



THREE RIVERS FESTIVAL

SPONSORSHIP OPPORTUNITIES

MAKE A DIFFERENCE...

and *Create Great Memories* doing it.

IT'S A WIN-WIN.

Sponsoring a Three Rivers Festival event provides you the unique opportunity to connect with the Fort Wayne community, to build brand awareness and show your company's support of a Fort Wayne tradition: the Three Rivers Festival!

The Three Rivers Festival draws nearly half a million visitors from northeast Indiana, southern Michigan and northwestern Ohio, coming together to enjoy the fun, savor the food and catch up with old friends, all while making new friends and memories.

Each event reaches different audience segments and provides a fun, entertaining and engaging way for you to "wow" clients, vendors and employees. Feel good about supporting our local arts, heritage and culture, while enjoying an unforgettable time at the Three Rivers Festival.

WE'LL FIND THE RIGHT FIT.

Looking for the opportunity to become a part of one of the biggest events of the year? To put your company name in front of hundreds of festival goers? Want to show your employees and investors your dedication to our community? Consider a Three Rivers Festival event sponsorship!

The Three Rivers Festival has many sponsorships available for your company and if you cannot find one that is the right fit for you, just let us know and we can customize a sponsorship that fits your company.



THREE RIVERS FESTIVAL MAIN STAGE

A celebration of outstanding music, great drinks, and food.

Each year the Three Rivers Festival's main stage showcases national, regional and local musical acts of all genres. Over the years the festival's main stage has hosted acts such as Sugar Ray, Smashmouth, K.C. and the Sunshine Band, Here Come the Mummies, Knight Ranger, Avenged Sevenfold, Cheap Trick, and REO Speedwagon to name a few.



Main Stage Presenting Sponsor

\$15,000 **UNAVAILABLE FOR 2021**

BOOTH SPACE

- 10' x 10' booth space in Festival Plaza
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Sponsorship exclusivity with official designation as Festival Stage Sponsor
- Inclusion of logo on Festival Plaza Stage Video Wall
- Inclusion in all marketing of concerts including traditional and social media

RECOGNITION AT EVENT

- Overhead stage banner (sponsor provided)
- Side stage banners
- One wall graphic displayed outside of Festival Plaza
- Emcee mentions from the Festival Plaza stage
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Complementary entry in bed race and parade
- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

ART IN THE PARK



Art in the Park is a two-day, juried fine art show in the heart of beautiful downtown Fort Wayne. Located in Freimann Square on Main Street, Art in the Park celebrates artists from near and far in the center of our city's arts campus. It is here that anyone, from the seasoned art buyer to someone looking to add someone flair to their jewelry collection, can find just the right piece at the right price. Visit 100+ artist and artisan exhibitors from across the country. Surrounded by trees in a beautiful park setting, enjoy live music and home-made treats while you peruse artistic talent

Art in the Park Presenting Sponsor

\$7,000 **UNAVAILABLE FOR 2021**

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

Filled for 2021

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of Art in the Park including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Logo on ground graphics at Art in the Park
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.



BED RACE

On your mark, get set, GO!

Thousands of spectators can be found each year watching 5-person teams parade their creatively unique handmade racing beds down Main Street, then sprint or strut to the finish line.

Bed Race Presenting Sponsor

\$5,500

UNAVAILABLE FOR 2021

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo on Stage Video Wall
- Inclusion in all marketing of the Bed Race including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Opportunity of additional signage and banners at the Bed Race (sponsor provided)
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- Complimentary Bed Race Entry
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

CHILDREN'S FEST

Children's Fest, a free, two-day family event, aims to educate, entertain, and keep our community's children ages 3-9 engaged. Children's Fest offers more than 50 booths that provide activities, free samples, and interactive experiences including crafts, storytelling, magic shoes, and face-painting. Each day, recognizable mascots and characters will parade and interact with attendees during two exciting parades. Children's Fest is accessible to all families with free parking and easy access to public transportation.



Children's Fest Presenting Sponsor

\$5,500

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of Children's Fest including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Logo on ground graphics at event
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

KID'S FUN RUN

The Kid's Fun run is a 1-mile run/walk, held at Children's Fest, for children ages 5-12. Kids participating in the Fun Run have fun while learning about health and fitness along the way. The event also counts towards Fort 4 Fitness' annual Kids Marathon!



