

WEEKLY HEADLINE

SPONSOR



Rhythm on the Rails is a 7-week, outdoor, concert series taking place Wednesday nights from 6-9 pm, in the months of June, July and August. The event is a collaborative effort and community-based event lead by Shakopee Chamber and Visitors Bureau & Downtown Shakopee.

Goal

Our mission for Rhythm on the Rails is to create a vibrant festival atmosphere bringing together families, community members, and adults. We encourage residents and visitors to explore Downtown Shakopee and the community as a whole, by providing local food & brews, as well as local business & retail vendors.

Event Details

- Live music for seven weeks, Wednesdays June 21 & 28 and July 12, 19 & 26, and August 2 & 9.
- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival).
- Local musicians take the stage at 6 PM for the Opening Act, regional Headliner at 7 PM.
- Event include : food & brew vendors, retail vendors, and other ventures.
- Musical acts ranging from cover bands, country rock, rock and roll, reggae, new-age folk and more.

Sponsorship Details

- Contribution of \$7,500 for one week
- Sponsor recognition, center of stage, throughout your event night
- :30 commercials from your business to run week of your concert and during entire event marketing campaign
- Company logo on premiere marketing materials including: website, print collateral, posters digital advertising, social media, and video distribution - beginning in late Spring
- On stage recognition and opportunity to speak before your headliner performance
- Host a booth during all seven nights for recruitment, materials, etc. (increase customer loyalty and visibility)

Event Media Exposure

- Average weekly attendance for 2022: 4,562
- Attendance over six weeks: 28,000
- Total impressions: approx. 2.8 million (social and print combined)

Contact Information

Heather Proskey
Main Street & Special
Events Director
952-641-9044 (w)
952-239-0219 (c)
hproskey@shakopee.org



POWERED BY

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Event Details

- Live music for seven weeks, Wednesdays June 21 & 28, July 12, 19 & 26, and August 2 & 9.
- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival)
- Opening Act local musicians take the stage at 6 PM, and regional Headliner at 7 PM.
- Event will include: food & brew vendors, Local business & retail vendors, and other ventures
- Musical acts ranging from cover bands, country rock, rock and roll, reggae, new-age folk and more.

Sponsorship Details

- Contribution of \$6,500 for the entire six week series
- Company logo on the following marketing materials: website, print collateral, digital advertising, social media, and video distribution
- On stage recognition during each performance
- Option to host a booth during each night of the series for recruitment materials, etc. (increase customer loyalty and visibility)
- Can put emphasis on marketing tactics the sponsor finds most value in: digital marketing & pre-roll campaign or day of event marketing

Event Media Exposure

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ENCORE

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- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival).
- Local Opening Act musicians take the stage at 6 PM, and regional Headliner at 7 PM
- Event includes: food and brew vendors, retail vendors, and other ventures.
- Musical acts ranging from cover bands, country rock, rock and roll, reggae, new-age folk and more.

Sponsorship Details

- Contribution of \$5,500 for the entire seven week series
- Company logo on the following marketing materials: website, print collateral, digital advertising, social media, and video distribution
- Sponsorship recognition during each performance night
- On site activation (booth or vendor spot) based on current guidelines (increase customer loyalty and visibility)
- Can put emphasis on marketing tactics the sponsor finds most value in: digital marketing & pre-roll campaign or day of event marketing

Event Media Exposure

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BEVERAGE

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- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival)
- Local Opening Act musicians take the stage at 6 PM, and regional Headliner at 7 PM
- Event includes: food and brew vendors, retail vendors, and other ventures
- Musical acts ranging from cover bands, country rock, rock and roll, reggae, new-age folk and more.

Sponsorship Details

- Contribution of \$5,000 for the entire seven week series
- Sponsor banner/signage in beverage area with opportunity to host booth at event.
- Company logo on the following marketing materials: websites, print collateral (excluding posters), digital advertising, social media, and video distribution
- Can put emphasis on marketing tactics the sponsor finds most value in: digital marketing or day of event marketing.

Event Media Exposure

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STAGE

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- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival)
- Local Opening Act musicians take the stage at 6 PM, and regional Headliner at 7 PM
- Event includes: food and brew vendors, retail vendors, and other ventures
- Musical acts ranging from cover bands, country rock, rock and roll, reggae, new-age folk and more.

Sponsorship Details

- Contribution of \$4,500 for the entire seven week series
- Sponsor signage at event.
- Company logo on the following marketing materials: website, print collateral, digital advertising, social media, and video distribution
- Sponsorship recognition during each performance night
- Marketing and promotion through some of the event marketing channels for your organization: social media and digital marketing.
- On-site activation (booth of vendor spot) based on current guidelines (increase customer loyalty and visibility).

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SOUND CHECK

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- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival).
- Local Opening Act musicians take the stage at 6 PM, and regional Headliner at 7 PM.
- Event includes: food and brew vendors, retail vendors, and other ventures.
- Musical acts ranging from cover bands, country rock, rock and roll, reggae, new-age folk and more.

Sponsorship Details

- Contribution of \$3,500 for the entire seven week series.
- Company logo on the following marketing materials: website, print collateral (**excluding posters**), digital advertising, social media, and video distribution.
- On site activation (booth or vendor spot) based on current guidelines (increase customer loyalty and visibility).
- Can put emphasis on marketing tactics the sponsor finds most value in: digital marketing & pre-roll campaign or day of event marketing

Event Media Exposure

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PARTNERSHIP



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- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival)
- Local Opening Act musicians take the stage at 6 PM, and regional Headliner at 7 PM
- Event includes: food and brew vendors, retail vendors, and other ventures
- Musical acts ranging from cover bands, country rock, rock and roll, reggae, new-age folk and more.

Sponsorship Details

- Contribution of \$1,500 for the entire seven week series (dependent on sponsor needs, commitment, & marketing wants)
- Company logo on the website, digital advertising, and social media.
- Option to host a booth during each night of the series for recruitment materials, etc. (increase customer loyalty and visibility)

Event Media Exposure

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