

2022 KERRVILLE RIVER FESTIVAL

September 17, 2022

SPONSORSHIP OVERVIEW



GET OUTDOORS. BE ACTIVE. PLAY.

TSE *Entertainment*
...The GO TO Agency for Entertainment Services



...The GO TO Agency for Booking Entertainment

TSE is one of the oldest and most trusted live entertainment agencies in the United States. We book local, regional and national entertainers for a variety of venues, fairs and festivals throughout North America. We also provide ticketing and sponsorship for live events. We are based right here in Texas. We are the exclusive sponsorship representative for the Kerrville River Festival



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What is the Kerrville Texas River Festival?

The 2022 Kerrville River Festival is a celebration of Kerrville's culture and heritage. This once-a-year festival is free to the public and features live music and live shows on three stages. The festival grounds provide a variety of activities for the entire family including a Kids Zone, Marketplace, Activities area and much more. The whole day is capped off by a Texas-sized fireworks display. Festival activities kick off at 12:00 p.m. with entertainment starting at 2:00 p.m. and lasting until 9:30.



KERRVILLE RIVER FESTIVAL

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AUSTIN MEADOWS





Who Attends Kerrville River Festival?

Some Facts about music festivals from **eventbrite**

- More than 102 million people attend music festivals annually in the United States each year.
- 81% of music-festival goers are attending music events.
- The average age of a music festival-goer is 32
- 59% of music festival-goers are male
- Average income of music festival-goer is more than \$75,000 annually
- 99% of millennials will recommend food they found at a music festival
- 80% of music festival-goers will use smart phones to communicate the experience with friends

Source: **eventbrite**

BROADCAST MEDIA

Our media broadcast partner includes Ranch Radio Group

- 106.5 Classic Rock
- 92.3 The ranch
- Hill Country Fox Today's hot country
- Hill Country Patriot 104.3
- The River 106.1 Greatest Hits





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Live Performances
on Three Stages!



Cirque Akrobat Thrill Show with an Afternoon & Evening Show





MICHAEL SALGADO- On the main stage!

- Texas born and raised with roots stemming from Barrancos, Mexico, Salgado is a prominent example of the Latin musical talent. His exceptional ability to play the accordion left-handed and vice versa, gave him the well-earned nickname 'El Zurdo De Oro'. Michael has also managed to stand out in the Country Market with "Honky Tonks and Cantinas." Salgado was also featured in the film "This is my Country, Twin Fiddles and Accordion," in this film Salgado is one of the featured artist who takes you down his journey in pursuing country music.
- MICHAEL SALGADO has been recognized with four awards from the "Tejano Music Awards", among them "Best Song of the Year" for "Ya No Voy a Aguantar" and the Billboard Latin Music Award "Best Album Regional Mexican". The impact of his album, Honky Tonks and Cantinas, landed him a nomination for "Best Banda Norteño" at the 2012 Grammy Awards.



KYLE PARK

KERRVILLE RIVER FESTIVAL MAIN STAGE!

- Kyle Park has impressively had seven #1 singles on the Texas Regional Radio Report (TRRR) and eleven singles on the Texas Music Chart's Top 10. His limited edition 'Fall EP' (now part of the "Make or Break Me full-length album) peaked at No. 1 on the Billboard Heatseekers South Central list. Kyle's reaped consistent national press coverage from CMT, TCN (The Country Network), Taste of Country, Country Weekly, All Music, Guitar World and more. He was direct support for numerous notable and legendary artists including George Strait, Clint Black, Mark Chestnutt, Gary Allan and more.

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COMMUNITY STAGE EVENTS

Community Performing Arts Showcase

This year five performing arts community organizations will showcase their local efforts. These 20-to-25-minute performances highlight the culture of the Kerrville area:

- Big Seed
- Texas Heritage Music Foundation
- Performing Arts School of Classical Ballet
- Schreiner University Concert Band
- Tivy High School Marching Band



STAGE BRANDING

The ultimate way to engage with music fans. Stage Naming Rights!



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Presenting Rights

Naming Rights is the ultimate expression of integrating your brand with the Kerrville River Festival. Naming Rights includes everything from brand integration / presenting rights of the festival and much more.



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Festival Central

At the heart of the Kerrville River Festival

Festival Central is the main experiential tent located in the heart of the festival grounds. At Festival Central festival goers get to experience some of the best that the Kerrville River Festival has to offer. This can include attractive options to purchase Beer, Wine, Seltzer or show merchandise and enjoy A variety of interactive fun and games. A sponsor of Festival Central can have the opportunity to provide audience engagement activities, displays and product sampling. With this high visibility location a sponsor is at the heart of reaching the majority of patrons attending an event.

DIGITAL SIGNAGE

Strategically placed digital signage featuring rotating sponsor messaging throughout the day.



Festival Shuttle Sponsorship



The Kerrville River Festival will be offering free shuttle service between major pickup points and the festival. Sponsorship of the shuttle service provides great brand visibility throughout the city on the day of the festival.

Includes

- Branded Bus Signage
- Branded drop off/pick up points
- Media Collateral



THE KIDS ZONE

The Kids Zone is the place to be for families and small children. A chance to let the kids unwind and enjoy activities just for them. Parents will have a front row seat and the opportunity to capture memories. Through sponsorship of The Kid Zone a sponsor will have a highly targeted engagement opportunity with kids and parents.



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THE FIREWORKS

Sponsorship of the Fireworks Show



- Having your brand associated with the Celebratory City of Kerrville Anniversary Fireworks Display.
- An opportunity to address the attendees and introduce the fireworks display on stage.
- As a sponsor of the display you will be included on all associated collateral announcing the Fireworks show.
- Opportunity to show your promo video on the stage's video wall between performances throughout the day.

THE VIP EXPERIENCE

Enjoy the perks, the premium view, the special access and more



The Creative Arts Zone

Showcasing the music and art of the Kerrville Community

A collaborative art project between Big Seed and the Kerrville River Festival that will create a vibrant activity space for attendees. There are three components music, visual art, and community art. Central to the Creative Arts Zone is community engagement and local participation. Emerging musicians will perform on the KRF Community stage in between other community performing arts acts. Youth visual artists will have the opportunity to display and sell their artwork at an exhibitor tent. And colorful large-scale community art sculptures will attract attendees.





DISPLAY AND BRANDING OPPORTUNITIES



THE GAME ZONE

Branded opportunities to engage with festival patrons. Corn Hole anyone?



Social Media Inclusion



Let TSE Entertainment help you sponsor some of the best live music festivals and fairs in North America.

To find out how we can help you get started contact :

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NEXT STEPS?

Let us customize a sponsorship at the Kerrville River Festival that works for you

