



2023 SPONSORSHIP DECK





EVENT OVERVIEW

SUMMER BEGINS HERE

The Reno River Festival heats up in 2023 with three days of outdoor adventure in the heart of downtown Reno! The festival is moving to June 9-11, and adding an extra day in the sun to celebrate all things summer. Riverfest features 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, a new festival scavenger hunt, AND a brand-new Truckee tubing experience!

Choose your adventure and get outside! Summer begins at Riverfest.

THE MUSIC



This full-scale music festival within the Reno River Festival features country chart topping headliners and more than 20 artists performing a wide array of music genres from country to pop, to rock, and beyond. Riverfest is known for being the place to see the hottest rising stars in country music before they hit it big. Previous headliners include Old Dominion, Jimmie Allen, Priscilla Block, Lindsey Ell, and Drake White.

THE SHOPPING



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

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-mien, 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 Reno's newest 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



NEW! In 2023, gather your team to take on the Truckee in a one-of-a-kind tubing event.



WHERE WE'VE BEEN

Now in its 19th year, the Reno River Festival has become one of the region's largest events and is the summer kickoff event in Northern Nevada. The festival has helped to brand Reno Tahoe as an outdoor adventure destination. Each year, this kickoff to summer draws 30,000+ to downtown Reno.

WHERE WE'RE GOING

We're not done yet. Not even close. 2023 marks the biggest changes and expansions to the festival yet including a move to warmer temperatures in June, an extra day of fun in the sun, a new Truckee River tubing experience, a music lineup featuring nationally recognized artists, a stage fully dedicated to local acts, a festival scavenger hunt, and so much more.





SPONSORSHIP LEVELS



SPONSORSHIP LEVELS

DIVE IN!

This is it. One of the most high-profile marketing opportunities 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 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 Corn Hole 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
- Social media posts (amount depending on sponsorship level)
- Logo and name will be featured anywhere your sponsorship is mentioned, including Reno River Festival's website, facebook page, print, staff shirts, advertising, radio and tv
- 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 & at Reno River Festival main booth (500 Bags)



TITLE SPONSORSHIP \$17,000

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Recognition as the exclusive Presenting Sponsor of the 2023 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 & promotional material, the Reno River Festival website, print, event posters, TV, radio, event t-shirts/apparel, social media 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 press releases, e-mail blasts and Facebook posts

OFFICIAL BEER SPONSORSHIP \$10,000

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Recognition as the preferred beer sponsor of the 2023 Reno River Festival and Official Sponsor of the Craft Beer Village
- You'll be tagged in all media, advertising & promotional material, website, print, event posters, TV, radio, event t-shirts/apparel, social media and press releases
- Logo placement on event directional signage throughout the Reno River Festival venue leading to the Craft Beer Village
- 10 banners and up to 6 bow-flags prominently placed at the event
- Six custom sized point-of-sale locations for your product (sold by RRF)
- 10 entries into the Reno River Roll (Sunday Only)
- The ability to use the Reno River Festival logo on your promotions
- Two personalized press releases, e-mail blasts and Facebook posts





OFFICIAL SELTZER SPONSORSHIP

\$6,000

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Recognition as the preferred seltzer sponsor of the 2023 Reno River Festival and Official Sponsor of the Hard Seltzer Tour
- You'll be tagged in all media, advertising & promotional material, website, print, event posters, TV, radio, event t-shirts /apparel, social media and press releases
- Logo placement on event directional signage throughout the Reno River Festival venue leading to all Hard Seltzer locations
- 8 banners and up to 4 bow-flags prominently placed at the event
- Five custom sized point-of-sale locations for your product (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 press release, e-mail blast and Facebook post

MUSIC FESTIVAL SPONSORSHIP

\$6,000

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- 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!
- Logo/Brand inclusion on RenoRiverFestival.com and header of the Music Festival page
- Stage backdrop on Main Stage (sponsor to provide banners) Sizes TBD
- 8 banners at the event
- Custom vendor/activation booths (number and sizes TBD)
- Two social media posts prior to the Festival
- Three tables of 6 at the Music Festival each day + 18 Craft Beer/ Seltzer Experience tickets
- Two personalized press releases, e-mail blasts and Facebook posts





