name: _____

Name: _____

Date: _____

OFFICIAL MAN'S BEST-FRIEND SPONSOR

\$4,500

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of the River Festival Bark Park
- The River Festival Dog Zone will be renamed 'Your' River Festival Bark Park
- All RRF Bark Park logos and branding will incorporate your logo
- Featured logo on the Bark Park page on the Reno River Festival website
- Logo placement on social media posts corresponding to your sponsorship level (16,000+ followers/300,000+ reach per year)
- One dedicated sponsor social media post leading up to or during the festival (sponsor provided)
- Up to 6 banners and 2 bow flags prominently placed at the event
- 6 entries into The Hops & Happiness Tour (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo within your promotions
- Custom activation sapce (location and sized TBD) - optional

We choose this option!

Business Name: _____

Name: _____

Date: _____



OFFICIAL VENDOR VILLAGE SPONSOR

\$3,000

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of the Vendor Village
- The Vendor Village will be renamed 'Your' Vendor Village
- All Vendor Village logos and branding will incorporate your logo
- Logo placement on social media posts corresponding to your sponsorship level (16,000+ followers/300,000+ reach per year)
- One dedicated sponsor social media post leading up to or during the festival (sponsor provided)
- Up to 4 banners and 2 bow flags prominently placed at the event
- 6 entries into The Hops & Happiness Tour (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo within your promotions
- Custom activation space (location and sized TBD) - optional

We choose this option!

Business Name: _____

Name: _____

THE GREAT RENO RIVER RALLY SPONSOR

\$3,000

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

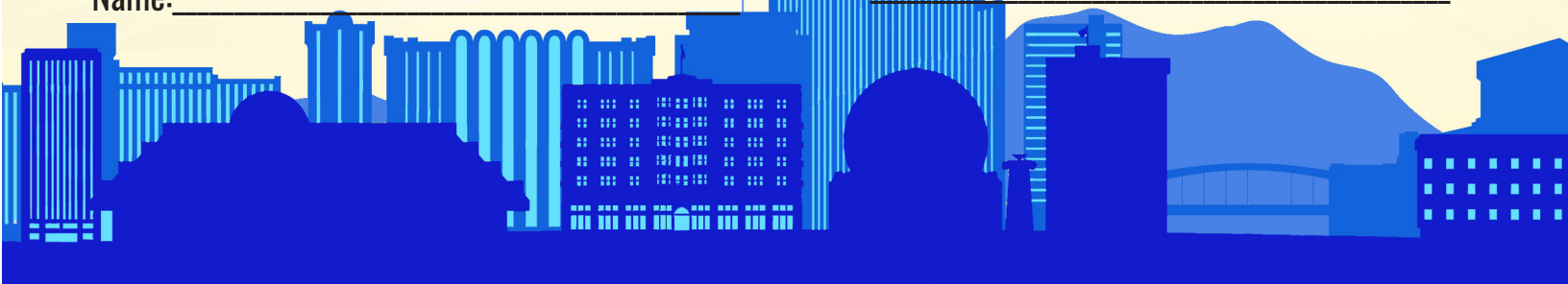
- Recognition as the exclusive Title Sponsor of the Great Reno River Rally
- The Great Reno River Rally will be renamed 'Your' Great Reno River Rally
- All Great Reno River Rally logos and branding will incorporate your logo
- Featured logo on all Great Reno River Rally participant merchandise
- Featured logo on the Great Reno River Rally page on the Reno River Festival website
- Up to 6 banners placed along the Truckee River (where available)
- Two raft reservations in the Great Reno River Rally for up to 6 team members per raft
- Custom activation space (location and sized TBD) - optional

We choose this option!

Business Name: _____

Name: _____

Date: _____



STREET EATS SPONSOR

\$2,500

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of Street Eats
- Street Eats will be renamed 'Your' Street Eats
- All Street Eats logos and branding will incorporate your logo
- Logo placement on social media posts corresponding to your sponsorship level (16,000+ followers/300,000+ reach per year)
- One dedicated sponsor social media post leading up to or during the festival (sponsor provided)
- Up to 4 banners and 2 bow flags prominently placed at the event
- 6 entries into The Hops & Happiness Tour (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo within your promotions
- Custom activation sapce (location and sized TBD) - optional

We choose this option!

