

Labor Day Weekend • September 2, 3 & 4, 2022

RHYTHM & ROOTS



Rhythm & Roots Festival will be Labor Day weekend September 2, 3 & 4, 2022. Rhythm & Roots is the largest multi-day camping festival held in Rhode Island. This event draws over 10,000 people to Ninigret Park in Charlestown annually. 2021's festival drew people from 38 states and six Canadian provinces to southern R.I. Our mission is to present the finest in roots music, dance, food and family entertainment anywhere on the music festival circuit. We also strive to be an integral part of the Southern R.I. community by supporting a variety of local non-profits, youth music and sports.

The Rhythm & Roots Team

What our Sponsors are Saying

"The team at Rhythm and Roots makes it easy to justify sponsorship. They are knowledgeable about the music world and have an intense desire to stage events enjoyed by multiple generations. My experience has been that the Rhythm & Roots team will over-deliver on their contractual obligations. They want the festival to be as enjoyable for patrons as it is for the sponsors. Consider involvement in the Rhythm & Roots Festival – you will not be disappointed in your sponsorship investment."

Chuck Borkoski, V.P. Marketing & Development
McLaughlin & Moran, Inc., Cranston, R.I.



Our Sponsors:

ALL RV WESTERLY HOSPITAL GOOSENECK VINEYARDS KNICKERBOCKER MUSIC CENTER
EVENT COMPANY OF KENTUCKY RJC CONSULTANTS BUD LIGHT GRAPHIC INNOVATIONS
ARTS EQUITY OF RHODE ISLAND WRIU RAMAKER COMMUNICATIONS

About Rhythm & Roots Festival



Our marketing campaign targets three key demographics:
Regional residents, roots music fans and dance enthusiasts from the U.S. & Canada.

RHYTHM & ROOTS FESTIVAL Patron Demographics

- 45% are in the 26-50 age group.
- 50% are married; 65% have children living at home.
- 50% camp at the festival.
- 65% have a bachelor's degree or higher.
- 60% earn over \$75,000.
- 45% travel more than 100 miles one-way.

ABOUT THE TYPICAL Roots music consumer

- 4.5 million consumers purchase roots music recordings each year.
- They are much more brand loyal than the average American consumer.
- They are more likely to fall into the 18-24 and 45-64 age groups.
- Over 50% are married, with 36% having children living at home.
- They are three times more likely to own their own RV.
- Engage in artistic activities at a significantly higher rate than the U.S. population.

MEDIA Exposure, Awards,etc.

- **AWARDS:** Rhode Island Starlight Award; American Bus Association Top 100 Events in North America; Rhode Island Tourism Innovation Award, Motif Magazine's Best Locally Produced Music Festival Award.
- **PRINT IMPRESSIONS:** Over 5 million, including the *Boston Globe*, *Providence Journal*, *Motif* and *New York Times*.
- **RADIO:** Over 4 million including WGBH, WUMB, WMVY, WDST, WRSI, WRIU, WPRO, etc.
- **TELEVISION:** Rhode Show, Providence, Rhode Island's Channel 10.
- **ONLINE:** Festivals.com, facebook.com, twitter.com, instagram.com, local news and weather site, music-related sites, travelnotes.org, aaa.com, efolkmusic.org, bellaonline.com, yankee magazine.com, visitri.com and more.
- **WWW.RHYTHMANDROOTS.COM** Throughout 2021, our website was visited 109,000 times by 70,500 unique visitors. We reached a digital audience via email, social media and paid advertising of over 1.75 million people with over 250,000 people interacting with the brand.

SPONSORSHIP OPPORTUNITIES

Platinum

\$20,000+

R&R RHYTHM Stage - \$20,000+

The Rhythm Stage (Main Stage) features a weekend full of stellar performances by the very best in Cajun, zydeco, bluegrass, blues, swing, Celtic, Tex-Mex and other styles of roots music. As the focal point of the event, the Rhythm Stage offers over 25 hours of award-winning entertainment.

Friday, Saturday and Sunday.

