

River City  
**Roots Festival**  
Missoula

a celebration of the  
**MISSOULA EXPERIENCE**  
saturday & sunday august 29-30, 2009



# river city **ROOTS**FESTIVAL



My wife and I were actually passing through Missoula and stumbled upon the Roots Festival, which was incredible. The whole event was great.

**JIM NOBLE**

Hometown Unknown

## **SYNOPSIS:**

Produced in partnership with a variety of Missoula organizations, the River City Roots Festival opened with a bang in 2006 and exceeded all expectations in 2007 and 2008. As Missoula's signature event, the Roots Fest attracts more than 10,000 individuals to the heart of the community for a variety of fun activities. A celebration of the Missoula experience, this two-day free festival features quality art and entertainment for both residents and visitors. With quality live performances on a big stage on West Main Street, a juried art show, entertainment for children and families, and a 4-Mile race through the heart of Missoula, the Roots Fest brings a weekend of family fun to the community. In order to produce this free, community event, we need \$65,000.

## **WHEN:**

Saturday & Sunday, August 29-30, 2009

## **WHO:**

Produced by the Missoula Downtown Association in partnership with:  
City of Missoula  
Downtown Arts Community  
SpectrUM Science Discovery Area  
Run Wild Missoula

## **LOCATION:**

Main Stage on West Main Street  
Juried Art Show on West Main Street  
Children's Festival in Caras Park  
Food Court on Ryman Street  
4 mile run through Greenough Park and Downtown

## **PURPOSE:**

To celebrate the community of Missoula and a thriving downtown, to host a signature event that is the region's most fun and largest event, to increase customers and revenue for the Missoula business community, and to showcase Downtown Missoula as Western Montana's gem. A unique public-private partnership, this event is a celebration of Downtown's success and an opportunity to highlight some of Missoula's favorite attractions. Event organizers showcase some of the region's most talented artists (fine art and music), emphasize family fun and fitness, and expose the region to all the great aspects about Missoula.

## **DEMOGRAPHICS:**

The River City Roots Festival hopes to attract nearly 20,000 people in its fourth year and has a 10-year goal of attracting 60,000. This targeted audience is affluent, well-educated, and has disposable income. Attendees in the first three years were mostly Missoula residents in their 20s, 30s, 40s, and 50s, with an increasing number of UM students and out-of-area visitors in years two and three. The long-term goal of the River City Roots Festival is to draw attendance from both the local area and from a regional base to improve the economy of Missoula and make Missoula the region's destination for art and music.

# FESTIVALELEMENTS



## MUSIC

Musical entertainment is the main draw for Roots Fest, especially as it grows and matures. With the Main Stage on West Main Street, live music will take place Saturday afternoon and evening and Sunday afternoon.

## ART

The Juried Art Show is now located on Main Street to highlight this important festival component. The Roots Fest will be a showcase of high-end visual arts. Art will also be emphasized with the children & family activities in Caras Park. Artists participating in the Juried Show will highlight painting, photography, pottery, sculpture, textile arts and wood.

## 4-MILE RUN/WALK

Missoula's healthy environment is the heart of the festival's 4-mile run through Greenough Park ending in Downtown. With the goal of attracting more than 500 runners, the 4-mile run/walk is open to individuals of all ages, including parents with strollers, young children, and seniors.

## CHILDREN'S FESTIVAL

With the opportunity to celebrate some of the things Missoula offers for children, such as the Children's Museum of Missoula, A Carousel for Missoula and Dragon Hollow, and the Missoula Children's Theatre, the Roots Fest hosts all the children's and family activities in Caras Park, Missoula's town square, for two days. SpectrUM Science Discovery Area will provide fun and educational activities including a youth performance stage, face painting, crafting, children's music, a high school rock band competition and more.