Business Name: _____

Name: _____

Date: _____

THE OFFICIAL SCAVENGER DUCK HUNT SPONSOR

\$2,500

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of the Scavender Duck Hunt
- The Scavenger Duck Hunt will be renamed 'Your' River Festival Scavenger Duck Hunt
- All RRF Scavenger Duck Hunt logos and branding will incorporate your logo
- Logo placement on social media posts corresponding to your sponsorship level (16,000+ followers/300,000+ reach per year)
- One dedicated sponsor social media post leading up to or during the festival (sponsor provided)
- Up to 6 banners and 2 bow flags prominently placed at the event
- 6 entries into The Hops & Happiness Tour (choose Saturday or Sunday)
- The ability to use the Reno River Festival logo within your promotions
- Custom activation sapce (location and sized TBD) - optional

We choose this option!

Business Name: _____

Name: _____

Date: _____



OFFICIAL SHUTTLE & TRANSPORTATION SPONSOR

SOLD
\$5,000

ART ON THE ROCKS SPONSOR

\$2,500

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of the Reno River Festival Shuttle & Transportation Project
- All Shuttle & Transportation logos and branding will incorporate your logo
- Up to 4 banners and 2 bow flags prominently placed at the event
- Opportunity to provide Shuttles for use throughout the event weekend
- Featured logo on the FaQ page on the Reno River Festival website
- Custom activation space (location and sized TBD) - optional

We choose this option!

Business Name: _____

Name: _____

Date: _____

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of Art on the Rocks
- The RRF Art on the Rocks events will be renamed "Your" RRF Art on the Rocks
- All RRF Art on the Rocks logos and branding will incorporate your logo
- Featured logo on the RRF Art on the Rocks page on the Reno River Festival website
- Banner placement at the Art on the Rocks location
- Up to 4 banners and 2 bow flags prominently placed at the event
- Custom vendor/activation booths (number and sizes TBD)
- 6 entries into The Hops & Happiness Tour (choose Saturday or Sunday)

We choose this option!

Business Name: _____

Name: _____

Date: _____



OFFICIAL SUSTAINABILITY SPONSOR

\$2,500

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

- Recognition as the exclusive Title Sponsor of the Reno River Festival Sustainability Project
- All Sustainability Project logos and branding will incorporate your logo
- Featured logo on all Sustainability Project items including recycling bins, water-bottle refilling stations, & reusable cups
- Featured logo on the FaQ page on the Reno River Festival website
- 6 entries into The Hops & Happiness Tour (choose Saturday or Sunday)
- Custom vendor/activation booths (number and sizes TBD)

We choose this option!

Business Name: _____

Name: _____

Date: _____

OFFICIAL BUCKET GOLF SPONSOR

\$2,500

INCLUDES ALL BENEFITS LISTED ON PAGE 6 PLUS

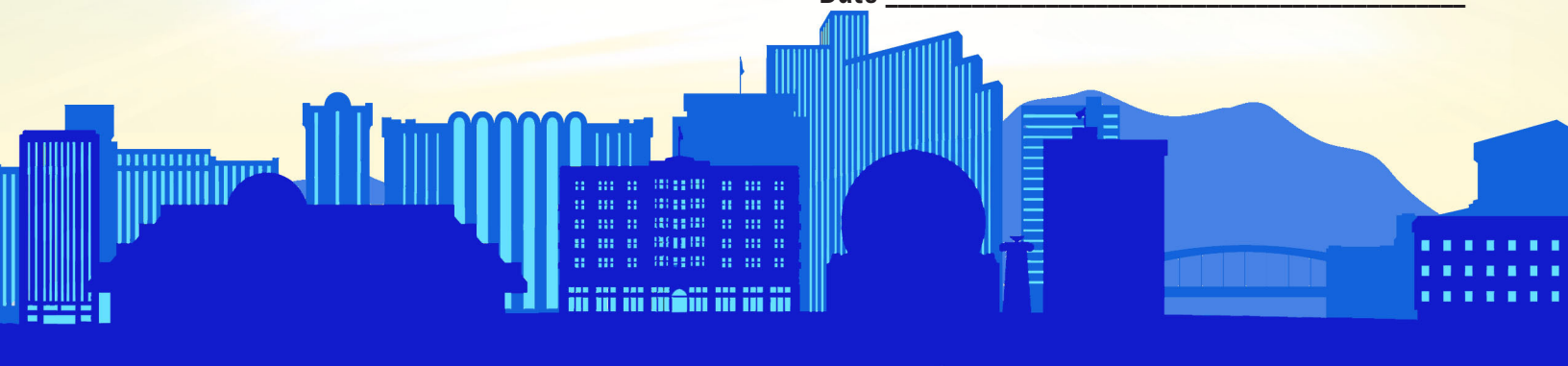
- Recognition as the exclusive Title Sponsor of the RRF Bucket Golf Course
- The RRF Bucket Golf Course will be renamed "Your" RRF Bucket Golf Course
- All RRF Bucket Golf Course logos and branding will incorporate your logo
- Featured logo on the RRF Bucket Golf Course page on the Reno River Festival website
- Championship prizes will be rewarded on behalf of your company
- Banner placement at the course entrance
- Custom vendor/activation booths (number and sizes TBD)
- Up to 6 passes per day to the RRF Bucket Golf Course (Friday, Saturday, & Sunday)