Kid's Fun Run Presenting Sponsor

\$4,000

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of Kid's Fun Run including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Logo on ground graphics at event
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

DOWNTOWN MIDWAY

The Three Rivers Festival Downtown Midway encompasses the tree-lined East and West area of beautiful Headwaters Park. With the backdrop of the river, the hint of the Plaza music, the scent of Food Alley, this is a popular, open area (no admission charge) for friends to meet and spend the day. Downtown Midway includes a blend of free displays and exhibits, carnival amusement rides, and budget-friendly attractions. The Downtown Midway sees approximately 70,000 people over the course of the 9 day festival.



Downtown Midway Presenting Sponsor

\$15,000

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of the Downtown Midway including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Opportunity for additional signage and banners at event (sponsor provided)
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.



INTERNATIONAL VILLAGE

International Village occurs on the last Friday and Saturday of the festival and celebrates international culture in Fort Wayne. Up to ten different cultures are represented to educate and expose our community to other cultures' food, music, and traditions. Each day exhibitors provide activities, displays, food and colorful performances on the central stage. This is an all-ages event held downtown Fort Wayne and attracts approximately 10,000 visitors.

International Village Presenting Sponsor

\$6,000 **UNAVAILABLE FOR 2021**

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of the International Village including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Opportunity for additional signage and banners at event (sponsor provided)
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

JUNK FOOD ALLEY

Junk Food Alley is one of the Festival's largest and most anticipated attractions. Food vendors participate locally and from all over the nation to offer festival fare – fried treats, elephant ears, popcorn, barbeque and much, much more. An average of 60,000 people visit Junk Food Alley each year. Junk Food Alley is open each day of the festival from 11 am to 11 pm and is located next to Festival Plaza.



Junk Food Alley Presenting Sponsor

\$15,000

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of Junk Food Alley including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

TRIVIA NIGHT



On Wednesday evening of the Festival, teams of eight will come together at Festival Plaza to compete in the Three Rivers Festival Trivia Night. Answering a variety of questions, the team with the most points at the end of 10 rounds wins! Trivia Night – create Great Memories and learn something along the way!

Trivia Night Presenting Sponsor

\$1,500

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of Trivia Night including traditional and social media

RECOGNITION AT EVENT

- Logo on event signage
- Space for sponsor provided banner displayed in Festival Plaza
- Opportunity for additional signage and banners at event (sponsor provided)

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Complimentary team entry for Trivia Night
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.



Waiter/Waitress Contest

On Monday evening of the Festival, local restaurants sign up their best servers to compete in the Waiter/Waitress Contest. The Three Rivers Festival develops an obstacle course around a simulated dining room in the Festival Plaza. Theatrics, antics and humor are encouraged in this unique competition. Which team will prevail for the trophy by avoiding spillage? This event draws attention to our local restaurant business in a fun, all-ages atmosphere and is free to spectators.

Waiter/Waitress Contest Presenting Sponsor

\$1,500

BOOTH SPACE

- 10' x 10' booth space at event
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of Waiter/Waitress Contest including traditional and social media

PROMOTIONAL RIGHTS

- Sponsor provided trophy

RECOGNITION AT EVENT

- Logo on event signage
- Space for sponsor provided banner displayed in Festival Plaza
- Opportunity for additional signage and banners at event (sponsor provided)

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Complimentary team entry for Waiter/Waitress Contest
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

VOLUNTEERS

The Three Rivers Festival celebrates community, family and tradition with multiple events designed to entertain, inspire creativity and promote teamwork. Each year, around 500 enthusiastic volunteers from age 16 to 80 donate over 10,000 hours of service, assisting guests and helping coordinate every aspect of the Festival.



Volunteer Program Presenting

Sponsor
\$10,000

UNAVAILABLE FOR 2021

BOOTH SPACE

- Premier location of 10' x 10' on-site booth space on 2 nights in Festival Plaza
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of the Volunteer program including traditional and social media

RECOGNITION AT EVENT

- Logo on volunteer signage
- Space for sponsor provided banner displayed in Festival Plaza
- Logo on the back of volunteer shirts
- Space for sponsor provided banner at post-festival volunteer appreciation party

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- One-time use concert tickets
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.
- Complimentary bed race and parade entry

Volunteer Appreciation Party Sponsor

\$2,500

UNAVAILABLE FOR 2021

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall

RECOGNITION AT EVENT

- Space for sponsor provided banner displayed in Festival Plaza
- Space for sponsor provided banner at post-festival volunteer appreciation party

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Complimentary team entry for Waiter/Waitress Contest
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.
- Complimentary bed race and parade entry

FOUNDER'S CLUB

Every year, the Festival concludes with a bang – a display of fireworks so amazing that crowds have been estimated at over 80,000. The Founder's Club was formed so that local businesses of all sizes could unite and contribute the funds needed to continue the fireworks display and make great memories for our community and our children.