OFFICIAL BEVERAGE SPONSORSHIP

NON-ALCOHOLIC

\$4,500

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- 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, staff shirts, advertising, radio and TV
- Product sold at all Reno River Festival bars and food vendors
- Product featured at all VIP tables at the Music Festival
- 6 banners and up to 4 bow flags prominently placed at the event
- 6 entries in to the Reno River Roll (Sunday only)
- The ability to use the Reno River Festival logo on your promotions
- Two personalized press releases, e-mail blasts and Facebook posts
- Custom exhibition space (size and location TBD)

VENDOR VILLAGE SPONSORSHIP

\$4,000

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Recognition as the exclusive Title Sponsor of the Vendor Village.
- Your name and logo will be present everywhere the Vendor Village logo appears and is mentioned. The Vendor Village will be renamed to "Your" Vendor Village at the Reno River Festival!
- Logo/Brand inclusion on RenoRiverFestival.com and header of the Vendor Village page
- Banner placement at each Vendor Village entry
- 8 banners at the event
- Custom vendor/activation booths (number and sizes TBD)
- Two social media posts prior to the Festival
- Two tables of 6 at the Music Festival each day + 12 Craft Beer/Seltzer Experience tickets





RENO RIVER ROLL SPONSORSHIP \$3,000

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Decorate and deck out your leaders as you follow the band and 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 Reno River Roll media and collateral
- 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 (Sunday only)

CORNHOLE CHAMPIONSHIP SPONSORSHIP \$2,500

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Recognition as the exclusive Title Sponsor of the Cornhole Championship Tournament!
- All Cornhole Championship logos and branding will incorporate your logo, which will be included on all participant bibs, t-shirts, signage, website, registration and more.
- Logo/Brand inclusion on RenoRiverFestival.com and header of the Cornhole Championship page
- Banner placement at the tournament entrance
- 6 banners at the event
- Custom vendor/activation booths (number and sizes TBD)
- Two social media posts prior to the Festival
- Two team entries into the Cornhole Championship Tournament





THE GREAT RENO RIVER RALLY SPONSORSHIP

\$2,000 EACH

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Recognition as one of the Sponsors of the first ever Tube The Truckee Team Races
- Banner placement along the river
- Your name and logo will be present everywhere the Tube The Truckee logo appears including all participant bibs, t-shirts, signage, website, registration and more.
- Sponsor tags on all Reno River Roll media and collateral
- One entry to the Tube The Truckee Race. Enjoy a team bonding experience with your employees when you partake in your own separate race against the other sponsors
- Compete in a "Sponsor only" race to win 1st, 2nd, and 3rd place as well as a Best Dressed Award (awards will be given out on the main stage)
- Two social media posts prior to the Festival
- You will receive professional photos of your company's participants during the race and award ceremony

LOCAL CRAFT BEER SPONSORSHIP

\$1,500 EACH

INCLUDES ALL BENEFITS LISTED ON PAGE 7

- Recognition as one of the Sponsors of the Craft Beer Tour's Limited Release Tent
- Have your craft beer featured in the limited release tent and the Reno River Festival Craft Beer Tour
- Logo and link placement on the Craft Beer Tour website page
- 3 banners at the event
- Mentions in social media posts involving Limited Releases
- Sponsor tags on all Reno River Roll media and collateral



BECOME A “FRIEND OF THE FESTIVAL”

SPONSORSHIP OPPORTUNITIES

COME 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, social media pages, and within e-mail blasts
- 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 participant t-shirts
- Opportunity to put product in contestant/athlete swag bags (River Roll) upwards of 500 bags (final QTY TBD)
- Six tickets to the Craft Beer Village per day
- Six entries in to the Reno River Roll (Saturday)
- 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, social media pages, and within e-mail blasts
- PA announcements throughout the event
- Up to 2 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) upwards of 500 bags (final QTY TBD)
- Four tickets to the Craft Beer Village per day
- Four entries in to the Reno River Roll (Saturday)
- Four event t-shirts
- Four food and four drink 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 contestant/athlete swag bags (River Roll) upwards of 500 bags (final QTY TBD)
- Two tickets to the Craft Beer Village per day
- Two entries in to the Reno River Roll (Saturday Only)
- Two food and two beverage tokens

Company Name: _____

Contact Name: _____ Phone #: _____

Signature: _____ Date: _____



SIGN UP HERE

Exhibition Company: _____

Sponsorship / Vendor involvement 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: _____

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 Pky.
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 2023 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 2023. All cancellations requests must be made in writing. Vendors canceling prior to June 1st, 2023 forfeit 50% of booth rental fee. Vendors canceling after June 1st 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 rental 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, 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 and Liquid Blue Events 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: _____

