



PARTNERSHIP PROGRAM

THE RIVER IN RANCHO MIRAGE

WHO WE ARE

The River in Rancho Mirage, a premier outdoor entertainment destination open year-round, offers a unique blend of shopping, dining, and entertainment set amidst a backdrop of exquisite style and natural beauty nestled in the heart of Coachella Valley.

Committed to fostering community interaction, we take pride in producing a variety of events, ranging from small gatherings to large-scale festivals. Our diverse portfolio includes the highly-acclaimed Lunar Festival, WellFest, Desert Art Festival, Decades Music Series, Annual Tree Lighting, Women's Business Expo, and many others. Drawing crowds ranging from 200 to 5,000 attendees, our events are a highlight of the Coachella Valley festival calendar. Additionally, our new array of community classes, from DJ workshops to art and photography sessions, as well as Sunset yoga, have provided local businesses with a unique platform to continue brand growth.

In addition to our event programming, The River in Rancho Mirage has become an exclusive venue for a large-scale TV casting call. We are the only in-person TV casting location in North America and Canada for the 2nd season of The Golden Bachelorette franchise. Beyond events and productions, we are dedicated to serving as an integral part of the community, partnering with non-profits, schools, local businesses, and more to enrich the fabric of the Coachella Valley.

PARTNER WITH US

We are thrilled to introduce The River Partnership Program, an exclusive opportunity for your brand to expand its reach and engage with our vibrant community through a series of exciting events designed to raise awareness for important causes hosted at The River.

Our meticulously curated packages offer cost-effective options that ensure significant brand exposure and recognition. What sets us apart is our unwavering commitment to making a positive impact. Each event is aligned with a non-profit organization dedicated to raising funds and awareness for their cause.

Our entertainment destination is viewed as the main street of Rancho Mirage, this is an incredible opportunity you do not want to miss out on.

OUR PARTNERED NON PROFITS



SPRING MUSIC SERIES

DANCE THE NIGHT AWAY

April 6th, 13th, 20th, 27th,
6pm-8pm



EVERY SATURDAY IN APRIL!

We are excited to announce the highly anticipated return of our Annual Spring Music Series, dedicated to supporting teens and adults with Autism and other disabilities. Get ready to dance the night away every Saturday in April, as we feature our four incredibly high-energy dance bands including Motown to disco. In line with our commitment to making a positive impact, we are proud to declare that 100% of the proceeds from raffle ticket sales will

go directly to benefitting the Fenixia Foundation and a minimum of 10% of all sponsorships will be donated as well. This exceptional organization is passionately dedicated to empowering individuals with intellectual and developmental disabilities. Our month-long raffle showcases stunning gift baskets generously contributed by local businesses at The River and neighboring companies. The Raffle is proudly hosted by the Palm Desert Rotary Club. It's no secret that our music series has always drawn a packed house, making this an outstanding opportunity for businesses to meaningfully engage with the community, while spreading awareness of their brand.



Presenting Sponsor Includes Presenting name, company name and logo on all marketing material, mention in all radio advertising, 5 minute welcome during each event night. Exposure to over 200,000 digital impressions. 50,000 social media impressions. Free vendor booth each event night. Clickable link on website during month of event and on all event E-blasts.



Event Sponsor Includes mention in all radio advertising. Company name and logo on all marketing material. Exposure to over 200,000 digital impressions. 50,000 social media impressions. Free vendor booth during each event night. Clickable link on all event E-blasts. 5 minute welcome during each event night.

\$1,000(2) Stage Sponsor Includes company name and logo on all marketing material. Exposure to over 200,000 digital impressions. 50,000 social media impressions. Free vendor booth each night of event with prominent placement. 5 minute welcome during final event night.

\$500(6) Community Sponsor Includes company name and logo on all marketing material. Exposure to over 200,000 digital impressions. 50,000 social media impressions. Free vendor booth each event night.

May 4th, 2024,
5:00pm-10:00pm

ROCK THE RIVER

We are excited to introduce a new addition to our lineup: Rock The River! The River is collaborating with Instigator Productions and 3M Studios to bring you an unforgettable night of rock music. We are tapping into the thriving up-and-coming local music scene in the valley, featuring multiple talented bands. Enjoy the festival atmosphere in addition to the exhilarating performances.



In addition, we will have a beer garden conveniently located right off the Amphitheatre for the enjoyment of our guests. Get ready to rock and mark your calendars for Rock The River!



Presenting Sponsor Includes presenting name, company name and logo on all marketing material, mention in all radio/TV advertising. 5 Minute welcome speech during opening. Exposure to over 100,000 digital impressions. 35,000 social media impressions. Free vendor booth during event in high foot traffic area. Clickable link on website during month of event. Clickable link on E-blasts.

