

WHAT IS RIVERFEST?



5 STAGES – 3 DAYS – 2 CITIES – 1 EVENT

* **IT'S BIG** – Riverfest is the largest single event in the state of Arkansas with over 245,000 in attendance. That's almost 10% of the state's population!

* **IT'S ART** – Riverfest is a celebration of visual and performing arts that is held annually over Memorial Day weekend on the banks of the Arkansas River in Little Rock and North Little Rock.

* **IT'S COMMUNITY** – Riverfest is a private, non-profit corporation whose mission is to benefit the community. In fact, Riverfest has invested more than \$600,000 in Riverfront Park and the River Market District, including the Riverfest Amphitheatre and the Riverfest Pavilion.

* **IT'S ENTERTAINMENT** – Riverfest is unmatched entertainment. Festival-goers are treated to an annual performance by the Arkansas Symphony Orchestra, plus some of the best-known names in music:

Al Green
B.B. King
Blues Traveler
Brad Paisley
Cheap Trick
Collective Soul
Diamond Rio
Don McLean
Everclear
Hank Williams, Jr.
Hootie & the Blowfish
James Brown
Joe Nichols

Lifehouse
Live
Los Lobos
Loverboy
Mark Wills
Morris Day and the Time
Nappy Roots
Nickel Creek
Pat Green
REO Speedwagon
Rick James
Run DMC
Styx

Switchfoot
The Black Crowes
The Doobie Brothers
The Gap Band
The Neville Brothers
The Wallflowers
Train
Trapt
Trick Pony
Uncle Kracker

* **IT'S AWARD-WINNING** – Riverfest is nationally recognized as one of the best festivals in the country by The International Festival & Events Association (IFEA). Riverfest has won numerous awards year after year in the IFEA's Pinnacle Awards competition, the most prestigious award in the special events industry. The American Bus Association has selected Riverfest as one of the Top 100 Events in North America.

* **IT'S FAMILY FUN** – Riverfest is a fantastic family entertainment value – with outstanding music performers, visual artists, food vendors, children's activities and our spectacular fireworks show. The cost? Just \$10 in advance and \$15 at the gate for all three days. Children six and under get in free.



OUR MISSION

The mission of Riverfest, Inc., is to produce a quality, recreational, cultural, educational, family-oriented celebration of the visual and performing arts for the benefit of the community.

We invite you to share our mission and become a part of the state's most well-known and best-attended event. As a sponsor, you can be associated with what has become a positive, family event for people in Arkansas and beyond.



WHAT IMPRESSION DOES RIVERFEST LEAVE?



RIVERFEST MONEY MAKES A LASTING IMPRESSION ON THE COMMUNITY.

Riverfest makes an incredible impact on the area, with an estimated economic impact of \$33 million, according to estimates from the International Festivals & Events Association. Having just three paid employees, Riverfest relies on volunteers to cover the rest, including a 30-member Board, a 150-person planning committee and an impressive group of 2,500 who labor tirelessly during the three-day weekend.

This allows remaining money to be pumped back into the Riverfront area. For example:

- 1983** – \$50,000 to construct the East Fountain in Riverfront Park
- 1986** – \$1,000 toward construction of the Belvedere in Riverfront Park
- 1986** – \$200,000 pledged toward construction of the Riverfest Amphitheatre
- 1987** – Second \$50,000 payment toward Amphitheatre pledge
- 1990** – Third \$50,000 payment toward Amphitheatre pledge
- 1991** – Final \$50,000 payment toward Amphitheatre pledge
- 1994** – \$50,000 payment to pay for fencing around Amphitheatre
- 1996** – \$175,000 pledged for East Pavilion at the River Market. First \$50,000 payment made.
- 1998** – \$25,000 payment toward Pavilion
- 1999** – \$50,000 payment toward Pavilion
- 2000** – Final \$50,000 Pavilion payment
- 2002** – \$30,000 to construct the Riverfest Plaza and Jim Sick Fountain linking the Amphitheatre to the Pavilion
- 2002** – \$25,000 to the Junior League of Little Rock to complete remodeling of the Women's City Club
- 2003** – \$3,500 to replace vinyl curtains in East Pavilion at River Market
- 2004** – \$50,000 to enhance and renovate the Riverfest Amphitheatre
- 2005** – \$20,000 to the City of North Little Rock for park improvements
\$20,000 to the City of Little Rock for playground renovations in Riverfront Park
\$15,000 to the City of Little Rock for renovations and improvements to the History Pavilion in Riverfront Park
- 2006** – Funds from the \$50,000 pledged for improvements to Riverfest Amphitheatre were used to construct a new floor on the Amphitheatre stage.



