



Wichita Festivals, Inc.  
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**FOR IMMEDIATE RELEASE**

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## **RIVERFEST EVENTS STILL AVAILABLE FOR SPONSORSHIP**

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WICHITA, Kansas – Wichita Festivals, Inc. (WFI) a non-profit corporation with the purpose of community celebration, announced today a number of signature Riverfest 2008 events are still available for sponsorship.

### **Events Include:**

**Sundown Parade** – this event signifies the opening of the festival (May 9) with entries from Wichita and the region. The estimated crowd over the 2-mile parade course is 60,000+ people.

**Block Party and Oldies Concert** – held second Friday (May 16), it is the second largest event during the festival. The event runs from 5 pm to 9:30 pm with fun and entertainment for the entire family. Four musical stages featuring oldies, rock, swing and country, and a variety of other entertainment are spread throughout the core downtown area. The Oldies Concert will take the stage at 7 pm that evening and feature a nationally known entertainer. Approximate attendance is 60,000.

**11<sup>th</sup> Annual Tot Trot** - Tot Trot takes place on the first Saturday (May 10) in conjunction with the Bank of America River Run. The event is a foot race for children, age 2 to 7. The Tot Trot is included in all the marketing and promotion done for the Bank of America River Run. This event includes a t-shirt design contest marketed through the public and parochial grade schools in Wichita with the winning child's art and the sponsor name on the front of the t-shirt.

**Opening Day Sponsor** – Be title sponsor for the entire opening day of the festival (May 9), which includes the lunchtime opening ceremony, Sundown Parade and the opening night concert and fireworks. Last year, Daughtry headlined the event and brought a crowd of nearly 40,000 people to the stage area. Approximate attendance for the days' events is 155,000.

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**The Festival Flea Market** –Takes place on the second Saturday (May 17) of the festival at Douglas and Main with approximately 120 vendors offering a variety of items to the thousands who stroll through the market.

**The Big Easy** (formerly Mardi Gras) - Thursday evening, May 15, includes a concert featuring a nationally known swing band with a Cajun influence. Attendance during the evening and at the concert is approximately 10,000-12,000.

**Wakeboard Exhibition and Water Ski Show** – This event takes place on the Arkansas River, between the Douglas and Lewis Street Bridges on the final Saturday of Riverfest (May 17), the biggest day of the festival. The event runs from 5 pm to 8:30 pm.

***Several new events planned for 2008 are also available. They include:***

**Musica Latina** – Concert on Sunday, May 11 at the West Bank Stage featuring a well-known Tejano band. Attendance is expected to be 8,000 to 10,000.

**Tween Concert** – This concert, created to appeal to the 8 to 14 year old festival attendee and their parents, will take place on Kennedy Plaza outside of Century II on Monday, May 12 from 6:30 to 8:30 pm. It is a high energy evening filled with fun for the whole family. Estimated attendance 15,000.

**Club 225** – This is a young adult concert specially created for 20-somethings, this event will take place on Tuesday evening, May 13, from 7:30 to 10 pm inside the Convention Hall at Century II. Estimated crowd: approximately 5,000.

Sponsorships are available at different investment levels depending on the marketing opportunities sought by the corporation. All include direct interaction with Festival attendees, signage and a variety of print recognition and other marketing components.

Funding from sponsors underwrites the cost of Riverfest events and keeps the price of the Festival button low to the attendee.

Corporations or organizations interested in pursuing one of these opportunities should contact Celia Cayless, Director of Sales at 316.267.2817, [celia@wichitafestivals.com](mailto:celia@wichitafestivals.com).

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Wichita Festivals, Inc. is a non-profit corporation with the purpose of creating diverse community celebration within the Wichita community. The primary event produced by Wichita Festivals, Inc. is Riverfest.

Creating an economic impact of approximately \$26 million, Riverfest annually attracts more than 300,000 visitors. The Festival has become one of the top special events in Kansas and was recognized in 2006 as one of the top 100 events in the United States by the American Bus Association.

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