



RioFest Sponsorship Incentives & Sponsor Commitment Agreement

Thank you for your interest in supporting **RioFest**, Alamosa's premier arts, entertainment and outdoor festival. Formerly known as **SummerFest**, this long-standing community tradition brings together live music, local and regional artists, arts and crafts vendors, delicious food, and family-friendly activities to celebrate the start of summer in the San Luis Valley.

This year, RioFest is joining forces with the **Valley Bottom Rio Trio Adventure Triathlon**, creating an expanded event that offers something for everyone—from arts and culture enthusiasts to outdoor adventure seekers—while strengthening community connections and regional pride.

RioFest is a **free community event**, that will happen **June 6th & 7th at Cole Park**, and its success depends on the generosity of local businesses, community partners, and those who share our vision.

Sponsorship Incentive Levels

Special Act: Weekend Warrior Sponsor

\$250 – \$499

- Sponsor name and/or website link listed on the RioFest and Rioraces website.
 - Sponsor name announced throughout the weekend between band performances
 - **6 drink tickets (value \$6.00 ea.)**
 - Your business logo (small) on the back of the Rio Trio Race t-shirt
 - Up to (2) team or solo registrations for Rio Trio Triathlon (Shirts and lunch included)
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Band Adventurer Sponsor

\$500 – \$999

- Sponsor name and/or website link listed on the RioFest and Rioraces website.
 - Recognition in local newspapers and radio announcements
 - Inclusion in brochures distributed at Visitor Centers in and out of the San Luis Valley
 - Recognition in Riofest Fest social media posts
 - Sponsor name announced throughout the weekend between band performances
 - **12 drink tickets(value \$6.00 ea.)**
 - Option to display a sponsor-provided banner during the festival weekend
 - Up to (4) team or solo registrations for Rio Trio Triathlon (Shirts and lunch included)
 - Your business logo(Large) on the back of the Rio Trio Race t-shirt
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Festival Expedition Sponsor

\$1,000 or more

- Sponsor name and/or website link listed on the RioFest website
- Prominent recognition in local newspapers and radio announcements
- Logo placement on posters and banners distributed throughout the San Luis Valley
- Recognition in SummerFest social media posts
- Sponsor name announced throughout the weekend between band performances
- **12 drink tickets(value \$6.00 ea.)**
- **4 food vendor tickets (value \$10.00 each)**
- Option to display a sponsor-provided banner during the festival weekend
- Up to (8) team or solo registrations for Rio Trio Triathlon (Shirts and lunch included)
- Your business logo(Large) on the back of the Rio Trio Race t-shirt

All Levels of Sponsorship will have the option to provide promo items for race participant packets.*

Sponsor Recognition & Banner Display

All sponsors contributing **\$500 or more** may provide a banner to be displayed during the festival.

In-Kind Sponsorship

Goods or services valued at \$ _____

(In-kind sponsorship level and benefits will be determined based on the value of the donation.)

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- Yes, I will supply a banner for display
 - No, I will not supply a banner

Banners must be provided by the sponsor and approved by RioFest staff.

Sponsor Commitment Information

Sponsor / Business Name: _____

Contact Name: _____

Website: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Commitment Selection

- In-Kind Sponsorship – Estimated Value: \$ _____
 - Special Act Sponsor (\$250 – \$499)
 - Band Sponsor (\$500 – \$999)
 - Festival Sponsor (\$1,000+)
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Payment Method

- Check enclosed or will be sent
- Pay at Alamosa Parks and Rec

Invoice needed? Yes / NO

Please make checks payable to:

“City of Alamosa or Alamosa Parks and Rec”
2222 Old Sanford Rd.
Alamosa, CO 81101

Online sponsorships forms may be submitted at:
www.almosarec.org → Special Events → Riofest → Sponsors

Deadline: All sponsorships must be received by **May 1** to ensure inclusion in printed and promotional advertising. Please include a logo or business card with your submission.

Terms, Conditions & Release

- Sponsorship does not entitle the sponsor to special treatment, guaranteed performance times, guaranteed vendor placement, or benefits beyond what is outlined in this agreement.
 - Sponsor understands that RioFest reserves the right to make final decisions regarding layout, scheduling, announcements, and placement of sponsor recognition.
 - Sponsor agrees to participate responsibly and to comply with all applicable local, state, and federal laws.
 - Sponsor hereby releases and holds harmless the **RioFest Committee** and the **City of Alamosa** from any and all liability, claims, or damages arising from participation in RioFest.
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Agreement Acceptance

I have read, fully understand, and agree to the terms of this Sponsorship Incentive & Commitment Agreement.

Authorized Signature: _____

Printed Name & Title: _____

Date: _____

RioFest/Alamosa Parks & Recreation

2222 Old Sanford Rd. • Alamosa, CO 81101

Email: riofest@almosa.gov

www.almosarec.org → Special Events