



# river <sup>2022</sup> rhythms

## Concert Series Schedule

**July 7 • July 21 • July 28**

**August 4 • August 11**

*Promoting healthy living through  
recreation experiences and serving as stewards  
of Albany's public parks and facilities.*



**(541) 917-7777 | [riverrhythms.org](http://riverrhythms.org)**

## Community Benefits

**For more than 37 years**, the River Rhythms Concert Series has established itself as one of Albany's signature events, drawing crowds from throughout the Willamette Valley. In addition to sponsorship visibility, the River Rhythms Concert Series also offers individual, community, and economic benefits. This event strengthens the bond between families, and friends, while providing businesses with opportunities to create a positive image in the community and reach their target market. The concert series generates thousands of dollars for the local economy by drawing visitors from outside the area that use our restaurants, our gas stations, and other local businesses.

## Music Festival Features

### **River Rhythms Concert Series**

Each summer, under the stars of the evening sky along the banks of the Calapooia and Willamette Rivers, thousands of people gather to take time out from their busy lives to join friend and family Thursday evenings at Monteith Park. The concert series features diverse music, food, entertainment, and fun. Past performers have included Sugarland, Tower of Power, the Dixie Chicks, The Grass Roots, The Coats, Chubby Checker, Pablo Cruise and Tracy Byrd.

### **Food and Beverages**

Local food and brewery vendors available for concert goers to relax and enjoy the evening under the stars at Monteith Park.

### **Children's Pre-concert Art**

Children of all ages have hands-on opportunities to discover their creativity through pre-concert art projects. From picture frames and tie-dye bandanas to coffee filter hats and kaleidoscopes, the children of our community get messy, play, and most of all discover that there is no limit to imagination. River Rhythms feeds the imagination of our children and offers exposure to diverse musical talent. It provides free, family entertainment for people of all ages. As Albany and the Mid-Willamette Valley continue to grow, events like the River Rhythms Concert Series improve the quality of life here.



COMMENSURATE WITH YOUR SPONSORSHIP LEVEL,  
SPECIFIC FORMS OF VISIBILITY AND RECOGNITION  
PROVIDED TO YOUR COMPANY MAY INCLUDE:

# Sponsor Benefits

The River Rhythms Concert Series will help your business or organization connect with potential target markets while making a positive contribution to the community. The series attracts those who live in the Mid-Willamette Valley as well as visitors from outside our area. These concerts provide opportunities for you to make corporate contacts as you connect with fellow sponsors. River Rhythms will give you the chance to build visibility and connect with customers and other businesses while helping to create events that make Albany a great place to live.

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Presented by Albany Parks & Recreation and made possible through the incredible support of a caring community and generous sponsors like you!



## Nicole Markel

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## Site Signage

Colorful banners and site signage will provide visibility for your company name and logo.

## Custom Gift

Your company will be presented with a custom gift item commemorating the River Rhythms Concert Series. Gift presentation will be made on-stage prior to one of the concerts.

## On-Stage Recognition

Your company's support of the series will be recognized from the stage at every concert.

## Concert Series Program

A multi-page program will be distributed at each concert. Sponsor names and logos are listed and premier and major level sponsors will have a brief informational bio included.

## Concert Series Web Site

Sponsors may have their logo and link from the concert series web site ([riverrhythms.org](http://riverrhythms.org)).

## Sponsor Connection with Target Markets

Sponsors have the opportunity for a display booth in the sponsor area where they can connect one-on-one with the audience and tell them their story.

## Hospitality

Enjoy opportunities to interact with the decision makers of our community in a relaxed and comfortable environment as you join fellow sponsors in our exclusive VIP Hospitality Area, complete with a meal, soft drinks, and bottled water.

## Other Benefits

Major sponsors will be listed on event posters which are distributed throughout the Willamette Valley and beyond. From advertising lawn signs and table tents to radio recognition and brochures, we will work with your business to develop marketing materials that will highlight your involvement in the concert series and that are commensurate with your sponsorship level.



# river rhythms

## EVENT PROFILE

Each summer, thousands of people gather to experience Thursday evenings filled with diverse music, food, entertainment, and fun. Under the stars of the evening sky along the banks of the Calapooia and Willamette Rivers, community members spread their blankets, pull up a chair, and take time out of their busy lives.