\$1,200 Event Sponsor Company name and logo on all marketing material. Mention in all radio/TV advertising. Exposure to over 100,000 digital impressions. 35,000 social media impressions. Clickable link on website during month of event. Free vendor booth during event. Clickable link on E-blasts.

\$500(2) Back Stage Sponsor Includes company name and logo on all marketing material. Exposure to over 100,000 digital impressions. 35,000 social media impressions. Free vendor booth during event. Clickable link on E-blasts.

\$250(4) Community Sponsor Includes company name and logo on all marketing material. Exposure to over 100,000 digital impressions. 35,000 social media impressions. Free booth during event.

September 28th
10am-2pm

KIDS-A-PALOOZA

Introducing the much-anticipated Kids-a-palooza at The River! This event promises to be a sensational experience for children with an array of exciting activities such as music, yoga, crafts, and more. We have curated the ultimate creative and stimulating event that will captivate young minds. To enhance the kids' experience, we are proud to feature Jayce, a renowned musical instructor who has toured with and written music



for beloved stars like the Jonas Brothers and Selena Gomez. Heart & Sol Yoga will also be present, ensuring that the children are physically active and invigorated. In addition, a wide range of children-themed vendors will be participating, offering both shopping opportunities and educational experiences for young ones. To support a noble cause, 10% of all sponsorships will be donated to the Children's Discovery Museum of the Desert, with an additional 25% of every vendor cost contributing to this amazing organization.

\$2,500 Presenting Sponsor Includes Presenting name, company name and logo on all marketing material, mention in all radio/TV advertising, 5 minute welcome speech during opening. Exposure to over 100,000 digital impressions. 25,000 social media impressions. Free vendor booth during event in high traffic area. Clickable link on website during month of event.

\$1,000 Event Sponsor Company name and logo on all marketing material. Mention in all radio/TV advertising. Exposure to over 100,000 digital impressions. 25,000 social media impressions. Free vendor booth during event in high traffic area. Welcome speech during event.

\$750(2) Stage Sponsor Includes company name and logo on all marketing material. Exposure to over 100,000 digital impressions. 25,000 social media impressions. Free vendor booth during event with prominent placement.

\$350(4) Community Sponsor Includes company name and logo on all marketing material. Exposure to over 100,000 digital impressions. 25,000 social media impressions. Free vendor booth during event.

BATTLE OF THE BANDS

October 5th, 12, 19, 26th
7pm-9pm



Get ready to rock and roll like never before at our inaugural Battle of the Bands! Immerse yourself in a month-long electrifying showcase as rock bands from the Coachella & Yucca Valley take the stage. This exciting event will also feature a variety of vendors and a beer garden, ensuring there's something for everyone to enjoy. We are thrilled to have teamed up with Alpha media, 3M Studios, and KESQ, forming a dream team that aims to discover

the next best local talent in the Coachella Valley. This event will raise funds for Music Will, a highly regarded nonprofit organization dedicated to helping schools build diverse and innovative music programs that serve their students in meaningful ways. We are also teaming up with our local school district to host a Battle of the Bands logo art contest with the winning design featured on bucket hats and T-shirts. 100% of all proceeds from merchandise sales will be given to Music Will. As part of our commitment to the community, an additional 10% of every sponsorship will be donated to Music Will as well.

Presenting Sponsor Includes Presenting name, company name and logo on all marketing material, mention in all radio/TV advertising, 5 minute welcome during each event night. Exposure to over 250,000 digital impressions. 80,000 social media impressions. Free vendor booth each event night. Clickable link on website during month of event. Logo printed on all merchandise. Option of becoming a judge for the final night of competition.



\$4,000 Event Sponsor Company name and logo on all marketing material. Exposure to over 250,000 digital impressions. 80,000 social media impressions. Includes mention in all radio/TV advertising. Clickable link on website during month of event. Free vendor booth each event night. Logo printed on all merchandise.

\$2,500(2) Stage Sponsor Includes company name and logo on all marketing material. Exposure to over 250,000 digital impressions. 80,000 social media impressions. Clickable link on website during month of event. Free vendor booth each event night.

\$1,200(4) Backstage Sponsor Includes company name and logo on all marketing material. Exposure to over 250,000 digital impressions. 80,000 social media impressions. Free vendor booth each event night.

\$500(4) Welcome Table Sponsor Includes company name and logo on print and marketing flyers. Free vendor booth each event night.

November 2nd, 9th, 16th
5pm-7pm

LEGENDS OF SOUND – A TRIBUTE CONCERT SERIES

Experience the timeless brilliance of timeless musical legends! Join us as we bring yesterday's icons to life on stage. Surrounding the Amphitheatre, enjoy a festival atmosphere with food and retail vendors, immersing you in the heart of the celebration. November is Alzheimer's Awareness Month, 100% of raffle sales will directly benefit Alzheimer's Coachella Valley. Creating innovative, relevant programs and services

for families who live with Alzhiemers in The Coachella Valley. Don't miss our month-long raffle featuring exquisite gift baskets from local businesses at The River and neighboring establishments. In addition, 10% of all sponsorships raised will also go to Alzheimer's Coachella Valley.



