



Richmond River Lake Days
PO Box 586
Richmond, MN 56368



Hello,

River Lake Days Association is a 501(c)3 organization located in Richmond, MN that is dedicated to supporting non-profit organizations whose focus is civic engagement and improving the quality of life within their community. River Lake Days is our annual fundraiser that supports these non-profit organizations in Central Minnesota. From July 17th – 19th, 2025 visit Richmond as we “throwback” to 1990 and celebrate “**35 Years of Fun!**”

It is with the help of Sponsors like yourself that this event and opportunity has continued for over 30 years. Your sponsorship goes to providing family-friendly entertainment, children’s activities, parades and so much more! Sponsorship provides the chance for you to reach over 4,000 festival goers via company branding on event advertising, social media and more.

As we “throwback” to when River Lake Days began in 1990, we reflect on other popular things, i.e. Super Mario, etc that were popular then. With that, we are very excited to introduce the River Lake Days Big Wheel Grand Prix. Adult races will be held Friday evening and children’s races will be held Saturday. We welcome you to put together or sponsor a team to compete in our adult Grand Prix. Keep your eye out for more details in the future!

Enclosed for your convenience is information regarding Sponsorship Levels, Grand Parade and River Lake Days Cash Raffle; all options for you to reach thousands of prospects for your business.

Sponsorships (including logos) and Cash Raffle contributions must be received prior to April 1st, 2025 to be included in printed materials and advertising. Please email logos to RichmondRiverLakeDays@gmail.com.

All members of this community and River Lake Days Association thank you for your consideration and your help in keeping this great community tradition going year after year.

Sincerely,

River Lake Days Association

River Lake Days Association

SPONSORSHIP LEVELS

RIVER \$750

Freebies:

- Two River Lake Days T-shirts
- 4 Drink Tokens
- 2 River Lake Days Run Entries

Advertising:

- Name on Billboard
- Logo on Stage Banner
- Logo on Entry Banners
- Logo on River Lake Days Run Banner
- Name/Logo listed on:
 - Direct Mailers
 - Posters
 - Print Advertising
- Logo on Run T-Shirt
- Logo on Event Website
- Logo on Run Website
- Logo on Event Brochure (4000+ printed)
- Social Media Mentions

LAKE \$500

Freebies:

- One River Lake Days T-shirt
- 2 Drink Tokens
- 1 River Lake Days Run Entries

Advertising:

- Logo on Stage Banner
- Logo on Entry Banners
- Logo on River Lake Days Run Banner
- Name listed on Run T-Shirt
- Logo on Event Website
- Logo on Event Brochure (4000+ printed)
- Social Media Mentions

STREAM \$250

Freebies:

- Name listed on Entry Banner
- Name listed on Event Website
- Name listed on Event Brochure (4000+ printed)

- Social Media Mentions



RICHMOND RIVER LAKE DAYS

P.O. BOX 586 RICHMOND, MN 56368 ~ RICHMONDRIVERLAKEDAYS@GMAIL.COM ~ RIVERLAKEDAYS.COM



2025 Richmond River Lake Days Sponsorship Form

Sponsor Name: _____ Name for Print Materials: _____
Address _____ City _____ State ____ Zip code _____
Contact Name: _____ Contact Email: _____

Select all that apply

☐ **Sponsorship** (please mark the appropriate level and provide t-shirt size requests S-4XL)

- ☐ River (\$750) T-shirt #1 size: _____ T-shirt #2 size: _____
- ☐ Lake (\$500) T-shirt size: _____
- ☐ Stream (\$250)
- ☐ Check here if you wish to donate your t-shirts back to River Lake Days.

Email logos to RichmondRiverLakeDays@gmail.com

☐ **Grand Parade Registration**

- ☐ The Grand Parade takes place July 19th at 7PM down Main Street looping around on 1st St. North. Themed float prizes for 1st place (\$250), 2nd place (\$150) and 3rd place (\$50). This year's theme is **1990 – The start of 35 Years of Fun** ONLY themed floats are eligible and parade position is based on first received.

☐ **River Lake Days Cash Raffle**

- ☐ Raffle donors receive recognition on the event website, and are listed on the tickets based on value and are limited to space. Your generous cash donation must be received by May 1st, 2025 to be recognized on the raffle ticket. Minimum cash donation of \$100 must be received to be valid.

☐ Raffle Donation \$ _____

☐ **Total Amount included \$** _____

☐ **Save a tree next year and just email me the Sponsor Letter**

☐ **River Lake Days Big Wheel Grand Prix:** Check here if you are interested in entering a team for the River Lake Days Grand Prix and would like to receive more information.

Make checks payable to: River Lake Days

Mail to: River Lake Days | PO Box 586 | Richmond, MN 56368

richmondriverlakedays@gmail.com | www.riverlakedays.com



RICHMOND RIVER LAKE DAYS
PARADE ENTRY FORM

1990 – The start of 35 Years of Fun

Date: Saturday, July 19th 2025

Parade Start: 7:00pm **Parade Line-up:** 6:00 pm

Registration Deadline: July 11th 2025



Parade line-up order is determined primarily by the date we receive this registration form and the non-refundable registration fee. Parade participant drop-offs must walk from park entrance. When dropping off children please be prepared to park and walk participant to their designated float location.

You will receive a confirmation letter via email prior to parade; including your line up number, map and parade instruction.

If the parade needs to be cancelled for any reason, it will be automatically rescheduled for Sunday, July 20th, 2025 at 2:00 p.m. with the same scheduled line up.

Fill out this form & mail it with applicable fee to the address below. Please keep a copy of this form for your records.

Name of business or parade entry/float:

Describe your parade entry:

(Please describe your parade entry/float (tractor, trailer, musical, animals, etc.), as we try to keep similar entries separated. We also like to be sensitive to where animals and bands are placed in the line-up)

Number of Unit(s): _____ Length of Unit #1: _____ Length of Unit #2: _____ Themed Float: Yes or No

Contact Person: _____ Phone Number: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address (Required): _____ Sponsors Name: _____

Entrant Category (check one):

___ General Entrance \$25.00 per unit

___ Politician/Political Party-enclose \$50.00 per unit

___ Non-Profit group status-NO CHARGE

Music or Sound Category (check only if applicable):

___ I **cannot** have my unit next to loud music or sounds (we will try to accommodate)

___ My unit does produce music or sound

Prize Category 1st place \$250.00 2nd Place \$150.00 3rd Place \$50.00

Note: Prizes are awarded for THEMED floats Only.

Please ensure you chose "yes" above to themed float and have your float number visible for Judges

Make Check payable to: Richmond River Lake Days

Mail to: Richmond River Lake Days PO Box 586 Richmond MN 56368

Any questions can be directed to richmondriverlakedays@gmail.com and the parade coordinator will be in touch with you.