We choose this option!

Business Name: _____

Name: _____

Date: _____



BECOME PART OF THE CREW! "FRIEND OF THE FESTIVAL"

SPONSOR 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 part of the crew as 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
- 6 passes to The Hops & Happiness Tour
- 6 passes to the RRF Bucket Golf Course (choose Saturday or Sunday)
- 6 event t-shirts and hats
- 6 food and 6 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
- 4 passes to The Hops & Happiness Tour
- 4 passes to the RRF Bucket Golf Course (choose Saturday or Sunday)
- 4 event t-shirts and hats
- 4 food and 4 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)
- 2 passes to the Hops & Happiness Tour
- 2 food and 2 beverage tokens

Company Name: _____

Contact Name: _____ Phone: _____

Signature: _____ Date: _____

SIGN UP HERE (MUST COMPLETE)

Exhibition Company: _____

Sponsorship Level Chosen: _____

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

City of Reno Business License # (MANDATORY) _____ Don't have one - **\$40 fee**

I will need power (select one)

___ One 20 AMP-120V-AC Circuit/Plug **\$150 each**

___ One 50 AMP-240V-AC Service **\$375 each**

CONTACT INFO

Print Name: _____ Title: _____

Contact E-Mail: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Cell Phone: _____

PAYMENT INFORMATION (A 4.5% applies to all credit card transactions)

Total due: \$ _____ (Include 4.5% CC fee if paying with card)

Check* *Make checks payable to: **Reno River Festival**

Credit Card* *4.5 % charge for all credit card transactions

Name (as it appears on card): _____

Credit Card #: _____ Expiration Date: _____

Billing ZIP: _____ Security Code #: _____ Credit Card Type: **VISA** **MC** **AMEX** **DISC**

Authorized Applicant Signature: _____ Date: _____

Applications/Payment Deadline: 04/30/2025

Check? Send to: Liquid Blue Events

748 S. Meadows Pkwy., Ste. A9-275, Reno, NV 89521

Questions? Contact (775) 851-4444 or team@liquidblueevents.com

PAYMENTS MADE OUT TO: RENO RIVER FESTIVAL

ALL 2025 PARTICIPANTS MUST READ AND SIGN THE FOLLOWING (MANDATORY)

- 1. Payment/Cancellation Policy:** Payment in full is required to register as a Sponsor at the Reno River Festival 2025. All cancellations requests must be made in writing. Sponsor payments cannot be cancelled nor refunded.
- 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 into the area. Management reserves the right to restrict exhibit noise level and to determine suitable methods of operation and display of materials. Sponsors agree that Management may relocate 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 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 Sponsor or use said space in any other manner, but this clause shall not be construed as affecting the obligation of Sponsor to pay the full amount specified in this contract for space rental should Management not re-let the space. Sponsor shall be solely responsible at its own expense, for installing and dismantling its booth and all items owned by Sponsor. Any additional items rented through Management will be dismantled separately. 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:** 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. Sponsors shall take all necessary fire precautions.
- 6. Sub-Letting of Space:** 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 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, 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 Sponsor, the conduct of Sponsor's business, any act, omission or neglect of Sponsor, its agents, contractors, employees or invitees, and out of any Default or Breach by Sponsor in the performance in a timely manner of any obligation on Sponsor's part to be performed under this agreement. In addition, the Sponsor expressly releases the aforementioned from all claims for loss, damage or injury arising from any cause whatsoever.
- 8. Insurance and Liability:** You, the 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 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 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 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. Sponsors requiring said services must make prior arrangements directly with Management to utilize electrical systems and any other provided utilities which 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: _____