<b>TARGET AUDIENCE</b>	All demographic groups are represented with the average attendee between the ages of 18-65 years old. There are families with children, young singles, couples and older adults. Attendees throughout the Northwest enjoy the series with most visitors coming from surrounding communities like Corvallis, Salem and Eugene.
<b>ANTICIPATED ATTENDANCE</b>	40,000-60,000
<b>2022 DATES</b>	July 7 July 21 July 28 August 4 August 11
<b>LOCATION</b>	Monteith River Park, Albany OR
<b>COST</b>	Free
<b>ACTIVITIES</b>	Concerts by nationally known acts as well as regional openers, pre-concert activities for children, food court featuring options for meals and desserts, sponsor booths, beer garden and VIP hospitality.
<b>MARKETING OPPOTUNITIES</b>	Radio and print coverage On-site branded signage Event posters, fliers, and programs
<b>SPONSORSHIP OPPORTUNITIES</b>	Sponsorship options range from \$2,000 - \$25,000. We tailor sponsorships to meet the sponsor's needs.



<b>SPONSOR LEVEL</b>	Friend
<b>FINANCIAL INVESTMENT</b>	\$1,000

<b>MARKETING</b>	<ul style="list-style-type: none"> <li>▪ Inclusion in program with name listing company as a friend sponsor</li> <li>▪ Inclusion on River Rhythms website with name and link to your website</li> </ul>
<b>SIGNAGE</b>	<ul style="list-style-type: none"> <li>▪ Inclusion on all branded signage throughout the event and at entrances as a friend sponsor</li> </ul>
<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>▪ 2 VIP Hospitality Passes <i>Note: valid for all 5 concerts in Monteith Park; not valid at the Linn County Fair</i></li> <li>▪ Reduction in rental of parks and facilities</li> </ul>

*Note: Commitment must be received by April 8, 2022 to guarantee placement in marketing material.*



<b>SPONSOR LEVEL</b>	Co-Sponsor
<b>FINANCIAL INVESTMENT</b>	\$2,000

<b>MARKETING</b>	<ul style="list-style-type: none"> <li>▪ Inclusion in program with logo</li> <li>▪ Inclusion on River Rhythms website with logo and link to your website</li> <li>▪ Inclusion in radio advertising</li> </ul>
<b>SIGNAGE</b>	<ul style="list-style-type: none"> <li>▪ Inclusion on all branded signage throughout the event and at entrances as a co-sponsor</li> <li>▪ Side of stage signage with logo</li> </ul>
<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>▪ 6 VIP Hospitality Passes <i>Note: valid for all 5 concerts in Monteith Park; not valid at the Linn County Fair</i></li> <li>▪ Reduction in rental of parks and facilities</li> </ul>
<b>STAGE RECOGNITION</b>	<ul style="list-style-type: none"> <li>▪ Recognized from the stage at each concert</li> <li>▪ Presented with sponsor gift on-stage prior to concert of your choice</li> </ul>
<b>EVENT ACTIVATION</b>	<ul style="list-style-type: none"> <li>▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence</li> </ul>

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<b>SPONSOR LEVEL</b>	Major
<b>FINANCIAL INVESTMENT</b>	\$4,000

<b>MARKETING</b>	<ul style="list-style-type: none"> <li>▪ Inclusion in program with logo and description</li> <li>▪ Inclusion on poster with logo as a major level sponsor</li> <li>▪ Inclusion on River Rhythms website with logo and link to your website</li> <li>▪ Inclusion in radio advertising</li> </ul>
<b>SIGNAGE</b>	<ul style="list-style-type: none"> <li>▪ Inclusion on all branded signage throughout the event and at entrances as a major sponsor</li> <li>▪ Side of stage signage with logo</li> </ul>
<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>▪ 12 VIP Hospitality Passes <i>Note: valid for all 5 concerts in Monteith Park; not valid at the Linn County Fair</i></li> <li>▪ 2 Backstage Passes for meet &amp; greet with performer at the concert of choice (depending on availability)</li> <li>▪ Reduction in rental of parks and facilities</li> </ul>
<b>STAGE RECOGNITION</b>	<ul style="list-style-type: none"> <li>▪ Recognized from the stage at each concert</li> <li>▪ Presented with sponsor gift on-stage prior to concert of your choice</li> </ul>
<b>EVENT ACTIVATION</b>	<ul style="list-style-type: none"> <li>▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence</li> </ul>

