



RIVERLIGHTS MUSIC FESTIVAL





A Note From The Executive Director

Growing, changing, but never wavering...

In early 2016, a diverse group of friends and acquaintances, eager to grow the engagement of the greater South Bend community with music and art, began dreaming of a homegrown music festival that would take place in the heart of downtown South Bend. After a few months of meetings, typically featuring slices of Barnaby's or Rocco's pizza shared around a dining room table, Riverlights Music Festival was born on a not-quite-summer weekend in May. It was composed of local supporting acts with regional headliners, two small stages and an audience of few hundred local music fans. From those humble beginnings, Riverlights Music Festival has grown into a cornerstone event of South Bend's Best Week Ever, and our festival now boasts two full-production stages, food trucks, local crafts, premiere artists and 12,000 attendees over the course of our two-day community event, presented free since 2018.

Riverlights has grown and evolved in all aspects since 2016, but our dedication to our core values has never wavered. Our event is still run by a diverse group of local activists, and it still features the best local and regional acts. By adding attractions like food trucks, face painting, the VIP lounge and a bounce house, Riverlights still strives to bring our attendees the best that our amazing community has to offer. Furthermore, we've made significant strides toward increasing accessibility, opening our festival to a broader audience, all while decreasing our environmental impact and helping to raise awareness about issues in our community. Most importantly, we can continue to offer all of this to our attendees for free.

We are able to keep Riverlights free because of the generous support of our partners and sponsors, who have found in Riverlights Music Festival an event that gives them visibility and access to a widely diverse and still-growing audience of fans, families and friends who come out every summer to celebrate and appreciate our city. We strive each year to build a progressive, engaging showcase of arts and family-friendly fun that is as open, welcoming and accessible as possible. We want to foster for our bands, vendors and partners the kind of genuine community connections that can only come from breaking down barriers to entry, opening our door and saying, "Please, come in and join us."

Whether June 5 & 6, 2020, will be your first Riverlights or your fifth, your support and partnership will help ensure that we can continue to provide our community with an exciting and engaging music experience for years to come. We can't wait for you to join us!

Sincerely,

Matt Teters
Executive Director, Riverlights Music Festival

A musician wearing a baseball cap and a striped shirt is playing a guitar. The scene is lit with vibrant blue and red stage lights, creating a dynamic and energetic atmosphere. The musician is in the foreground, slightly off-center, with the guitar held across his body. The background is dark, with some blurred lights suggesting an outdoor festival setting at night.

2020 FESTIVAL OVERVIEW

JUNE 5-6, 2020

Downtown South Bend

FREE ADMISSION

Family Friendly Attractions

Featuring:

More Than 25 Local & Regional Bands

FOOD TRUCKS

Vendor Village Supporting Local Businesses

And... Nightly Fireworks!



COMMUNITY



RLMF KPIs



RLMF had a record year in 2019. Thanks in large part to our strategic partnership with radio station U93, more than 12,000 members of our diverse community visited our festival, leading to record revenue for vendors and rave reviews from bands and audience alike.

Total Festival Attendance:

2017	2018	2019
1,500	3,500	12,000



With a specific focus on marketing after 2018, our key indicators for online impressions held steady for 2019. This allowed us to maintain our online audience, while building a larger festival attendance via radio advertising and partnership opportunities.

RLMF Page Followers

18-24 = 18%
25-34 = 32%
35-44 = 24%
45-54 = 15%
Other = 11%

Pre-Festival Promotion

470,000
Impressions

Mar. 2018 - Jun. 2018

Festival FB Page Followers

60% W / 40% M

Festival FB Event Reach

172k People



RLMF is growing into a true regional attraction, with larger portions of our audience traveling from outside the Downtown South Bend area each year. Wider advertising plus greater draw from local vendors and sponsors will grow our regional audience even further.

South Bend, IN **34%**

Mishawaka, IN **12%**

Goshen, IN **5%**

Elkhart, IN **11%**

Niles, MI **4%**



CULTURE





A Note From The Impact Committee...

For RLMF 2020, we are continuing the work that the Impact Committee started in the 2018-2019 season. Their success in providing reusable water containers, ASL interpreters for our hearing-impaired attendees, and improved accessibility site-wide made a lasting impact on our guests.

We are committed to improving **sustainability, diversity, and accessibility** throughout the festival while also using our stage to educate the public on these issues.

We intend to amplify the voices of organizations doing this work in our community as well. Additionally, by documenting our process and initiatives, we will be creating an effective model that can be passed on to local organizations and implemented for other community events committed to positive impact.

RLMF Key Contacts & Personnel

Matt Teters - Executive Director
director.rlmf@gmail.com

Patrick Quigley - Impact
impact.rlmf@gmail.com

Manda Harris - Artist Bookings
booking.rlmf@gmail.com

Katlin Gaffron - Vendor Bookings
vending.rlmf@gmail.com

General Inquiries & Volunteer Opportunities
riverlightsmusicfestival@gmail.com



FAMILY



RLMF Sponsorship

Presenting Partner Sponsor - \$50,000

You are the sole presenting partner of Riverlights Music Festival!
Main stage and Side stage flown stage banners are your name and logo
VIP areas available to host clients and activations on side stage
Receive title billing on all RLMF posters and digital advertising assets
Plus Stage Sponsor Perks & Platinum Sponsor perks
40 VIP Passes

Main Stage Sponsor - \$25,000

Your logo exclusively on the Main Stage top banner and wings - this is your stage!
Opportunities to address crowd between acts in conjunction with RLMF marketing team
Opportunities to host clients and guests on side stage (artist permitting) at lounge area
Name and logo acknowledged as a presenting sponsor on print and digital materials
Signed poster and artists' merchandise from the Main Stage
Optional activation opportunities
Plus Platinum Sponsor perks
20 VIP Passes

Side Stage Sponsor - \$15,000

Your logo exclusively on the Side Stage top banner and wings - this is your stage!
Opportunities to address crowd between acts in conjunction with RLMF marketing team
Opportunities to host clients and guests on side stage (artist permitting) at lounge area
Name and logo acknowledged as a presenting sponsor on print and digital materials
Signed poster and artists' merchandise from the Side Stage
Optional activation opportunities
Plus Platinum Sponsor Perks
16 VIP Passes

Vendor Village OR VIP Lounge Sponsor - \$10,000

Primary sponsor for area with most prominent signage and customized fan experience
Acknowledgment as key partner in press releases and regional radio/TV spots
Name and logo acknowledged as a presenting sponsor on print and digital materials
Significant activation opportunity and interaction with festival-goers
Plus Platinum Sponsor Perks
16 VIP Passes

Platinum Sponsor - \$5,000

Opportunity for prominent signage or brand activation on festival grounds
Name and logo on site-wide festival signage and stage directions
Name and logo on official festival T-Shirt
Plus Gold Sponsor Perks
10 VIP passes

RLMF Sponsorship

Gold Sponsor - \$2,500

Verbal recognition at the Riverlights Music Festival live events
Logo and name on social media and email blasts
Acknowledgment in program
6 VIP Passes
Plus Silver Sponsor Perks

Silver Sponsor - \$1,000

Listing on promotional advertisement
Listing on social media and email blasts
Listing on select publications
Acknowledgment on Riverlights Music Festival website
2 VIP Passes

Rock Star - \$500

Acknowledgment on riverlightsmusic.com
2 VIP Passes



