

Sponsorship Deck



ROCK-N-ROLL
Songtan Korea

BACKGROUND

The Red River Revel is the largest outdoor festival in North Louisiana, attracting tens of thousands of locals and visitors each year to “Celebrate the Arts.” With more than 100 juried visual artists from across the country, musical and performing arts entertainment on 4 stages, dedicated arts educational workshops, seminars, and activities for all ages.





STATS & INFO

- 65,000 average annual attendance
- Age groups equally represented at 13-20% of overall attendees
- Income levels equally represented (largest group \$100-200k household income)
- Average length of stay = 104 min.
- 11,000+ high-day attendance, 4,000+ low-day attendance

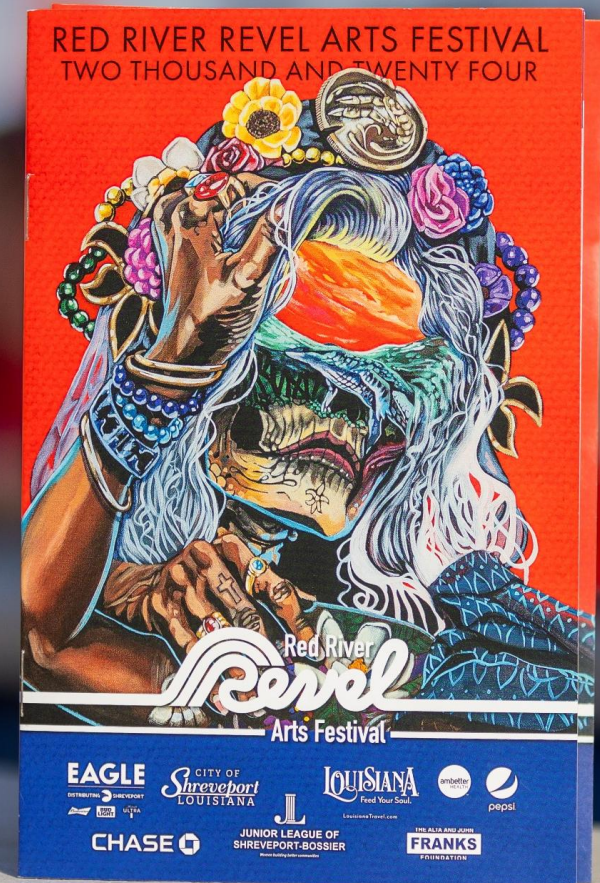
49TH ANNUAL RED RIVER REVEL

- Dates: Sept. 25-28 & Oct. 2-5
 - Location: Festival Plaza - Shreveport, LA
 - 4 stages of music & performing arts, street performers, & art installations
 - 17-18 food vendors (nonprofit & corporate) serving 125+ dishes
 - 80-100 visual artists from around the world, juried by independent juries to ensure quality
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PRIMARY SPONSORSHIP

- Logo & name on media including print, website, official guidebooks, sponsor signage, entrance banners, & limited advertising buys
- Fifty (50) day passes and twenty (20) full festival passes
- Four festival parking passes
- Rotating slide/video on Depot Stage
- Additional listing in the official guidebooks
- Complimentary corporate booth space
- Backstage passes and meet & greets with Revel headliners when available
- Primary Sponsors also have an open invitation to place sponsor representative to an appointed position on the Governing Board

Primary sponsors receive major recognition for their contribution to the festival. Pricing is variable based on assets but a minimum of \$20,000 cash contribution and approval from all current Primary Sponsors is required. All Primary Sponsors receive one MAJOR branding opportunity along with the above benefits.





LEVEL 5

\$8,000-10,000

- Fifty (50) day passes and ten (10) full festival passes
- Four (4) festival parking passes
- Invitations to special events & press conferences
- Rotating slide on the Depot Stage
- Logo & name on the website, in the official guidebooks, big board signage, and an entrance banner

Level 5 sponsors receive a combination of benefits and an exclusive entitlement. Options for the entitlement can include a fleet of pedicabs, stage naming rights, the Discovery Maker Zone, and more.



LEVEL 4

\$5,000-7,500

- Forty (40) day passes and ten (10) full festival passes
- Two (2) festival parking passes
- Invitations to special events & press conferences
- Recognition on the website, in official guidebooks, big board signage, an entrance banner at the festival

Level 4 sponsors receive the benefits above along with a mid-level entitlement. Options can include Revel Sports Bar, The Balconies, DMZ Stage, Art Alley Stage, Food Row, and more.



LEVEL 3

\$2,500-4,000

- Twenty (20) day passes and three (3) full festival passes
- Invitations to special events
- Recognition on the website, in the official guidebooks, and on the big board signage

Level 3 sponsors receive the benefits above and a mid-level entitlement. Options include Meet Me Area, Digital Coupon Booth One, Band Merchandise, Pepsi Booths, Individual Food Booths.

LEVEL 2

\$1,000-2,000

- Ten (10) day passes and three (3) full festival passes
- Invitations to special events
- Recognition on the website, in the official guidebooks, and on the big board signage

Level 2 sponsors receive the benefits above and a mid-level entitlement. Options include Discovery Maker Zone Activities, Emerging Artists, Entrance Banners, Volunteer Booth, and more.



LEVEL 1

\$500-750

- Ten (10) day passes and two (2) full festival passes
- Invitations to special events
- Name on the website, in official guidebooks, & on sponsor big board signage

Level 1 sponsors receive the above benefits with an entry-level entitlement including golf cart, digital coupon booth, artist tent, and more. Multiple Level 1 sponsorships will upgrade to the appropriate level



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