- \$4,000 Presenting Sponsor** Includes Presenting name, company name and logo on all marketing material, mention in all radio advertising, 5 minute welcome during each event night. Exposure to over 150,000 digital impressions. 35,000 social media impressions. Clickable link on website during month of event. Free vendor booth each event night.
- \$2,500 Event Sponsor** Includes mention in all radio advertising. Company name and logo on all marketing material. Exposure to over 150,000 digital impressions. 35,000 social media impressions. Clickable link on website during month of event. Free vendor booth each event night.
- \$1,000 Stage Sponsor** Includes company name and logo on all marketing material. Exposure to over 150,000 digital impressions. 35,000 social media impressions. Free vendor booth each event night. 5 minute welcome speech final event night.
- \$500(4) Community Sponsor** Includes company name and logo on all marketing material. Exposure to over 150,000 digital impressions. 35,000 social media impressions. Free vendor booth each event night.

WOMEN'S OWNED POP UP MARKET

November 3rd
2pm-5pm

BeautieSocial LLC is hosting its Third Annual Woman-Owned Pop-up market at The River at Rancho Mirage. Featuring over 25 local entrepreneurs, this dynamic, outdoor market puts the spotlight on woman-owned small businesses in the Coachella Valley. Along with vendors, the event will feature complimentary beauty services



for attendees. Free makeup touchups, hair braiding, and hair tinsel will be available to guests. Plus, the first 25 attendees to visit the BeautieSocial booth will be treated to a gift bag, courtesy of participating vendors. DJ and music producer Martha Devonne will be live spinning the hottest eclectic tracks for a fun and upbeat vibe. 10% of all sponsorship on top of 20% of the proceeds of every vendor will be going to the Children's Charity of the Desert, offering many forms of support for youngsters and their families. This is a one of a kind event in the Coachella Valley, a great way to show support for local women owned businesses while creating an amazing opportunity for brand recognition.

\$3,000 ***Presenting Sponsor*** Includes Presenting name, company name and logo on all marketing material, mention in all radio/TV advertising, 5 minute welcome during each event night. Exposure to over 150,000 digital impressions. 30,000 social media impressions. Free vendor booth during event. Clickable link on website and subscriber emails during month of event.

\$1,500 ***Event Sponsor*** Includes mention in all radio advertising. Company name and logo on all marketing material. Exposure to over 150,000 digital impressions. 30,000 social media impressions. Clickable link on website during month of event. Free vendor booth during event.

\$750(3) ***Stage Sponsor*** Includes company name and logo on all marketing material. Exposure to over 150,000 digital impressions. 30,000 social media impressions. Clickable link on website during month of event. Free vendor booth during event.

\$350(5) ***Community Sponsor*** Includes company name and logo on all marketing material. Exposure to over 150,000 digital impressions. 30,000 social media impressions. Free vendor booth during event.

TREE LIGHTING CELEBRATION

December 6th, 2024
6pm-8pm

12.06.2023 | 6:00-8:00 PM

TREE LIGHTING *Celebration*

THE
RIVER
AT RANCHO MIRAGE

Join us for our Annual Holiday Tree Lighting Celebration at The River and become part of the festive excitement! Experience the enchantment of live music from Tuba Christmas, DJ Tommy from Big 106, and many more exciting performances. Bring your children to enjoy a craft station or have their faces painted. Listen to inspiring public speakers from City Officials

and local businesses. To spread the holiday spirit even further, we are partnering with ABC 7 and Riverside County Firefighters for their "Spark of Love" toy drive, providing toys to kids and families during the holiday season that need it the most. 10% of all sponsorship will go towards purchasing toys for Spark of Love toy drive. The highlight of the event will be the breathtaking lighting of our Christmas tree!

\$6,000 ***Presenting Sponsor*** Includes Presenting name, company name and logo on all marketing material, mention in all radio/TV advertising, 5 minute welcome during event. Exposure to over 180,000 digital impressions. 35,000 social media impressions. Free vendor booth during event. Clickable link on website during month of event. Subscriber email e-blasts with clickable link . Personalization options on Christmas tree with logo and colors.

\$1500 ***Stage Sponsor*** Company name and logo on all print/digital marketing material. Exposure to over 180,000 digital impressions. 35,000 social media impressions. Subscriber email e-blast. Free booth during event. Welcome speech during opening ceremony.

\$500(4) ***Light Sponsor*** Company name and logo on all marketing material. Exposure to over 180,000 digital impressions. 35,000 social media impressions. Subscriber email e-blast.

