

ENCORE

SPONSOR



Rhythm on the Rails is a 5-week, outdoor, concert series taking place consecutive Wednesday nights from 6-9 pm, in the months of July and August. The event is a collaborative effort and community based event lead by Shakopee CVB & Downtown Shakopee.

Goal

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

Event Details

- Live music for five weeks, every Wednesday night beginning July 14 through August 11 of 2021
- Located in Downtown Shakopee on Lewis Street (entire block between 1st and 2nd Ave closed for festival)
- Local musicians take the stage at 6pm, and regional headliner at 7pm
- Event will include: kids activities, 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 five week series
- Encore sponsorship banner on stage (option for digital banner)
- Company logo on the following marketing materials: print collateral, digital advertising, social media, radio, and video distribution
- On stage recognition after each performance (encore)
- Option to host a booth during each night of the series for recruitment materials, etc. (increase customer loyalty and visibility)

Event Media Exposure

- Projected average weekly attendance for 2019: 5,169
- Total attendance over five weeks: 25,845
- Total media impressions: 1,585,635 (social and print combined)

Contact Information

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