



*RiverFront*  
**MUSIC**  
*Festival*

SPONSORSHIP OPPORTUNITIES

@HART PLAZA

DETROIT, MICHIGAN

2024



MONICA

ASHANTI

# RiverFront **MUSIC** Festival

STEP INTO THE HEARTBEAT OF DETROIT'S SOULFUL RHYTHM AT THE SECOND ANNUAL **RIVERFRONT MUSIC FESTIVAL!** SET AGAINST THE BREATHTAKING BACKDROP OF **THE DETROIT RIVER**, THIS ELECTRIFYING EVENT CELEBRATES THE CITY'S RICH MUSICAL HERITAGE WHILE EMBRACING THE VIBRANT ENERGY OF TODAY'S R&B, SOUL & HIP-HOP SCENE. LAST YEAR, WE MADE HISTORY AT **HART PLAZA** WITH UNFORGETTABLE PERFORMANCES BY LEGENDS **MONICA** AND **ASHANTI**, ALONGSIDE RISING STARS LIKE **SAUCY SANTANA**. BUILDING ON THE RESOUNDING SUCCESS OF OUR INAUGURAL EVENT, THIS YEAR WE'RE TURNING UP THE VOLUME WITH A **TWO-DAY EXTRAVAGANZA** FEATURING AN INCREDIBLE LINEUP WHICH INCLUDES THE SMOOTH STYLINGS OF R&B ROYALTY LIKE **MONICA & KELLY PRICE** AS WELL AS THE DYNAMIC SOUNDS OF RISING STARS **JACQUEES, QUEEN NAIJA, YUNG MIAMI** AND MORE! GET READY TO IMMERSE YOURSELF IN THE MAGIC OF LIVE MUSIC, INDULGE IN **MOUTHWATERING LOCAL CUISINE** AND JOIN OVER **40,000 FELLOW MUSIC LOVERS** FOR AN UNFORGETTABLE EXPERIENCE ON **JULY 20TH AND 21ST**. DON'T MISS YOUR CHANCE TO BE A PART OF DETROIT'S MUSICAL LEGACY - **JOIN US** IN WRITING THE NEXT CHAPTER OF DETROIT'S LEGACY, WHERE EVERY MOMENT IS A SYMPHONY OF SOUL AND SPIRIT!

# RiverFront **MUSIC** Festival

WE RECEIVED OVER **20,000 TICKETED ATTENDEES** LAST YEAR!  
WE'RE EXPECTING 30-40K ATTENDEES THIS YEAR.





# WHY BECOME A SPONSOR?



BECOMING A **SPONSOR** OFFERS A UNIQUE OPPORTUNITY TO **ALIGN YOUR BRAND** WITH THE VIBRANT CULTURAL TAPESTRY OF **DETROIT** WHILE REACHING A DIVERSE AUDIENCE OF MUSIC ENTHUSIASTS AND COMMUNITY MEMBERS. BY SUPPORTING THIS **ELECTRIFYING EVENT**, YOU NOT ONLY **GAIN SIGNIFICANT BRAND VISIBILITY** BUT ALSO CONTRIBUTE TO THE GROWTH AND VITALITY OF **DETROIT'S** ARTS AND MUSIC SCENE. AS A **SPONSOR**, YOU'LL HAVE THE CHANCE TO **ENGAGE DIRECTLY** WITH **CONSUMERS** THROUGH IMMERSIVE BRAND ACTIVATIONS, **SHOWCASE YOUR PRODUCTS** OR **SERVICES** TO A CAPTIVATED AUDIENCE AND **CREATE LASTING CONNECTIONS** WITH THE COMMUNITY.

# SPONSORSHIP TIERS

WE'VE CREATED A VARIETY OF TIERS OF SPONSORSHIP PARTICIPATION FOR YOU TO CONSIDER. – LET US KNOW HOW YOU CAN GET INVOLVED.

OFFICIAL  
PRESENTING  
PARTNER

**\$50,000**

THIS **TOP-TIER PACKAGE** ENSURES THE HIGHEST LEVEL OF **BRANDING & INVOLVEMENT** AS OUR

## OFFICIAL **PRESENTING PARTNER:**

- ENJOY YOUR DEDICATED **10X20 VENDING SPACE**.
- YOUR COMPANY LOGO WILL BE PROMINENTLY FEATURED ON ALL MARKETING ASSETS (**DIGITAL AND PRINTED**), AND EVEN ON EVENT MERCHANDISE IF APPLICABLE.
- GAIN LOGO PLACEMENT ON THE **ON-STAGE VIDEO MONITORS**.
- BENEFIT FROM **UNLIMITED MARKETING & BRANDING OPPORTUNITIES** THROUGHOUT THE FESTIVAL GROUNDS.
- RECEIVE **20 VIP BANDS** FOR EXCLUSIVE ACCESS.
- SECURE **BRANDING** FOR YOUR COMPANY ON THE **PRIVACY FENCE AT THE FRONT OF THE VENUE**.
- GET ASSIGNED BAR BRANDING (IF APPLICABLE).
- RECEIVE **15 ON-MIC COMPANY MENTIONS** BY THE FESTIVAL HOST DURING THE EVENT.
- ENJOY MENTIONS DURING **ALL PR EVENTS AND INTERVIEWS** (INCLUDING RADIO AND TV BROADCASTS).
- BE INCLUDED IN OUR SOCIAL MEDIA CAMPAIGN EXECUTED BY **20 PREMIERE PROMOTERS** WITH NATIONAL NETWORKS.
- GET INVITED TO THE PRESS RUN WITH ALL LOCAL NEWS CHANNELS; 2, 4, AND 7.

