

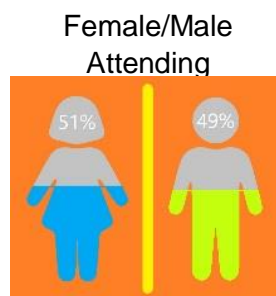


Why advertise with River City Festivals?

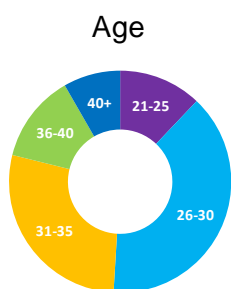
- ✓ Your brand will be promoted to the community and event attendees before, during & after the event.
- ✓ We have strategically designed our sponsorship levels to offer you a better marketing value than through standard advertising channels.
- ✓ Our a-la-carte system allows you to specifically direct where and how your dollars are directed.
- ✓ We care about your business and want to help you succeed!

Attendee Demographics

Estimated Attendance per event: 800-1,500+



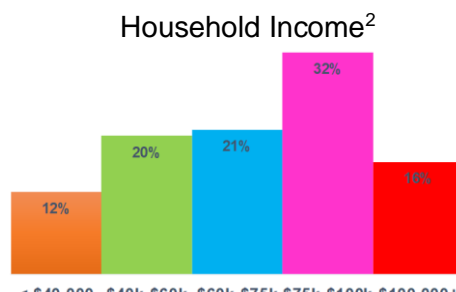
Online Interaction shows 75% Female



RVA Area Attendees¹



¹ 96% of event attendees live within 25 miles of the event location



² Based on attendee zip code average from 2017 inflation adjusted dollars. Margin of error is +/- \$5,000

How We Advertise & Promote

5 RVA based Instagram accounts



SEO targeting



Estimated event and advertising impressions (per event):
850,000+

12-20+ vendors On event day



On-site brand promotion



Experienced Targeted Advertising



Paid media & ticket contests



Targeted direct mail



29,000+ email list



Instant brand promotion



Local restaurant partners with on-site promotion



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