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<b>SPONSOR LEVEL</b>	Premier
<b>FINANCIAL INVESTMENT</b>	\$6,000

<b>MARKETING</b>	<ul style="list-style-type: none"> <li>▪ Inclusion in program with logo and description of company listing business as a premier level sponsor</li> <li>▪ Inclusion on poster with logo as a premier level sponsor</li> <li>▪ Inclusion on River Rhythms website with logo and link to your website</li> <li>▪ Inclusion in radio advertising</li> <li>▪ Inclusion in television advertising with logo if available</li> <li>▪ Inclusion in print advertising with logo</li> <li>▪ Inclusion in radio advertising</li> </ul>
<b>SIGNAGE</b>	<ul style="list-style-type: none"> <li>▪ Inclusion on all branded signage throughout the event and at entrances as a premier sponsor</li> <li>▪ Top side of stage signage with logo</li> </ul>
<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>▪ 16 VIP Hospitality Passes <i>Note: valid for all 5 concerts in Monteith Park; not valid at the Linn County Fair</i></li> <li>▪ 4 Backstage Passes for meet &amp; greet with performer at the concert(s) of choice (depending on availability)</li> <li>▪ Reduction in rental of parks and facilities</li> </ul>
<b>STAGE RECOGNITION</b>	<ul style="list-style-type: none"> <li>▪ Recognized from the stage at each concert</li> <li>▪ Presented with sponsor gift on-stage prior to concert of your choice</li> </ul>
<b>EVENT ACTIVATION</b>	<ul style="list-style-type: none"> <li>▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence</li> </ul>

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<b>SPONSOR LEVEL</b>	Presenting
<b>FINANCIAL INVESTMENT</b>	\$25,000

<b>MARKETING</b>	<ul style="list-style-type: none"> <li>▪ Included in all general and area specific advertising with logo as Presenting Sponsor:             <ul style="list-style-type: none"> <li>– Albany Democrat Herald/Corvallis Gazette Times</li> <li>– Eugene Weekly</li> <li>– Willamette Living</li> <li>– Salem Monthly</li> <li>– ACTIVATE Magazine (direct mailed to 28,000 households in Albany)</li> <li>– Inclusion in all radio ads as Presenting Sponsor (KRKT/KLOO stations, KGAL/KSHO stations)</li> </ul> </li> <li>▪ Inclusion in all television ads with logo (Comcast &amp; KEZI 9)</li> <li>▪ Inclusion on poster with logo in a prominent location as Presenting Sponsor</li> <li>▪ Inclusion in program with logo and description</li> <li>▪ Inclusion on River Rhythms website with logo and link to your website</li> <li>▪ Inclusion in radio advertising</li> <li>▪ Feature description in program with logo and picture of choice on page three (4,500 pieces available at event entrance)</li> <li>▪ Inclusion on River Rhythms website with logo and link as Presenting Sponsor</li> <li>▪ Social Media inclusions</li> </ul>
<b>SIGNAGE</b>	<ul style="list-style-type: none"> <li>▪ Inclusion on all branded signage throughout the event and at entrances as a presenting sponsor</li> <li>▪ Side of stage signage with logo</li> <li>▪ Top of stage signage with logo as presenting sponsor</li> </ul>



<b>BENEFITS</b>	<ul style="list-style-type: none"> <li>▪ 26 VIP Hospitality Passes <i>Note: valid for all 5 concerts in Monteith Park; not valid at the Linn County Fair</i></li> <li>▪ 2 Backstage Passes for meet &amp; greet with performer at all 4 concerts (if desired)</li> <li>▪ Reduction in rental of parks and facilities</li> <li>▪ ½ page business ad in Activate (issue to be agreed upon)</li> </ul>
<b>STAGE RECOGNITION</b>	<ul style="list-style-type: none"> <li>▪ Recognized from the stage at all concerts as the Presenting Sponsor</li> <li>▪ Presented with sponsor gift on-stage prior to concert of your choice</li> </ul>
<b>EVENT ACTIVATION</b>	<ul style="list-style-type: none"> <li>▪ Opportunity to interact with potential customers on site in a variety of ways including booth presence</li> </ul>

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