



ATHENA PHOTOGRAPHY

16TH ANNUAL CELEBRATION OF THE MISSOULA EXPERIENCE

AUGUST 26-27, 2022

[WWW.RIVERCITYROOTSFESTIVAL.COM](http://WWW.RIVERCITYROOTSFESTIVAL.COM)



# ROOTS FEST

SYNOPSIS

Produced by the Missoula Downtown Association as the community’s signature celebration, the River City Roots Festival is on to the top of Montana’s “must-do” list. Recognized as the 2009 Montana Tourism Event of the Year, Roots Fest draws more than 15,000 individuals to the heart of the community each year for a variety of fun activities. This free festival features first-class art and entertainment for both residents and visitors. With quality live performances on the main stage on West Main Street, an art show, entertainment for children and families, and a 4-Mile Run through the heart of Missoula, Roots Fest brings a weekend of family fun to the community. In order to produce this free community event, the MDA must raise nearly \$100,000 in sponsorships. The long-term goal of the festival is to draw attendance from both the local area and a regional base to improve the economy of Missoula and emphasize Missoula as the region’s destination for art, music, and commerce.

WHEN

**FRIDAY & SATURDAY  
AUGUST 26-27, 2022**

WHERE

**DOWNTOWN  
MISSOULA, MONTANA**

PURPOSE

- Celebrate the community of Missoula
- Develop and sustain the region’s largest signature festival
- Increase customers and revenue for the Missoula business community
- Showcase Downtown Missoula as Western Montana’s gem
- Showcase some of the region’s most talented artists (art and music)
- Emphasize family fun and fitness
- Expose the region to all the great aspects of Missoula

OPPORTUNITIES

Roots Fest draws more than 15,000 people each year. This is an incredible opportunity to support the community, have exposure for your business, and gain new customers. Sponsorship of Roots Fest is a great way to:

- Launch new products and services
- Align your brand with the Roots Fest experience
- Engage consumers in a meaningful way
- Entertain clients and employees
- Obtain valuable positive exposure to thousands of attendees



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## POSSIBLE SPONSOR BENEFITS

- VIP backstage passes
- Logo prominently displayed on signage
- Logo on Roots Fest website ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com)) with link to your website
- Logo on festival cups (limited to Title, Main Stage, and Green sponsors)
- Logo on event t-shirts
- Street space for business booth/table to directly promote your business
- Public address recognition and presentation on the Main Stage
- Name on all "Thank You" signage and advertising
- Other options per sponsor request

## TITLE SPONSOR (\$10,000) LIMITED TO 2 SPONSORS



- 10 VIP backstage passes for the weekend
- Inclusion in all social media communications
- Logo prominently displayed on all festival signage and event banners
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Logo on all event t-shirts
- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on festival cups
- Name in all festival press releases
- Public address recognition and presentation on the Main Stage
- Other options per sponsor request

## MAIN STAGE SPONSOR (\$6,000) LIMITED TO 4 SPONSORS

Musical entertainment is the main draw for Roots Fest. Live music takes place Friday and Saturday on Main Street.

- 6 VIP backstage passes
- Opportunity to hang banner in the Main Stage area (business supplies banner)
- Significant presence on Main Stage promoting business sponsorship
- Logo on festival cups
- Logo prominently displayed on Main Stage schedule in all hand bills
- Logo on all event t-shirts
- Name in all press releases pertaining to event entertainment





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**ROOTS RUN SPONSOR (\$3,000) LIMITED TO 4 SPONSORS**

Missoula's healthy environment is the heart of the festival's 4-Mile Run through the University District, along the river, and ending in Caras Park. The 4-Mile Run is open to individuals of all ages, including parents with strollers, young children, and seniors. With over 350 runners in 2021 and more than \$4,500 in cash and prizes awarded to participants, this run is a "must-do" activity on everyone's list.

- 4 VIP backstage passes
- Logo prominently displayed on Run signage
- Logo on all race t-shirts
- Logo on all volunteer t-shirts
- Banner prominently displayed at finish line
- Other options per sponsor request



**GREEN SPONSOR (\$3,000) LIMITED TO 4 SPONSORS**

We are proud to be working towards making the River City Roots Festival more "green." Steps being taken to make this event more sustainable include partnering with the Climate Smart Missoula "Green Team" to educate festival-goers on recycling opportunities in Missoula, providing water stations to cut down on plastic water bottles, reusable cups for beverages, use of alternative energy sources, and use of recycled paper and inks in print marketing with additional opportunities arising every year. In 2019, we implemented a way to compost discarded food. We are committed to taking steps to making Roots Fest completely green.