HOW CAN I BE A PART OF RIVERFEST?



* **CUSTOMIZED OPPORTUNITIES** – Every sponsor’s marketing and public relations needs are different. That’s why we will listen to your goals and objectives and customize a sponsorship package that works to meet your individual needs.

* **MULTIPLE OPTIONS** – There are as many ways to become a Riverfest sponsor as there are to have fun at Riverfest. From sponsoring an entrance gate or a performance stage, to a special attraction or becoming an official product or provider, the options are limitless. With each sponsorship opportunity, the amount of media exposure, site signage, sponsor privileges and other benefits varies. Take advantage of Riverfest’s phenomenal media promotion.



* **IN-KIND SPONSORSHIP** – Many opportunities are available that allow your company to receive the same benefits as a financial sponsor in exchange for a product or service.

* **VOLUNTEER OPPORTUNITIES** – Boost your company morale and help Riverfest by volunteering as a group to sell beverages, admission tickets, river money or help in the kids area. All volunteers receive free admission to the three-day festival and a free T-shirt. Companies may print their logo or name on the back of their free T-shirts. Companies that staff a tent for a day may hang a company banner in that tent.



To find out what sponsorship is perfect for your company, please contact the Riverfest office at 501-255-3378 for a complete sponsor presentation.



WHY SHOULD I BE A PART OF RIVERFEST?



* **UNMATCHED OPPORTUNITY** – No other sponsorship in Arkansas will showcase your company to more consumers. It's the best sponsorship opportunity available in the state.

* **EFFECTIVENESS** – According to the International Events Group – the leading authority on event sponsorships – 78% of festival-goers say that festival sponsorship affects their purchasing decisions.

* **COMMUNITY SUPPORT** – Partnering with Riverfest will positively enhance your company's image as you support the state's largest tourist attraction and make a visible impact in the local community.

* **EXPOSURE** – You'll benefit from the Riverfest advertising, public relations and marketing campaign which includes extensive news coverage on television, radio and print media outlets throughout the state, newspaper ads, special inserts, live and pre-recorded radio spots, television advertising, on-site signage, merchandising and printed brochures and posters.

* **INTERNET PRESENCE** – The Riverfest website has become the source for up-to-the-minute information on all things regarding the festival. Last year's site was visited over 150,000 times between February and June. Our sponsor page identifies all of our participating sponsors and, depending upon the level of sponsorship, may include your company logo and a link to your website.

* **SPONSOR PRIVILEGES** – Riverfest gives sponsors the opportunity to reward customers and employees with special access and privileges during the festival, including entrance to our VIP areas, sponsor parties, reserved seating at performances and more.



WHO WILL SEE MY MESSAGE?



In 2005, the University of Arkansas at Little Rock conducted a survey of festival visitors. Here's just some of what they found:

- 90% were Arkansas residents
- 70% had attended Riverfest previously
- Three-fourths reported education beyond high school
- 87% rated Riverfest as “excellent” or “good”
- 60% are between the ages of 18 and 44
- 48% have household income above \$50,000
- Women outnumber men, 54% to 46%



The Nielsen scientific system ranked Riverfest as the state's #6 news story in 2003 with 12 million viewer impressions. *Arkansas Democrat-Gazette* readers continuously select Riverfest as the “Best Citywide Event.”

