

Sponsorship Packet

Festival Year – 2026



Prepared by :

Redding Roots Revival Music Festival Organizers

3926 Golf Drive
Redding, CA 96001

(530) 949-7981

www.reddingrootsrevival.org

About Us



Welcome to Redding Roots Revival Music Festival



SAVE THE DATE

**SEPTEMBER 11TH
AND 12TH 2026**

Introduction

Brought to you by the Redding Roots Revival Committee, a 501 (c) (3) (non-profit organization through Folk Alliance International) founded in 2019 by local musicians, small business owners and music enthusiasts to bring high quality music acts to Downtown Redding.





Mission & Goal

Mission

The Redding Roots mission is to promote Downtown Redding with a weekend of live music in an affordable community enrichment festival format, including two days of high-quality performances by regional and national acts filling multiple stages around Downtown for an annual music festival in Redding and within the Cultural District. This event promotes our city, live music, community partnerships and culture. This event is powered completely by a volunteer board, staffed by an incredible herd of volunteers, and generous community sponsors.

Goal

Our goal is to continue to provide a professional, world-class, and sustainable multi-day event that promotes our city, live music, community partnerships and culture for years to come.



For more information on sponsorship and volunteer opportunities visit
www.reddingrootsrevival.org

Sponsorship Levels

Start from \$15k

Stage Sponsor (cash only, limited amount of major event sponsors)

Exclusive sponsor that is recognized on everything related to the festival and will have one of the main stages named in their honor. Top logo recognition in all publicity including links and blurbs to websites, social media, posters, TV and radio spots, press release, on-stage mentions, and banners. Main festival sponsors can also have an information booth present at their stage's venue (including 12 VIP festival passes). The headliner sponsor(s) will also be given a first option to renew their headline sponsorship for future festivals. **Limited amount - speak with a Redding Roots Revival team member.*

Start from \$10k

The Headliner (cash only)

Exclusive sponsor that is recognized on everything related to the festival. Logo recognition in all publicity including links and blurbs to websites, social media, posters, TV and radio spots, press release, on-stage mentions, and banners. Main festival sponsors can also have an information booth present at their stage's venue (including 6 VIP festival passes). The headliner sponsor(s) will also be given a first option to renew their headline sponsorship for future festivals. **Limited amount - speak with a Redding Roots Revival team member.*

Start from \$5k

The Downtown Train (cash/in-kind)

Play a major role in keeping the festival rolling through town! Prominent logo recognition in all publicity including links to websites, social media shout-outs (3), radio spots, press release, on-stage mentions, and banners. Downtown Train sponsors will each be given 4 VIP festival passes and logo placement on an item such as merchandise, secondary stage name, etc. that will be determined in collaboration.

Start from \$1k

The Diestelhorst (cash/in-kind)

Be a part of Downtown Redding history! Second tier logo recognition in selected publicity including links to websites, social media shout-outs (2), press release, on-stage mentions, and banners. Will also receive 2 VIP festival passes.

Start from \$500

The Caboose (cash/in-kind)

We would not be complete without you! Third tier recognition in publicity including websites, one social media shout out, and on stage mentions. Will also receive 1 festival pass.

Start from \$100

The Community (cash from individuals, families, and non-profit organizations)

Be a community sponsor or donate in memory of a loved one to be mentioned on our special community banner for the festival!

Prior Event Highlights



Performer

G Love

“If there was one phrase to describe G. Love & Special Sauce, it would be laid-back groove with serious soul.

Blending hip-hop, blues, funk, and R&B since 1993, the Philadelphia trio built their sound on G. Love’s unmistakable vocal flow — part rap, part blues croon — riding effortlessly over tight rhythms and deep-pocket beats. Their 1994 debut launched the alt-radio favorite ‘Cold Beverage,’ and they’ve been evolving ever since, from Coast to Coast Motel to the GRAMMY-nominated The Juice.

A festival favorite at stages like Bonnaroo and Lollapalooza, G. Love & Special Sauce delivers live sets that feel loose, spontaneous, and electric all at once — equal parts jam, swagger, and soul.

Performer

The Brothers Comatose

Whether traveling to gigs on horseback or by tour bus, Americana mavens The Brothers Comatose forge their own path with raucous West Coast renderings of traditional bluegrass, country and rock ‘n’ roll music. The five-piece string band is anything but a traditional acoustic outfit with their fierce musicianship and rowdy, rock concert-like shows.



Performer

Danielle Nicole Band

Hailing from Kansas City, Missouri, Danielle Nicole has spent her life making music and pleasing fans, domestically and abroad. Her stunning new album, The Love You Bleed on Forty Below Records, comprises twelve heartfelt tracks exploring themes of love, loss and perseverance.

2026 SPONSOR PACKAGE

September 11th & 12th

- STAGE SPONSOR (\$15,000+) *limited number available
- HEADLINER (\$10,000+)
- DOWNTOWN TRAIN (\$5,000+)
- DIESTELHORST (\$1,000+)
- CABOOSE (\$500+)
- THE COMMUNITY (\$100+)
- Customized Event cups
- Other _____



(*Please check one)

COMPANY/ORGANIZATION: _____

CONTACT PERSON NAME/PHONE/EMAIL: _____

ADDRESS: _____

AMOUNT OF CASH DONTATION: _____

DESCRIPTION OF IN-KIND DONATION: _____

SPECIAL NOTES/INSTRUCTIONS: _____

Email Logo and all information to: reddingrootsrevival@gmail.com

Thank you for your support!

Signature: _____ Date: _____

Mail form and check to:

Redding Roots Revival
3926 Golf Dr, Redding, CA 96001
(530) 949-7981

Redding Roots Revival is a 501(c)3 non-profit organization through Folk Alliance International