

2026 Riverfest Sponsorship Opportunities

Riverfest, Inc.
PO Box 1745
La Crosse, WI 54602-1745
608-782-6000 / www.riverfestlacrosse.com

President Sponsor - \$10,000+

- Logo printed on large banner entering the park Grounds (next to Riverfest banner over entrance)
- Logo Printed on all Riverfest Volunteer shirts
- Posting of 2, 3x20 Banners* on fencing or tents
- Logo Printed in Riverfest Brochure
- Corporate Website Listing with Hyper-Link
- Corporate Listing on Sponsorship Board
- Promotional Introduction at Entertainment Events (every day)
- up to 50 Buttons
- 4 Tickets – Commodore Banquet/Reception
- 50 Beverage Tickets
- 20 wristbands for VIP Fireworks access
- **NEW** - 2 Backstage Passes for Headliner Act per Night of Fest (subject to artist contract)

Admiral Sponsor - \$5,000

- Logo Printed on all Riverfest Volunteer shirts
- Posting of 2, 3x20 Banners* on fencing or tents
- Logo Printed in Riverfest Brochure
- Corporate Website Listing with Hyper-Link
- Corporate Listing on Sponsorship Board
- Promotional Introduction at Entertainment Events (3 days of fest)
- up to 35 Buttons
- 4 Tickets – Commodore Banquet/Reception
- 35 Beverage Tickets
- 10 wristbands for VIP Fireworks access
- **NEW** - 2 Backstage Passes for choice of Headliner Act (subject to artist contract)

Captain Sponsor - \$3,000

- Name Printed on all Riverfest Volunteer shirts
- Posting of 1 3x10 Banner* on fencing or tents
- Business Name printed in brochure
- Corporate Website Listing with Hyper-Link
- Corporate Listing on Sponsorship Board
- Promotional Introduction at Entertainment events (1 day of fest)
- up to 25 Sponsor Buttons
- 25 Beverage Tickets

Commander Sponsor - \$1,500

- Posting of 1 3x5 Banner* on fencing or tents
- Corporate Website Listing with Hyper-Link
- Corporate Listing on Sponsorship Board
- up to 15 Sponsor Buttons
- 15 Beverage Tickets

Lieutenant Sponsor - \$1,000

- Posting of 3x5 Banner on fencing or tents
- Riverfest Website Sponsor Listing
- Corporate Listing on Sponsorship Board
- up to 10 Sponsor Buttons
- 10 Beverage Tickets

Ensign Sponsor - \$500

- Riverfest Website Sponsor Listing
- Corporate Listing on Sponsorship Board
- up to 8 Sponsor Buttons
- 8 Beverage Tickets

Sponsor is responsible for supplying banner(s) to Riverfest

Please reach out to our Sponsorship team at sponsorships@riverfestlacrosse.com with any questions or suggestions you may have

Thank You for Supporting Riverfest, Inc. As a 501 (c) (4) non-profit, your gift directly strengthens our community programs. Please note that contributions are not tax-deductible as charitable donations.