Gold

\$7,500 - \$15,000

R&R ROOTS Stage - \$15,000

Patrons are raving about this venue! The Roots Stage features exciting concerts, dazzling demonstrations and unique workshops by the festival's top stars and up-and-coming acts — in a setting that is tented, spacious and yet intimate. Patrons come away from the Roots Stage with a much deeper understanding of what Roots Music is all about. *Friday, Saturday and Sunday.*

R&R DANCE Stage - \$10,000

Dancers pack the colossal tent to dance the day and night away to the hottest bands in the business. After the Main Stage darkens, there's still time for dancing as we close each evening here with the ever-popular Fais Do Do! *Friday, Saturday and Sunday.*



SPONSORSHIP OPPORTUNITIES

Silver

\$2,500-\$7,000

R&R Sponsor an Artist - TBD

Whether you'd like to sponsor a world-class, Grammy-winning Rhythm Stage artist or an up-and-coming band bound to become a fan favorite, here's your chance to attach your brand to their performance. We'll be happy to work with you to develop a winning and rewarding relationship.

R&R Wristband Sponsor - \$5,000

Include your name and logo on festival wristbands and reach virtually every guest, sponsor, artist and staff member at Rhythm and Roots.

R&R Information Booth - \$4,000

Exceptional visibility is the key to the Rhythm & Roots Information Booth. Conveniently located just inside the Main Gate, everyone stops by at some point to pick up a schedule, enter our weekend-long free raffles, ask a question or connect with friends.

R&R Emergency First Aid Services - \$3,000

Our patrons, staff and artists can count on immediate around-the-clock professional emergency care throughout the festival. Be associated with our excellent services.

R&R Staff T-Shirts - \$3,000

Over 600 staff and volunteers will be wearing t-shirts day and night with the sponsor's brand. This gives sponsors exceptional exposure throughout the weekend and after the festival.

R&R Disability Transportation Services - \$2,500

Our disability transportation program helps make Rhythm & Roots accessible to and enjoyable for everyone. Services run night and day throughout the event.

R&R Showers - \$2,500

Our campground serves 1,500 campers and crew, who use the shower trailers each day of the festival. The showers are placed in a highly visible area.

IN-KIND SPONSORSHIPS



The Rhythm & Roots Festival seeks in-kind and combination (cash plus product) contributions from companies, organizations and individuals for a wide variety of products and services. These customized sponsorship programs are designed to be a win-win partnership between your company and our festival. We will work with you to tailor a package that brings you maximum exposure to thousands of our loyal roots music fans, artists, industry leaders, vendors, other sponsors and the media.

R&R Official Wine Sponsor

In-kind contribution - Your brand exclusively sold at Rhythm & Roots in exchange for mutually agreed-upon number of cases of wine and discount on additional purchases.

R&R Official WATER Sponsor

In-kind contribution - Your brand exclusively sold at Rhythm & Roots in exchange for mutually agreed-upon number of cases of spring water and discount on additional purchases.

R&R Official GOLF CART Sponsor

In-kind contribution - On-site display area when you loan us your golf carts for use by our security, first aid personnel and executive staff.

**For more information contact your R&R team representative
or sponsors@rhythmandroots.com 401-783-3926**

RHYTHM & ROOTS PARTNER BENEFITS

Our Festival Stages & Unique Marketing Opportunities

We welcome your corporate inquiry and can arrange custom sponsorship packages at levels of \$7,500 and above.

Support Level

Booth Space

OnSite Banner

Stage Announcements

Logo on Poster

Inclusion on Social Media

Inclusion in E-Newsletter

Logo & Link R&R home page

Inclusion in Advertising

VIP Weekend Passes

1 Day General Passes

Rhythm & Roots Stages

R&R Main Stage	\$20,000	▪	▪	▪	▪	▪	▪	▪	6	20
R&R Roots Stage	\$15,000	▪	▪	▪	▪	▪	▪	▪	4	16
R&R Dance Stage	\$10,000	▪	▪	▪	▪	▪	▪	▪	4	10
Sponsor an Artist	TBD	by Artist Sponsored								

Marketing Opportunities

Wristband Sponsor	\$5,000		▪	▪	▪	▪	▪	▪	2	6
R&R Information Booth	\$4,000			▪	▪	▪	▪	▪	0	6
Staff T-Shirts	\$3,000			▪	▪	▪	▪	▪	0	6
First Aid Services	\$3,000			▪	▪	▪	▪	▪	0	6
Disability Transportation	\$2,500			▪	▪	▪	▪	▪	0	6
Shower Sponsor	\$2,500			▪	▪	▪	▪	▪	0	6