



# Llano ROCK'N Riverfest

Every Fourth of July weekend in the town of Llano, Texas, jet ski racers from across the country congregate for a full weekend of racing, music, food, fun, and fireworks. Over 150 racers, as well as their families and support crew, attended the event in 2021, despite the Covid-19 pandemic - selling out every hotel room in Llano, and scattering attendees as far as Burnet and Mason.

A higher racer turnout is expected for 2022, as well as the turnout of spectators from the local area, Austin, and San Antonio.

Rock'n Riverfest is a project of the Llano Christmas Lighting Committee a 501(c)(3) non-profit committee of the City of Llano which is run by a group of citizen volunteers in conjunction with city officials. Beyond the 4th of July festivities, the committee also organizes Llano's Starry Starry Nights event, a quarter-mile trail of Christmas lights in Badu park, open from Thanksgiving to New Years, yearly.

The committee has two goals - to provide a fun, memorable experience to locals and tourists, alike, and to encourage tourism to the city of Llano and its businesses. Our events are all free to attend and, as such, we are entirely funded by donations and sponsors like you.

**[WWW.LLANORIVERFEST.COM](http://WWW.LLANORIVERFEST.COM)**





### FRIDAY - JULY 1st

Jet Ski Racer Clinics

Live Music - "Llano Station Band" - 7pm

### SATURDAY - JULY 2nd

IJSBA World Qualifying Jet Ski Racing  
Craft & Food Vendors

DJ Music

45ft Ferris Wheel & Other Games

Live Music - "Already Gone" (Eagles  
Cover Band) - 7pm

Fireworks - 9:30pm



### SUNDAY - JULY 3rd

IJSBA World Qualifying Jet Ski Racing  
Craft & Food Vendors

DJ Music

45ft Ferris Wheel & Other Games

Live Music - "Drawing A Blank" - 7pm

Fireworks - 9:30pm

### MONDAY - JULY 4th

Fireworks - 9:30pm





## Riverfest Sponsor Levels

UPDATE (5/20) - We understand that current inflation is impacting everyone, so we've revised pricing with the hope that this will allow more businesses to be a part of Llano Rock'n Riverfest 2022. Thank you!

### ~~\$250~~ \$100 - "Give them a Hand" Sponsor

- Small logo on website (linked back to your site) in Sponsor Section.
- Mentioned at event.

### ~~\$750~~ \$250 - "Online Attention" Sponsor

- Small logo on website (linked back to your site) in Sponsor Section.
- Promotion on Social Media within event content (racer profiles, event features, etc.)
- Mentioned at event.

### \$500 - "On the Shirt" Sponsor

- Small logo on website (linked back to your site) in Sponsor Section.
- Promotion on Social Media within event content (racer profiles, event features, etc.)
- Small logo on event t-shirt
- Mentioned at event.

### ~~\$1000~~ \$750 - Signage Sponsor

- Small logo on website (linked back to your site) on Sponsor Section.
- Small logo on event t-shirt
- Promotion on social media within event content (racer profiles, event features, etc.)
- Mentioned at event.
- Logo on individual corrugated cardboard sign featured at event.

### ~~\$1500~~ \$1000 - Banner Sponsor

- Medium logo on website (linked back to your site) on Sponsor Section.
- Medium logo on event t-shirt
- Promotion on social media within event content (racer profiles, event features, etc.)
- Mentioned at event.
- Logo on individual banner featured at event.