- 4 VIP backstage passes
- Logo prominently displayed on greening signage
- Logo on Green Team & volunteer t-shirts
- Logo on recycling signage
- Other options per sponsor request

**SATURDAY FAMILY ROOTS FEST SPONSOR (\$3,000) LIMITED TO 4 SPONSORS**

Missoula is Montana's first Playful City USA. With this designation, Missoula becomes a national role model, leading the way for play and growing the next generation of healthy and productive adults. Roots Fest hosts all the children's and family activities in Caras Park, entertaining 3,000-4,000 children and their families. Dozens of local organizations provide fun and educational activities including kid-friendly performances, games, crafting, children's music, youth rock band showcase and more. Help us grow our "Family Roots" by sponsoring this portion of the event.



- 4 VIP backstage passes
- Banner prominently displayed in Caras Park (business supplies banner)
- Logo prominently displayed on Family Fun Festival Signage
- Logo on all volunteer t-shirts (250 shirts)
- Logo on Family Fun Festival's webpage ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com)) with link to your website
- Name listed on all festival press releases
- Opportunity to emcee at Youth Performance Stage
- Other options per sponsor request



**HOSPITALITY SPONSOR (\$3,000) LIMITED TO 4 SPONSORS**

Roots Fest is all about our community and we couldn't put on the event without a collective effort. Over 150 volunteers help make the event a success, and to thank them, a hospitality area is set up to provide them with free food and drinks. In addition to hospitality for the volunteers, a backstage hospitality area is set up for the performers and main-stage crews.

- 4 VIP backstage passes
- Logo on all volunteer t-shirts
- Logo prominently displayed on hospitality signage
- Banner prominently displayed in the festival area
- Name listed on all festival press releases
- Other options per sponsor request



**ART SHOW SPONSOR (\$1,500) LIMITED TO 4 SPONSORS**

Roots Fest is a showcase of the visual arts alongside musical art. More than 30 local and regional artists participate in the Art Show featuring painting, photography, pottery, sculpture, jewelry, textile arts, and wood, all front and center on Main Street both days of the festival. This component of Roots Fest creates a full-circle experience for those who appreciate art both visually and musically.

- 4 VIP backstage passes
- Logo prominently displayed on Art Show signage
- Logo on volunteer t-shirts
- Banner prominently displayed at the Art Show (business supplies banner)
- Name listed on all festival press releases
- Other options per sponsor request

**FOOD COURT SPONSOR (\$1,500) LIMITED TO 4 SPONSORS**

A food court of 12-15 local food vendors is placed between the activities on Main Street and those in Caras Park. With the Court's central location, it is one of the heaviest trafficked areas of the festival. In addition, Missoula is seeing a mobile culinary boom with the addition of high-end food trucks and carts serving some of the best cuisine in the city. Don't miss the opportunity to be a part of the culinary experience of the festival by sponsoring this portion of the event.

- 4 VIP backstage passes
- Logo prominently displayed on Food Court signage
- Logo on table toppers in Food Court area
- Logo on Food Court listing in festival program
- Logo on all volunteer t-shirts
- Other options per sponsor request



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**OTHER SPONSOR LEVELS**

We realize many people want to financially support this great community event, but may not be able to do so at the higher levels. Every year dozens of businesses contribute to Roots Fest as a Festival Patron Supporter. Every little bit helps to ensure Roots Fest admission remains free for everyone.

**FESTIVAL PATRON (\$1,000)**

- 2 VIP backstage passes
- Name listed in festival program
- Name listed on festival press releases

**FESTIVAL SUPPORTER (\$500)**

- Name listed in festival program

# SPONSORSHIP SIGN-UP

# ROOTS FEST



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**YES, PLEASE COUNT ME IN AS A SPONSOR OF THE RIVER CITY ROOTS FESTIVAL.**

I would like to sponsor at the following level:

- TITLE SPONSOR** .....\$10,000
- FOOD COURT SPONSOR**..... \$1,500
- MAIN STAGE SPONSOR**.....\$6,000
- ART SHOW SPONSOR**..... \$1,500
- FAMILY FUN FEST SPONSOR** ....\$3,000
- FESTIVAL PATRON** ..... \$1,000
- 4-MILE RUN SPONSOR** .....\$3,000
- FESTIVAL SUPPORTER** .....\$500
- GREEN SPONSOR** ..... \$3,000
- HOSPITALITY SPONSOR** ..... \$3,000

**YES! I WOULD LIKE TO VOLUNTEER AT THE FESTIVAL! PLEASE CONTACT ME!**

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_



## BE A SPONSOR TODAY!

**SPONSORSHIPS CAN BE PAID WITH CASH, CHECK OR CREDIT CARD TO:**

Missoula Downtown Association  
218 E Main St Ste C • Missoula, MT 59802  
Phone: 406.543.4238 • Fax: 406.543.9831  
info@missouladowntown.com • www.rivercityrootsfestival.com

**DEADLINE: FRIDAY, MAY 20, 2022**