



FESTIVAL SPONSORSHIP OPPORTUNITIES

Exciting Plans Underway for the 42nd Annual River City Days!

Red Wing's signature summer celebration, River City Days, is back August 1-3, 2025, and we can't wait to bring another unforgettable festival to our community! Thanks to the generosity of sponsors like you, this beloved event continues to provide affordable, family-friendly fun while also drawing thousands of visitors to support our local economy.

As always, we're committed to delivering everything you love about River City Days—plus some new and exciting activities to make this year even more memorable. Your sponsorship plays a key role in making it all happen while giving your business a unique opportunity to shine. With 30,000+ attendees throughout the weekend, River City Days offers incredible visibility and marketing potential for your brand.

Why Sponsor River City Days?

Your support directly funds the entertainment, events, and activities that make River City Days a can't-miss summer tradition. Plus, your business gains valuable exposure through our sponsorship packages, which now include opportunities like:

- ✓ On-stage big-screen promotions featuring your business name or logo throughout the weekend
- ✓ Commercial spots (available with select sponsorship levels)
- ✓ Custom marketing opportunities to connect with attendees

Ready to be part of the excitement? Review the attached sponsorship form and secure your spot today! To receive full promotional benefits, please return your completed form by June 25th.

Want to get even more involved? Consider:

- 🎉 Joining the parade
- 🏆 Sponsoring a tournament
- 🎨 Exhibiting at the craft fair
- 🛖 Setting up a booth at the park

Or simply attending and enjoying the fun!

For more event details and updates, visit www.rivercitydays.org. If you have any questions, reach out to us at 651-388-4719 or michelle@redwingchamber.com.

Thank you for your continued support—we can't wait to celebrate another fantastic River City Days with you!

Sincerely,

Michelle Larson
President & CEO

Laura Aadalen
Member Services Specialist

Marion Fitschen
Visitor & Member Services



439 Main Street | Red Wing, Minnesota 55066

P: 651.388.4719 | www.redwingchamber.com | www.rivercitydays.org



FESTIVAL SPONSORSHIP OPPORTUNITIES

Your generous donations to make River City Days a success. Please refer to the included sponsorship spreadsheet for complete sponsorship level details. Contact Michelle at michelle@redwingchamber.com or 651-388-4719 with any questions. We appreciate your support!

Sponsorship Level (i.e. Riverboat, Yacht, Lifeboat, etc.) _____

Donation Amount _____

Business Name (As You Want It Printed) _____

Contact Person _____ Phone _____

Website Address _____

Entertainment, Presenting, and Riverboat Sponsors, please email a .jpg or .png of your most recent business logo to michelle@redwingchamber.com

Payment Method (please place an "X" by your choice)

_____ Check enclosed (payable to River City Days)

_____ Please invoice

_____ Credit Card (Please contact Chamber office with your information)

Mail Completed Form by June 25 to:
Red Wing Area Chamber of Commerce
439 Main Street
Red Wing, MN 55066



439 Main Street | Red Wing, Minnesota 55066

P: 651.388.4719 | www.redwingchamber.com | www.rivercitydays.org

42nd Annual River City Days Sponsorship Benefits



Presenting Sponsor
Entertainment Sponsor
Parade Sponsor
Riverboat Sponsor
Yacht Sponsor
Pontoon Sponsor
Lifeboat Sponsor

Sponsorship Investment	\$6,000	\$5,000	\$3,000	\$1,500	\$800	\$550	\$300
Promotional Video on Website, Social Media, & Motion Graphic	X						
Numerous Promotional Opportunities/Banners in Entertainment Tent							
All Weekend <i>(Provided by Sponsor)</i>	X	X					
LOGO on River City Days Poster	X	X					
Presenting Parade Sponsor Banner <i>(Provided by Sponsor)</i>			X				
Business Highlighted on Social Media	X	X	X				
Large Banner with LOGO at Event Sites	X	X	X	X			
LOGO on River City Days Brochure	X	X	X	X			
LOGO and Business Listed on Chamber & River City Days Website							
Linking to Business Website	X	X	X	X			
LOGO printed on Volunteer Shirts	X	X	X	X			
Listing on Volunteer Shirts					X	X	
Commercial Vendor Booth (10'x10') at Bay Point Park	X	X	X	X	X		
Social Media Coverage of River City Days	X	X	X	X	X	X	X
Sponsor Sign Along Bay Point Park Sidewalk	X	X	X	X	X	X	X
Local Radio Promotions for River City Days <i>(Prior & During Event)</i>	X	X	X	X	X	X	X
Listing in Chamber E-News	X	X	X	X	X	X	X
Parking Passes <i>(Valid All Festival Weekend)</i>	4	4	4	4	2	2	
Business Name Listed on River City Days & Chamber Websites Linking to Business Website					X	X	X
Business Name Listed on River City Days Brochure					X	X	X
LOGO Featured on Stage Motion Graphic	X	X	X	X	X	X	
Business Name Featured on Stage Motion Graphic							X

Back this year - highlight your business on the big screen behind the stage throughout the festival weekend. Your logo or business name will be displayed based upon the selected sponsorship level.

PLACE AN ADVERTISEMENT IN THE RIVER CITY DAYS BROCHURE

1 1/2" x 2 1/4" Coupon Advertisement in River City Days brochure. Limited spots available. \$250/Ad

Contact Michelle Larson at 651-388-4719 or michelle@redwingchamber.com.