



Exciting Plans Are Underway for the 43rd Annual River City Days!

Red Wing's signature summer celebration, River City Days, returns July 31-August 2, 2026, and we are excited to once again bring this beloved community tradition to life along the Mississippi River.

Each year, River City Days welcomes thousands of residents and visitors for a weekend filled with live music, family activities, local food, shopping, entertainment, and community connection. Thanks to the support of sponsors like you, we are able to continue offering affordable, family-friendly experiences while also creating a meaningful economic impact for our local businesses and community.

As we plan for another incredible year, we are building on the traditions people love while continuing to introduce new experiences and attractions that keep the festival fresh, engaging, and welcoming for all ages.

Your sponsorship plays a vital role in making River City Days possible and provides your business with valuable visibility throughout one of the region's largest community events. With more than 30,000 attendees throughout the weekend and tens of thousands more visiting downtown and the West End during the festival, River City Days offers a unique opportunity to connect your brand with the community in a meaningful way.

Why Sponsor River City Days?

Your support helps fund the entertainment, activities, and experiences that make River City Days a highlight of the summer in Red Wing. Sponsorship opportunities also provide strong promotional value through benefits that may include:

- On-stage big screen promotions featuring your business name or logo throughout the weekend
- Commercial spot opportunities available at select sponsorship levels
- Social media and marketing recognition
- Customized sponsorship opportunities to help your business stand out and engage attendees

We invite you to review the attached sponsorship opportunities and reserve your spot today. To ensure full promotional benefits, please return your completed sponsorship form by June 23, 2026.

Looking for additional ways to get involved? Consider participating in the parade, sponsoring a tournament or activity, exhibiting at the craft fair, hosting a booth at Bay Point Park, or simply joining us for a fun-filled weekend celebrating our community.

If you have questions, please contact us at 651-388-4719 or michelle@redwingchamber.com.

Thank you for your continued support of River City Days and the Red Wing community. We look forward to celebrating another fantastic festival with you this summer.

Sincerely,

Michelle Larson
President & CEO

Laura Aadalen
Member Services Specialist

Marion Fitschen
Visitor & Member Services

Becca Spain
Marketing Specialist

Red Wing
AREA CHAMBER

439 Main Street | Red Wing, Minnesota 55066
P: 651.388.4719 | www.redwingchamber.com | www.rivercitydays.org

RIVER VIEWS.
LOCAL VIBES.

Endless Fun.

2026



FESTIVAL SPONSORSHIP OPPORTUNITIES

Your generous donations to make River City Days a success. Please refer to the included sponsorship spreadsheet for complete sponsorship level details. Contact Michelle at michelle@redwingchamber.com or 651-388-4719 with any questions. We appreciate your support!

Sponsorship Level (i.e. Riverboat, Yacht, Lifeboat, etc.) _____

Donation Amount _____

Business Name (As You Want It Printed) _____

Contact Person _____ Phone _____

Website Address _____

Entertainment, Presenting, and Riverboat Sponsors, please email a .jpg or .png of your most recent business logo to michelle@redwingchamber.com

Payment Method (please place an "X" by your choice)

_____ Check enclosed (payable to River City Days)

_____ Please invoice

_____ Credit Card (Please contact Chamber office with your information)

Mail Completed Form by June 23, 2026 to:
Red Wing Area Chamber of Commerce
439 Main Street
Red Wing, MN 55066

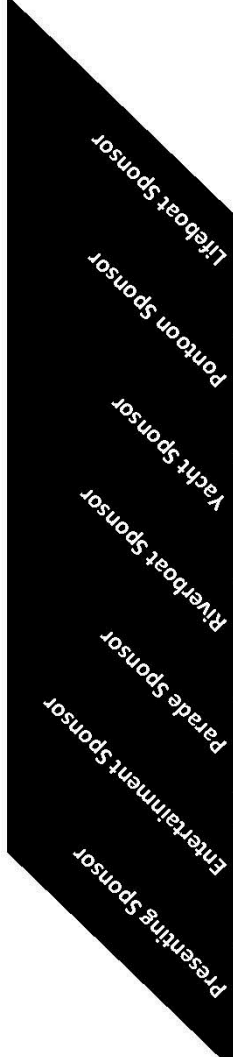


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43rd Annual River City Days Sponsorship Benefits



Sponsorship Investment	\$6,000	\$5,000	\$3,000	\$1,500	\$800	\$550	\$300
Promotional Video on Website, Social Media, & Motion Graphic	X						
Numerous Promotional Opportunities/Banners in Entertainment Tent All Weekend <i>(Provided by Sponsor)</i>	X	X					
LOGO on River City Days Poster	X	X					
Presenting Parade Sponsor Banner <i>(Provided by Sponsor)</i>			X				
Business Highlighted on Social Media	X	X	X				
Large Banner with LOGO at Event Sites	X	X	X	X			
LOGO on River City Days Brochure	X	X	X	X			
LOGO and Business Listed on Chamber & River City Days Website Linking to Business Website	X	X	X	X			
LOGO printed on Volunteer Shirts	X	X	X	X			
Listing on Volunteer Shirts					X	X	
Commercial Vendor Booth (10'x10') at Bay Point Park	X	X	X	X	X		
Social Media Coverage of River City Days	X	X	X	X	X	X	X
Sponsor Sign Along Bay Point Park Sidewalk	X	X	X	X	X	X	X
Local Radio Promotions for River City Days <i>(Prior & During Event)</i>	X	X	X	X	X	X	X
Listing in Chamber E-News	X	X	X	X	X	X	X
Parking Passes <i>(Valid All Festival Weekend)</i>	4	4	4	4	2	2	
Business Name Listed on River City Days & Chamber Websites Linking to Business Website					X	X	X
Business Name Listed on River City Days Brochure					X	X	X
LOGO Featured on Stage Motion Graphic	X	X	X	X	X	X	
Business Name Featured on Stage Motion Graphic							X

Back this year - highlight your business on the big screen behind the stage throughout the festival weekend. Your logo or business name will be displayed based upon the selected sponsorship level.

PLACE AN ADVERTISEMENT IN THE RIVER CITY DAYS BROCHURE

1 1/2" x 2 1/4" Coupon Advertisement in River City Days brochure. Limited spots available. \$250/Ad

Contact Michelle Larson at 651-388-4719 or michelle@redwingchamber.com.