Founder's Club Sponsor

\$3,000

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- Inclusion in all marketing of the Fireworks Finale including traditional and social media

RECOGNITION AT EVENT

- Logo on Bar signage (Festival Plaza and Emporium)
- Space for sponsor provided banners displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.
- Complimentary bed race and parade entry



ADDITIONAL SPONSORSHIP OPPORTUNITIES...

Sampling Sponsor*

\$3,000 – 7,000

BOOTH SPACE

- Premier location of on-site booth space at the Festival
- Sponsor promotion of services & products

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org

** Please contact Lori at the festival office if you are interested in this sponsorship; 260-426-5556; this sponsorship is not included on the sponsor form*

PROMOTIONAL RIGHTS

- Permission for up to 4 sponsor staff members to roam festival distributing samples and/or P.O.S.
- Company name and logo on web media, social media campaigns and eblasts.

SPONSOR SERVICES

- One-time use concert tickets

Raffle Ticket Backs Sponsorship \$5,000

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Logo on the backs of 50/50 raffle tickets.
- Inclusion of logo Festival Plaza Stage Video Wall

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

Badge Holder/ Lanyard Sponsorship

\$1,500 **UNAVAILABLE FOR 2021**

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Logo on 1,000 lanyards
- Inclusion of logo Festival Plaza Stage Video Wall

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

Festival Necessities Sponsorship

\$5,000

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Logo on 75 trash receptacle or port-a-johns spread throughout festival
- Inclusion of logo Festival Plaza Stage Video Wall
- Space for sponsor provided banner displayed in Festival Plaza

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Souvenir buttons
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

Concert Ticket Backs

\$2,500

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Logo on the back of 18,000 concert tickets
- Logo included in all concert advertising
- Inclusion of logo Festival Plaza Stage Video Wall

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Space for sponsor provided banner displayed in Festival Plaza for duration of festival.
- Souvenir buttons.
- 10 x 10 booth space if festival plaza for one night in festival plaza
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

Festival Button Card

\$2,500

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Logo on the back of 2,500 button hang tags
- Logo included in all festival button advertising
- Inclusion of logo Festival Plaza Stage Video Wall

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Space for sponsor provided banner displayed in Festival Plaza for duration of festival.
- Souvenir buttons.
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

Parking Passes

\$1,500

ADVERTISING & PROMOTION

- Logo/link on www.ThreeRiversFestival.org
- Logo on the back of 6,000 parking passes
- Inclusion of logo Festival Plaza Stage Video Wall

SPONSOR SERVICES

- Sponsor badges, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area, valid all 9 days of festival.
- Souvenir buttons.
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.

Three Rivers Festival Supporter

HEADLINER - \$1,000

- Logo/link on www.ThreeRiversFestival.org
- Inclusion of logo Festival Plaza Stage Video Wall
- 3 one-night VIP badge, good for admission of bearer & guest to Festival Plaza and sponsor hospitality area.
- The opportunity to purchase tickets at a reduced price for your employees, clients, etc.
- 4 Festival Buttons

SUPPORTING - \$500

- Inclusion of logo on Festival Plaza Stage Video Wall
- 6 one-time use concert tickets
- 2 Festival Buttons

OPENING - \$250

- Inclusion of logo on Festival Plaza Stage Video Wall
- 2 one-time use concert tickets
- 2 Festival Buttons

BECOME A *SPONSOR* TODAY!

To support the Three Rivers Festival by being a sponsor, simply click the TRF logo to fill out the form to confirm your chosen sponsorship package. Once we receive your completed sponsorship form, a Three Rivers Festival staff member will contact you to discuss event arrangements, sponsorship benefits, and recognition. If you would like a paper form or to discuss a custom sponsorship, simply contact the festival office at 260-426-5556.

