



SPARKLE CITY

RIVER

DANCE



BUFFALO RIVER

TENNESSEE'S ONLY CANOEING DISCO PARTY



AUGUST 21-23, 2026
HURRICANE MILLS, TN





ATTENDANCE

RIVER DANCERS: 300

DEMOGRAPHICS

THEY/THEM: 301 AGE: 20-65

COLLEGE GRADUATES: 60%

COLLEGE DROPOUTS: 40%

AVERAGE HOUSEHOLD INCOME: \$69K



IMPRESSIONS

SOCIAL MEDIA

50K

ALL ARTISTS + SPONSORS

ATTEN(DANCE)

2016: 50
2017: 100
2018: 250
2019: 350

2026
300+

HIBERNATION

2025: 151
\$17k revenue





SPONSOR TIER

1. \$500

-2 tickets

-Logo placement on all ad, print and collateral materials

-logo placement and mentions in social media

2. \$1K

-4 tickets

-Logo placement on all ad, print and collateral materials

-logo placement and mentions in social media

-logo featured on on-site Photo Booth digital prints

-booth activation location on site

3. \$2K

-6 tickets

-Logo placement on all ad, print and collateral materials

-logo placement and mentions in social media

-logo featured on on-site Photo Booth digital prints

-Booth activation location on site

-1 dedicated social media post with sponsorship recognition