## Riverfest Sponsor Levels

### ~~\$2000~~ \$1250 - Band Sponsor (3 available)

- NAMING RIGHTS for one of four live music shows (first come, first served per date choice), ex: “(Band Name), presented by (Your Company Here)”
  - Logo on banner along the stage.
  - Medium logo on website (linked back to your site) in Sponsor Section.
  - Medium logo on event t-shirt
  - Promotion on social media within event content alongside mentions of your sponsored band.
  - Mentioned extensively at event alongside mentions of your sponsored band.
- Optional: You may introduce the band.*

### ~~\$2000~~ \$1000 - Course Sponsor (5 available)

- NAMING RIGHTS for one of five notable sections of the jet-ski course (ex: “(Your Company Here) Curve”)
- Medium logo on website (linked back to your site) in Sponsor Section.
- Medium logo on event t-shirt
- Promotion on social media within event content.
- Mentioned extensively at event during EVERY race as racers encounter your branded section.
- Logo on individual banner featured at event.

### ~~\$2500~~ \$2000 - Starting Line Sponsor (2 available)

- NAMING RIGHTS for the start or finish line (can purchase both).
- Large logo on website (linked back to your site) in Sponsor Section.
- Large logo on event t-shirt
- Promotion on social media within event content.
- Mentioned extensively at event during EVERY race as racers start and/or finish.
- Logo on individual banner featured at event.

### \$2500 - Fireworks Sponsor (3 available)

- NAMING RIGHTS for individual fireworks show (first come, first served per date choice)
- Large logo on website (linked back to your site) in Sponsor Section.
- Large logo on event t-shirt
- Promotion on social media with every mention of your branded fireworks show.
- Mentioned extensively at event per your branded fireworks show.
- Logo on individual banner featured at event.

## Riverfest Sponsor Levels

### ~~\$2500~~ \$1000 - Prime Spot Sponsor (Limited Number Available)

- Central, prime-spot, high-traffic space set aside for vendor booth or display of your choice.
- Medium logo on website (linked back to your site) in Sponsor Section.
- Medium logo on event t-shirt
- Promotion on social media.
- Mentioned extensively at event.

### \$3000 - Billboard Sponsor (1 Available)

- Logo on our Riverfest billboard on TX-71 in Spicewood (78,000 weekly viewers).
- Large logo on website (linked back to your site) in Sponsor Section.
- Large logo on event t-shirt.
- Promotion on social media.
- Mentioned at event.
- Logo on individual banner featured at event.

### ~~\$10,000~~ \$5000 - Ferris Wheel Sponsor (2 Available)

- Logo on Banner ON one side of Ferris Wheel (Can purchase both for both banners & NAMING RIGHTS to Ferris Wheel)
- "Prime Spot" (see above) near Ferris Wheel for vendor booth or display of your choice.
- Large logo on website (linked back to your site) in Sponsor Section, at the top.
- Large logo on event t-shirt, at the top.
- Promotion on social media for every mention of the Ferris Wheel.
- Mentioned extensively at event in every reference of the Ferris Wheel.
- VIP tickets for Ferris Wheel ride for duration of fireworks.

### \$ CALL US! - Title Sponsor

- SPONSOR TITLE NAMING RIGHTS FOR ENTIRE EVENT: "(Your Company Here) presents Llano Rock'n Riverfest"
- Logo included above or incorporated with all event branding, on website and on t-shirt.
- Brand name mentioned EVERY time Rock'n Riverfest is referenced AT event, in advertising and on social media.
- Prime Spot(s) (see above) for a vendor booth or display of your choice.
- VIP tickets for Ferris Wheel ride for duration of fireworks.

*\* All purchases can be combined with other package levels at additional/adjusted expense. Please contact us to negotiate customized packages.*



**Llano Rock'n Riverfest,  
As hosted by the Llano Christmas Lighting Committee**

**Sponsorship Form:**

**Sponsor Name:** \_\_\_\_\_

**Sponsor Level Desired:** \_\_\_\_\_

**Amount Enclosed:** \_\_\_\_\_

**Please send all checks to:  
City of Llano  
c/o Christmas Lighting Committee  
301 W. Main St.  
Llano, TX, 78643**

**For questions, to send graphics:  
e-mail - [llanoriverfest@gmail.com](mailto:llanoriverfest@gmail.com)**

**Chairman: Nathan James  
817-891-1194**

**Online payment options available soon.**