## FOOD & BEVERAGES

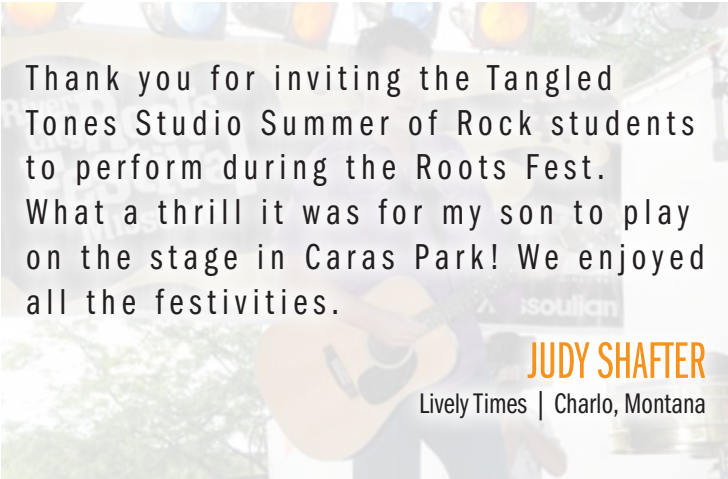
A Food Court is placed between the activities on Main Street and those in Caras Park. Additionally, there are nearly 100 restaurants, pubs and bistros that serve an outstanding array of food and beverages throughout Downtown. These establishments provide seating and service both indoors and in front of their business.

## GENUINE MISSOULA HOSPITALITY

Montana is known for its wonderful hospitality. In hosting the River City Roots Festival as Missoula's signature event, this community is creating a wonderful environment that attracts people of all kinds. People will meet throughout the Downtown area, seeing old friends and making new ones. Business will increase throughout the community as festival attendance increases over the years. Missoula has many wonderful events, but Roots Fest is the one regional distinction that serves as the primary annual gathering. Think New Orleans Jazz Festival, the Telluride Bluegrass Festival, Bumbershoot (Seattle), Bell Chere Festival (Asheville, NC) or Blue Plum Festival (Johnson City, TN).

# SPONSORSHIP OPPORTUNITIES

- **TITLE SPONSOR . . . . . \$10,000**  
(Exclusivity for an additional \$5,000)
- **MAIN STAGE SPONSOR . . . . . \$5,000**
- **FOOD COURT SPONSOR . . . . . \$4,000**
- **ART SHOW SPONSOR . . . . . \$3,000**
- **4-MILE RUN SPONSOR. . . . . \$3,000**
- **CHILDREN'S FESTIVAL SPONSOR . . . . \$3,000**
- **FESTIVAL PATRON . . . . . \$1,000**
- **FESTIVAL SUPPORTER. . . . . \$500**



Thank you for inviting the Tangled Tones Studio Summer of Rock students to perform during the Roots Fest. What a thrill it was for my son to play on the stage in Caras Park! We enjoyed all the festivities.

**JUDY SHAFTER**

LivelyTimes | Charlo, Montana

## TITLE SPONSOR



- Name associated with the event – “River City Roots Festival – brought to you by (your business name here)”
- Logo on all event banners
- Opportunity to hang banner in Main Stage area
- Direct link on Roots Fest website ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com)) to your website and significant presence on every event website page promoting business sponsorship
- Logo on all event billboards and bus signage
- Logo prominently displayed on cover of program
- Logo prominently displayed on all festival signage
- Logo on all event t-shirts (estimated 400)
- Logo prominently displayed on Main Stage schedule in all hand bills (5,000 pieces)
- Full page ad in the festival program
- Street space to promote business
- Logo on all “Thank You” signage and advertising
- Presence at all festival press conferences
- Name in all festival press releases
- Public address recognition and presentation on the Main Stage
- Title Sponsor could purchase exclusivity for an additional \$5,000

## MAINSTAGE SPONSOR



- Logo on all event banners
- Opportunity to hang banner in Main Stage area
- Direct link on Roots Fest website ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com)) to your website and significant presence on Main Stage page promoting business sponsorship
- Name on all event billboards and/or bus signage
- Logo prominently displayed on Main Stage schedule in all hand bills (5,000 pieces)
- Name on all “Thank You” signage and advertising
- Logo on all event t-shirts (estimated 400)
- Half page ad in festival program
- Name in all press releases pertaining to event entertainment
- Street space to promote business
- Public address recognition and presentation on Main Stage

