



RiverLoop



**SPONSORSHIP
PACKET**



AMPHITHEATRE CONNECTION TO THE WATERLOO CENTER FOR THE ARTS

The Waterloo Center for the Arts is located on the banks of the scenic Cedar River in downtown Waterloo. Visitors can enjoy the changing exhibitions of art throughout the Center in addition to indoor and outdoor activity spaces overlooking the river. One special venue in particular, the RiverLoop Amphitheatre is host to a wide variety of free public programming such as live music concerts, film series, and festivals throughout the summer months. Quality arts programs, such as the events offered by the Waterloo Center for the Arts, provide for a diverse community which makes the arts accessible to all and improves the quality of life in our community.

RIVERLOOP RHYTHMS

RiverLoop Rhythms live music series brings musical performers to Waterloo from all around the nation. This series enables the public to experience unique one-of-a-kind acts for free. Opportunities such as RiverLoop Rhythms are also an invaluable asset to the community and to new or undiscovered talent who are looking for a quality venue experience and exposure for their craft.

New to RiverLoop Rhythms this year, the Waterloo Center for the Arts will be inviting local visual artists to set up space to meet, mingle and sell their original works to concertgoers this summer season. This new addition to RiverLoop Rhythms will enhance the overall ambiance for all attending while providing support for other art mediums and creating another outlet for artistic commerce within the community.

To increase whole-family attendance, the Waterloo Center for the Arts is employing a local bounce house business, local food vendors serving food for purchase and offering free educational activities provided by the Phelps Youth Pavilion, to add entertainment for younger visitors and families.



RIVERLOOP RHYTHMS SCHEDULE

MAY 31 Brad & Kate with Ben Rendall and Your Favorite Band

JUNE 14 2023 Grammy Winner: Dwayne Dopsie & the Zydeco Hellraisers

JULY 05 Kris Lager

JULY 19 Galactic Cowboy Orchestra

AUGUST 16 Hartsmith

CINEMA ON THE CEDAR

Waterloo Center for the Arts also offers a free outdoor movie series. Cinema on the Cedar is a family-friendly series showing popular titles from classics to new releases.

New to the series this year, the WCA is working to create a more robust and themed experience for each screening. This experience will include appearances from local businesses, organizations, food vendors and themed activities provided by the Phelps Youth Pavilion.

CINEMA ON THE CEDAR SCHEDULE

JUNE 6

TBD

JUNE 21

Coming 2 America (2021)

JULY 12

Barbie (2023)

JULY 26

Men in Black (1997)

AUGUST 1

Super Mario Bros. (2023)





SPONSORSHIP LEVELS

Without generous support from our partners, these important and invaluable free community activities would not be possible. To continue to offer and bring awareness to WCA's summer programming, additional and ongoing support is needed. Please review the accompanying sponsorship information. We hope that we can count on you to help us continue to provide high-quality community programming that is free and open to all. However you choose to collaborate with us, your participation demonstrates a true community commitment.

There's no other series that packs as much fun, family-friendly, & unique free summer entertainment to the Cedar Valley. This series encompasses a wide variety of options to fill the summer with live music, epic movie nights, incredible artists, delicious eats, educational experiences and MORE!

Presenting Sponsor \$5,000 (One Available)

1. Tent at WCA exclusive events- Branded pop-up tents are welcome (located near entrance)
2. Featured on website, social media and e-blasts
3. Recognized in all advertising
4. Inclusion in press release (must commit by 4/5/2024)
5. Logo on printed posters (must commit by 4/5/2024)
6. Opportunity to feature mascot throughout the event
7. Opportunity to appear in a Facebook Live to invite the community
8. Opportunity to speak on stage before WCA exclusive events
9. Prominent placement of logo on posters
10. Prominent placement of company banner at WCA exclusive events – at entrance and/or stage
11. Prominent placement of logo with link on event website
12. Private party deck

Family Fun Sponsor \$4,000 (One Available)

1. Tent at event- Branded pop-up tents welcome
2. Featured on website, social media and e-blasts
3. Inclusion in press release (must commit by 4/5/2024)
4. Logo on printed posters (must commit by 4/5/2024)
5. Opportunity to distribute branded items or flyers at WCA exclusive events
6. Opportunity to display your banner at the Phelps Youth Pavilion craft area during movie nights
7. Opportunity to feature mascot during WCA exclusive events
8. Opportunity to appear in a Facebook Live to invite the community
9. Prominent placement of logo with link on the event website.

Artistic Supporter \$3,000 (One Available)

1. Tent at event- Branded Pop up Tents welcome
2. Featured on website, social media and e-blasts
3. Inclusion in Press Release (must commit by 4/5/2024)
4. Logo on printed Posters (must commit by 4/5/2024)
5. Opportunity to distribute Branded items or flyers at WCA exclusive events
6. Opportunity to display your banner at Art Walk entrance during live music performances
7. Opportunity to appear in a Facebook Live to invite the community

Spread the Word Sponsor \$1,000

1. Tent at WCA exclusive events- Branded Pop up Tents welcome
2. Featured on website, social media and e-blasts
3. Inclusion in Press Release (must commit by 4/5/24)
4. Logo on printed Posters (must commit by 4/5/24)
5. Opportunity to distribute branded items or flyers at WCA exclusive events.
6. Opportunity to appear in a Facebook Live to invite the community.

Sponsoring Partner \$500

1. Tent at WCA exclusive events- Branded Pop up Tents welcome
2. Featured on website, social media and e-blasts
3. Inclusion in Press Release (must commit by 4/5/24)
4. Logo on printed Posters (must commit by 4/5/24)

*Payments and corporate sponsor commitments must be received by 4/5/2024 to reserve space and make promotional materials. Please make checks payable to RAI (Riverloop Association Inc. 225 Commercial Street, Waterloo, IA 50701 Questions: amanda.simmons@waterloo-ia.org or call at (319) 291-4490 ext: 3402.