# SPONSORSHIP TIERS

WE'VE CREATED A VARIETY OF TIERS OF SPONSORSHIP PARTICIPATION FOR YOU TO CONSIDER. – LET US KNOW HOW YOU CAN GET INVOLVED.

## AS A **DIAMOND SPONSOR**:

- YOU WILL RECEIVE A **VENDOR BOOTH**
- YOUR **COMPANY LOGO** WILL BE ON **ALL MARKETING ASSETS (DIGITAL & PRINTED)**
- YOU RECEIVE LOGO PLACEMENT ON THE **ON-STAGE VIDEO MONITORS**
- YOU WILL RECEIVE **10 VIP BANDS**
- ASSIGNED BAR BRANDING (IF APPLICABLE)
- YOU WILL RECEIVE **10 ON-MIC COMPANY MENTIONS** BY THE FESTIVAL HOST DURING THE EVENT.
- YOUR COMPANY WILL BE MENTIONED DURING **ALL RADIO INTERVIEWS**
- INCLUSION IN **SOCIAL MEDIA CAMPAIGN** (EXECUTED BY **20 PREMIERE PROMOTERS W/ NATIONAL NETWORKS**)
- YOUR COMPANY WILL BE INCLUDED ON OUR WEBSITE: **RIVERFRONTMUSICFESTIVAL.COM**

**DIAMOND  
SPONSOR**

**\$25,000**

# SPONSORSHIP TIERS

WE'VE CREATED A VARIETY OF TIERS OF SPONSORSHIP PARTICIPATION FOR YOU TO CONSIDER. – LET US KNOW HOW YOU CAN GET INVOLVED.

## PLATINUM SPONSOR

**\$15,000**

### AS AN PLATINUM SPONSOR:

- YOUR COMPANY LOGO WILL BE FEATURED ON OUR FLYERS & POSTERS
- YOUR LOGO WILL BE DISPLAYED ON THE ON-STAGE VIDEO MONITORS
- YOUR COMPANY WILL BE MENTIONED ON THE VIDEO WALL TRUCK
- YOU WILL RECIEVE 5 VIP BANDS
- THERE WILL BE BRANDING FOR YOUR COMPANY ON THE PRIVACY FENCE AT FRONT OF VENUE
- ASSIGNED BAR BRANDING (IF APPLICABLE)
- 8 ON-MIC COMPANY MENTIONS BY FESTIVAL HOST DURING THE EVENT.
- YOUR COMPANY WILL BE MENTIONED DURING ALL RADIO ADVERTISING
- YOUR COMPANY WILL BE INCLUDED ON THE OFFICIAL WEBSITE:  
[RIVERFRONTMUSICFESTIVAL.COM](http://RIVERFRONTMUSICFESTIVAL.COM)

### AS A GOLD SPONSOR:

## GOLD SPONSOR

**\$10,000**

- YOUR COMPANY LOGO WILL BE FEATURED ON OUR FLYERS & POSTERS
- YOUR COMPANY WILL BE MENTIONED ON THE VIDEO WALL TRUCK
- YOU WILL RECIEVE 2 VIP BANDS
- 8 ON-MIC COMPANY MENTIONS BY FESTIVAL HOST DURING THE EVENT.
- YOUR COMPANY WILL BE MENTIONED DURING ALL RADIO ADVERTISING
- YOUR COMPANY WILL BE INCLUDED ON THE OFFICIAL WEBSITE:  
[RIVERFRONTMUSICFESTIVAL.COM](http://RIVERFRONTMUSICFESTIVAL.COM)

# A LA CARTE SPONSORSHIP

THIS IS YOUR OPPORTUNITY TO MAKE SURE YOUR BUSINESS IS STILL APART OF THE RIVERFRONT EXPERIENCE

A LA CARTE:  
SPONSOR

\$5,000

## CHOOSE ONE OPTION FOR SPONSORSHIP

### COMPANY LOGO VISIBILITY:

- A) FEATURE YOUR COMPANY LOGO ON ALL MARKETING ASSETS.
- B) FEATURE YOUR COMPANY LOGO VIA ON-STAGE VIDEO WALL MONITORS.

### INTERACTIVE PRESENCE:

- C) SET UP A VENDOR BOOTH WITH TWO LOGO PLACEMENTS ON THE ENTRY PRIVACY FENCE.
- D) SECURE BRANDING AT AN ASSIGNED BAR AREA (IF APPLICABLE).

### ENGAGEMENT OPPORTUNITIES:

- E) RECEIVE TEN COMPANY MENTIONS BY FESTIVAL HOST THROUGHOUT THE EVENT.
- F) HAVE COMPANY MENTIONED DURING ALL RADIO AND TV BROADCASTS.





# RIVERFRONT MUSIC FESTIVAL



**CONTACT: [INFO@RIVERFRONTMUSICFESTIVAL.COM](mailto:INFO@RIVERFRONTMUSICFESTIVAL.COM)  
TO DISCUSS SPECIFICS REGARDING OFFICIAL  
FESTIVAL SPONSORSHIP.  
THANK YOU FOR YOUR CONSIDERATION**



**@RIVERFRONTMUSICFESTIVAL**