

Electric City River Jam

SPONSORSHIP LEVELS



Electric City River Jam is a free community music festival held in the heart of Downtown Kaukauna. In our debut year (2025), we welcomed over 5,000 attendees and partnered with 15 local nonprofits thanks to the dedication of our volunteer team. Electric City River Jam runs entirely on volunteer support, with each volunteer invited to dedicate their time on behalf of a local nonprofit organization they care about. Built on a strong sense of community, this event is made possible by the support of local sponsors, donors, and volunteers who help create an unforgettable experience for all.

We offer a variety of sponsorship opportunities to fit businesses of all sizes, and we're happy to build custom options to align with your unique goals. The music is lively, the energy is electric, and best of all, the proceeds benefit the community we call home. Join us in lighting up Kaukauna and making a lasting impact!

Presenting Sponsor – \$20,000 – *Limited to 1 Presenting Sponsor*

- VIP Experience
 - VIP Experience with dedicated space at 313 Dodge for 10 guests
 - Signage noting reserved VIP space for your company
- Marketing Exposure
 - Press release inclusion as Presenting Sponsor
 - Five dedicated social media posts for your company as a sponsor
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
 - Logo on printed poster (If sponsored by May 15)
 - On-air radio mentions
- Hospitality Benefits
 - 10 “Swag Bags” with Electric City River Jam branded items (e.g., sunglasses, koozies, etc.)
 - 20 Drink Tickets for complimentary beverages
 - 10 Food vouchers (Includes entrée & side)
 - VIP Parking – 10 stalls
- Recognition at Event
 - Logo on mainstage banner visible on stage behind the band
 - Company banner (provided by sponsor) at two entry points

Headline Sponsor - \$15,000 – *Limited to 1 Headline Sponsor*

- VIP Experience
 - VIP Experience with dedicated space at 313 Dodge for 8 guests
 - Signage noting reserved VIP space for your company
- Marketing Exposure
 - Press release inclusion as Headline Sponsor
 - Two dedicated social media posts for your company as a sponsor
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
 - Logo on printed poster (If sponsored by May 15)
 - On-air radio mentions
- Hospitality Benefits
 - 8 “Swag Bags” with Electric City River Jam branded items (e.g., sunglasses, koozies, etc.)
 - 16 Drink Tickets for complimentary beverages
 - 8 Food vouchers (Includes entrée & side)
 - VIP Parking – 8 stalls
- Recognition at Event
 - Logo on mainstage banner visible on stage behind the band
 - Sponsor branded misting station
 - Opportunity to Introduce the headlining band on stage

Showcase Sponsorship - \$10,000 – *Limited to 1 Showcase Sponsor*

- VIP Experience
 - VIP Experience with dedicated space at 313 Dodge for 5 guests
 - Signage noting reserved VIP space for your company
- Marketing Exposure
 - Press release inclusion as Showcase Sponsor
 - Two dedicated social media posts for your company as a sponsor
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
 - Logo on printed poster (If sponsored by May 15)
 - On-air radio mentions
- Recognition at Event
 - Logo on mainstage banner visible on stage behind the band
- Hospitality
 - 5 “Swag Bags” with Electric City River Jam branded items (e.g., sunglasses, koozies, etc.)
 - 10 Drink Tickets for complimentary beverages
 - 5 Food vouchers (Includes entrée & side)
 - VIP Parking – 5 stalls

Stage Sponsor - \$5,000 – *Limited to 2 Stage Sponsors*

- VIP Experience
 - VIP Experience with dedicated space at 313 Dodge for 7-10 guests
 - Signage noting reserved VIP space for your company
- Marketing Exposure
 - Press release inclusion as Stage Sponsor
 - Two dedicated social media posts for your company as a sponsor
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
 - Logo on printed poster (If sponsored by May 15)
 - On-air radio mentions
- Recognition at Event
 - Logo on mainstage banner visible on stage behind the band

Pavilion Sponsor - \$3,000

- VIP Experience
 - VIP Experience with dedicated space at 313 Dodge for 5-7 guests
 - Signage noting reserved VIP space for your company
- Marketing Exposure
 - Press release inclusion as Pavilion Sponsor
 - Two dedicated social media posts for your company
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
 - Logo on printed poster (If sponsored by May 15)
- Recognition at Events
 - Sign provided by your organization will be placed by the pavilion
 - Space for a 10'x10' tent to meet potential customers and hand out samples and/or literature. *Space only, a tent must be supplied by the sponsor.*

Lawn Sponsor - \$2,500

- Marketing Exposure
 - Press release inclusion as Lawn Sponsor
 - One dedicated social media post for your company
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
 - Logo on printed poster (If sponsored by May 15)
- Recognition at Events
 - Sign provided by your organization will be placed by beverage tent

Tailgate Sponsor - \$1,000

- Marketing Exposure
 - Two dedicated social media posts for your company
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
- Recognition at Events
 - One 24x18" sign recognizing your sponsorship on the walkway

Event Sponsor - \$500

- Marketing Exposure
 - One dedicated social media post for your company
 - Recognition in Times Villager ad run
 - Logo on City of Kaukauna website
 - Logo on web poster
- Recognition at Events
 - One 24x18" sign recognizing your sponsorship on the walkway

Friend of ECRJ - \$250

- Marketing Exposure
 - Logo on City of Kaukauna website
 - Logo on web poster

In-Kind Sponsor

- Got a service or product to offer? Let's talk! We're always open to in-kind partnerships where we can exchange your services for valuable marketing and visibility for your business.

