



## River Place Plaza 2022 Sponsorship Partners

Dear Partner,

We are beyond excited for our second season of live music and entertainment at the River Place Plaza!

To remind you of where we started, construction on the River Place Plaza was completed in 2020 during the height of the pandemic. The first event season started in earnest in the early summer of 2021. The Plaza opened during a time when community and face-to-face interactions were missed by so many. We are proud that this outdoor venue provided a safe place for people to gather while social distancing and building community could coexist! We watched as attendance grew with every event, reaching upwards of 3,000 by the end of the first season!

The River Place Plaza is designed as the nexus of both impromptu neighborhood gatherings and planned community events. It maximizes connection among neighbors and within the greater Cedar Falls community. It reconnects the historic downtown to its roots on the Cedar River. And it reemphasizes Downtown Cedar Falls as a hub for arts, culture, and music.

The River Place Plaza fills the niche of an events venue within the fabric of the Downtown where so much excitement is already happening. Community Main Street, the REC Center, The Jaycee's/Live to 9, Cedar Basin, the Cedar Valley Sports Commission, the Waterloo Cedar Falls Symphony, and numerous other non-profits, fitness instructors, local businesses and local folks with a great idea have already begun calling the Plaza home for their community events.

With the help of local partners like yourself, we are able to bring a variety of entertainment to this great venue. In our sponsorship packet attached, you will see a number of ways to join in the excitement around this great venue. Whether you choose to partner in a music series, a large performance, or another contribution, we thank you for support and commitment to bringing arts and entertainment to the Downtown District.

Thank you for your future contribution,

Deanna Nelson, Director of Hospitality  
Eagle View Hospitality  
[deanna.nelson@eagleviewpartners.com](mailto:deanna.nelson@eagleviewpartners.com)

## 2022 Season Music Series Sponsorship Opportunities:

- **Bob Dorr and Friends Blues Series (April-June), \$3,500: SPONSORED**

Bob Dorr and Friends will be playing blues at the River Place Plaza two Thursdays a month from April through June from 5pm-8pm. Bob Dorr is a local legend and broadcaster on Iowa Public Radio. Bob was inducted into the Iowa Rock'n'Roll Music Association's Hall of Fame in September 2000. He was also inducted into the Iowa Blues Hall of Fame in 2005. These Thursday nights are sure to draw a crowd! Sponsoring 6 performances

Sponsoring six performances on the following dates: April 14, April 28, May 12, May 26, June 16 and June 30.

Sponsorship includes:

- Complimentary VIP Patio rental during the performance. Patio overlooks the Plaza stage. Max occupancy 49 (\$100/hour value)
- A \$50 food and beverage credit per performance. (See Catering Menu)
- Optional promotional table or giveaway at the performance
- Company banner on display next to the stage during the performance. (Banner provided with sponsorship)
- Logo scrolling on digital marquee sign for the full 2022 Plaza season, plus special digital poster during the performance
- Announcement from Bob Dorr thanking you for your sponsorship

- **Bob Dorr and Friends Blues Series (July-Sept), \$3,500**

All of the sponsorship benefits above for the following six performances: Dates TBD

- **Jazz in the Plaza Series (May-July), \$3,500**

Local jazz musicians, several of whom are professionals and professors of music at local universities and colleges, will come together on Sundays for Jazz in the Plaza. Carter House Market & Café will provide charcuterie boards and wine for purchase as a special addition to the regular beverage tent.

Sponsoring six performances on the following dates: May 15, May 29, June 5, June 12, July 10, July 24.

Sponsorship includes

- Complimentary VIP Patio rental during the performance. Patio overlooks the Plaza stage. Max occupancy 49 (\$100/hour value)
- A \$50 food and beverage credit per performance. (See Catering Menu)
- Optional promotional table or giveaway at the performance

- Company banner on display next to the stage during the performance. (Banner provided with sponsorship)
  - Logo scrolling on digital marquee sign for the full 2022 Plaza season, plus special digital poster during the performance
  - Announcement of sponsorship on stage
- **Jazz in the Plaza Series (August-October) \$3,500**  
All of the sponsorship benefits above for the following six performances: Dates TBD.

## 2022 Season Music Performance Sponsorship Opportunities:

- **Plaza Presents, \$1,000**  
Sponsor a Friday night Plaza Presents music performance! The community has become accustomed to live bands playing at the Plaza every Friday night throughout the summer. We are searching for local and regional bands to fill our Friday night Plaza Presents calendar. Your sponsorship goes directly to paying for these great musicians!  
  
Dates: Work with Deanna from Eagle View Hospitality to pick a date and a band in the months of May, August and September.  
  
Sponsorship Includes:
  - Complimentary VIP Patio rental during the performance. Patio overlooks the Plaza stage. Max occupancy 49 (\$100/hour value)
  - Menu of food and beverages available for purchase and stocked in the VIP Patio before the show.
  - Volunteer opportunity to serve in beer tent at event, optional promotional table or giveaway at the performance
  - Sponsorship scrolling on digital board during performance
  - Opportunity to hang company banner next to the stage for the performance (banner to be provided by the company)
  - Announcement of sponsorship on stage
- **Welcome Home Stage, Sturgis Falls weekend, June 24 & 25**  
Partner with Eagle View Hospitality in welcoming home the graduation classes from Cedar Falls High School during their 2022 summer class reunion. Hundreds of graduates from eight different graduating classes will be gathering at the Plaza over these two days. These two days will be packed with great music, food and beverages. Music performances by Southland, Dry Run Creek, Smokin' Yotes, Deja Blue and Throwback Jack.

### Sturgis Falls Weekend Sponsorship Levels:

- **Platinum, \$2,500:** (2 available)
  - Complimentary VIP Patio rental during the performance (3 hours). Patio overlooks the Plaza stage. Max occupancy 49 (\$300 value)
  - A \$50 food credit (See Catering Menu)
  - Plus a beverage package including 30 beverages (\$190 value)
  - Sponsorship banner on display next to the stage throughout weekend. Banner included with sponsorship (\$200 value)
  - Marketing opportunity in the Plaza beverage tent; Give away merch or volunteer to serve beverages while wearing your company logowear
  - Sponsorship scrolling on digital board through Sturgis Falls weekend
  - Announcement of sponsorship on stage
- **Gold, \$1,000:**
  - Sponsorship banner on display next to the stage throughout weekend. Banner included with sponsorship (\$100 value)
  - Marketing opportunity in the Plaza beverage tent; Give away merch or volunteer to serve beverages while wearing your company logowear
  - Sponsorship scrolling on digital board through Sturgis Falls weekend
  - Announcement of sponsorship on stage