



Richmond River Lake Days
PO Box 586
Richmond, MN 56368



Greetings,

The River Lake Days Association is a 501(c)(3) organization based in Richmond, MN, committed to supporting non-profit organizations focused on civic engagement and enhancing the quality of life in their community. Our annual fundraiser, River Lake Days, aims to bolster these non-profits in Central Minnesota. Join us in Richmond from July 16th to 18th, 2026, for an “Out of this World” experience.

Thanks to sponsors like you, this event has thrived for over 35 years. Your sponsorship helps provide family-friendly entertainment, children's activities, parades, and much more! It also offers you the opportunity to connect with over 4,000 festival attendees through your company's branding on event advertising, social media, and beyond.

Last year, we introduced the River Lake Days Big Wheel Grand Prix, and it was a hit! We're thrilled to bring it back this year as we race to the cosmos! Adult races will take place on Friday evening, while children's races will occur on Saturday. We invite you to form or sponsor a team to compete in our adult Cosmic Grand Prix.

Also included for your convenience is information about Sponsorship Levels, the Grand Parade, and the River Lake Days Cash Raffle—each an excellent opportunity for you to reach thousands of potential customers for your business.

Sponsorships and Cash Raffle contributions must be received prior to April 17th, 2026, 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



2026
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 18th 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 **Out of this World** (Outerspace). ONLY themed floats are eligible.
- River Lake Days Cash Raffle Donation \$ _____** (\$100 Minimum)
- 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 April 17th, 2026, to be recognized on the raffle ticket. Minimum cash donation of \$100 must be received to be valid.
- 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 Cosmic Grand Prix and would like to receive more information.
- Total Amount included \$ _____** 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

2026 - Out of this World

Date: Saturday, July 18th 2026

Parade Start: 7:00pm **Parade Line-up:** 5:30 pm

Registration Deadline: July 11th 2026



Parade line-up order is determined primarily by the participant arrival time (starting at 5:30pm). Parade participant drop-offs must walk from park entrance located at 1st St SE & Lion Ave NE. When dropping off children please be prepared to park and walk participants to their designated float location.

You will receive a confirmation email upon receipt of parade registration.

If the parade needs to be cancelled for any reason, it will be automatically rescheduled for Sunday, July 19th, 2026, at 2:00 p.m. with lineup starting at 12:30pm.

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: _____

Save a tree next year and just email me the Parade Form

Entrant Category (check one):

___ General Entrance \$30.00 per Unit (non-refundable)

___ 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.

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 RiverLakeDaysParade@gmail.com and the parade coordinator will be in touch with you.