January 11th, 2025
11am-3pm

WELLFEST – HEALTH AND WELLNESS EXPO

WellFest is back for its first Annual Health and Wellness event! WellFest is a captivating event that embodies the essence of health and well-being. Offering an incredible lineup of wellness experts, attendees will have the opportunity to explore a curated marketplace featuring a wide range of wellness products and services. Additionally, there will be free classes in all aspects of fitness.



We invite you to be a part of this transformative experience that brings together community members in a celebration of health and well-being. Join us at The River in Rancho Mirage for a day filled with rejuvenation and discovery. 10% of sponsorship as well as 25% of all booked vendors will go to CV Giving Foundation, addressing core concerns and needs of the region including access to higher education, youth development, housing, health care, animal welfare, and the arts and culture critical to our quality of life, since 1999.

\$7,500 Presenting Sponsor Includes Presenting name, company name and logo on all paid marketing material, mention in all radio/TV advertising, 5 minute welcome during event. Exposure to over 250,000 digital impressions. 45,000 social media impressions. Free Vendor booth during event. Clickable link on website and E-blasts during month of event. VIP area up to 10 people.

\$3,000(2) Event Sponsor Includes mention in all radio advertising. Company name and logo on all paid marketing material. Exposure to over 250,000 digital impressions. 45,000 social media impressions. Clickable link on website during month of event. Subscriber email e-blast. Free vendor booth during event. VIP area up to 5 people.

\$1,500(2) Stage Sponsor Includes company name and logo on all paid marketing material. Exposure to over 250,000 digital impressions. 45,000 social media impressions. Clickable link on website during month of event. Subscriber email e-blast. VIP area up to 2 people. Free vendor booth during event.

\$750(4) VIP Area Sponsor Includes company name and logo on all paid marketing material. Exposure to over 250,000 digital impressions. 45,000 social media impressions. Logo exposed in center pieces of VIP area. Free vendor table during event.

\$350(3) Welcome Table Sponsor Includes company name and logo on print and marketing flyers. Marketing brochures to be displayed on welcome table.

LUNAR FESTIVAL AT THE RIVER

February 8th, 2025
11am-6pm



Immerse yourself in the awe-inspiring Year of the Snake at our highly anticipated 3rd Annual Lunar Festival! This year we're bringing together an enticing blend of retail and food vendors to ensure an unforgettable experience. Prepare to be captivated by explosive entertainment, including mesmerizing lion dancing, martial arts performances, fire breathing, Live bands, and much

more! Our culturally rich event celebrates the vibrant traditions of Asia and attracted over 5,000 attendees during its previous year. Exclusive to The River and the only type of event in the Coachella Valley join us in creating a community footprint while getting your brand apart of a culturally enriched event that is not to be missed!

\$9,000 Presenting Sponsor Includes Presenting name, company name and logo on all marketing material, mention in all radio/TV advertising, 5 minute welcome opening ceremony. Exposure to over 300,000 digital impressions. 150,000 social media impressions. Free vendor booth during event. Clickable link on website. Clickable link in subscriber e-blasts. VIP area up to 11 people.

\$6,000 Event Sponsor Includes mention in all radio/TV advertising. Company name and logo on all marketing material. Exposure to over 300,000 digital impressions. 150,000 social media impressions. Clickable link on website and e-blasts during month of event. Free vendor booth during event. VIP area up to 6 people.

\$3,000(2) Stage Sponsor Includes company name and logo on all marketing material. Exposure to over 250,000 digital impressions. 150,000 social media impressions. Free booth during event. Clickable link on website and subscriber e-blasts. VIP area up to 4 people.

\$1,500(2) VIP Area Sponsor Includes company name and logo on all marketing material. Exposure to over 200,000 digital impressions. 150,000 social media impressions. Logo exposed in center pieces of VIP area. Marketing brochures to be displayed on welcome table. Free vendor booth during event.

\$750(4) Welcome Table Sponsor Includes company name and logo on print and marketing flyers. Free vendor booth during event.

PARTNERSHIP PROGRAM

THE RIVER AT RANCHO MIRAGE

We appreciate all support and look forward to partnering with you to make a difference!

Name: _____

Business Name: _____

Address: _____

Email: _____

Phone #: _____

Check Please make checks out to "Cheer Land The River, LP"

Check amount of \$ _____ Check Number _____

Invoice

Please send an invoice to the attention to _____

To the following addressor email
(if different from above) _____

**PLEASE SUBMIT COMPLETED FORM AND COMPANY LOGO (IF APPLICABLE)
TO**

marketing@theriveratranchomirage.com
(CC)joann@theriveratranchomirage.com

OR MAIL TO

Cheer Land The River, LP
Attention: JoAnn Gabruk Schoemann
71800 Highway 111, Suite A-208
Rancho Mirage, CA 92270