## FOODCOURT SPONSOR



- Logo prominently displayed on Food Court signage
- Direct link and logo on Roots Fest website ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com)) to your website
- Logo on all volunteer t-shirts (225 shirts)
- Quarter page ad in festival program
- Logo on Food Court listing in festival program
- Public address recognition and presentation on Main Stage
- Name on all “Thank You” signage and advertising

## 4-MILE SPONSOR



- Logo prominently displayed on all race and volunteer t-shirts (225 shirts)
- Logo prominently displayed on all Run signage
- Banner prominently displayed at finish line
- Logo on race registration brochure (estimated 1,000 brochures)
- Quarter page ad in the program
- Logo on Roots Fest website ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com)) and race registration website
- Name on all festival press releases
- Public recognition at Awards Presentation

Without our sponsors, this could not be a free festival available to everyone. That's what makes this festival really special and why so many folks are willing to put lots of energy and hours into Roots Fest. Thanks to all our sponsors, old and new, who make this possible!

**ELLEN BUCHANAN**  
Roots Fest Co-Chair



RIVER CITY ROOTS FESTIVAL  
IS NAMED **BEST FESTIVAL IN**  
**2008 & 2009** MISSOULA'S CHOICE AWARDS.



I would like to give a hearty thanks to the Missoula Downtown Association for another excellent River City Roots Festival. You all make living in Missoula worth dancing in the streets!

**JR ROOF**  
Missoula, Montana

## JURIED ART SHOW SPONSOR

- Logo on Art Show brochures
- Logo prominently displayed on Art Show signage
- Banner prominently displayed at the Art Show
- Logo on Roots Fest Art Show webpage ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com))
- Quarter page ad in the program (225 shirts)
- Logo on all volunteer t-shirts
- Name listed on all festival press releases
- Public address recognition and presentation at Main Stage

## CHILDREN'S FESTIVAL SPONSOR

- Banner prominently displayed in Caras Park
- Logo prominently displayed on Children's Festival Signage
- Quarter page ad in the program
- Logo on all volunteer t-shirts (225 shirts)
- Logo on Roots Fest Children's webpage ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com))
- Name listed on all festival press releases
- Public address recognition and presentation at Main Stage

## FESTIVAL PATRON

- Name listed on Roots Fest website ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com)) with link to your website
- Name listed in festival program
- Name listed on all festival press releases
- Name listed on "Thank You" signage and advertising at event
- Opportunity to distribute promotional items (provided by you) from information table during event

## FESTIVAL SUPPORTER

- Name listed on Roots Fest Sponsor webpage ([www.rivercityrootsfestival.com](http://www.rivercityrootsfestival.com))
- Name listed on "Thank You" signage at event
- Name listed in festival program
- Opportunity to distribute promotional items (provided by you) from information table during event

Thank you for including the Missoulian in a great local celebration. It is an honor to have our brand attached to such a great event.

**JIM MCGOWAN**  
Missoula, Montana



# SPONSORSHIP SIGN-UP!



\_\_\_ Yes, please count me in as a sponsor of the River City Roots Festival.

I am interested in the following sponsorship:

- \_\_\_ **Title Sponsor . . . . . \$10,000**
- \_\_\_ **Exclusivity . . . . . \$5,000**
  
- \_\_\_ **Main Stage Sponsor . . . . . \$5,000**
- \_\_\_ **Food Court Sponsor . . . . . \$4,000**
- \_\_\_ **Art Show Sponsor . . . . . \$3,000**
- \_\_\_ **4-Mile Run Sponsor . . . . . \$3,000**
- \_\_\_ **Children's Festival Sponsor . . . . . \$3,000**
- \_\_\_ **Festival Patron . . . . . \$1,000**
  
- \_\_\_ **Festival Supporter . . . . . \$500**

I want you to know what a wonderful experience my business had with the Roots Fest at our front door. The number of walk-ins for product and services was amazing. Thank you, Missoula Downtown Association, for your innovation. Your hard work and dedication is very much appreciated by me and the 30 employees who work at Cedar Creek.

**CARLA JONES**

Cedar Creek Salon & Day Spa

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

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

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

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

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

**PLEASE SIGN UP 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  
mda@missouladowntown.com  
www.rivercityrootsfestival.com

**DEADLINE: APRIL 1 2009**

2008 Sponsors Deadline for First Right of Refusal: March 1, 2009

