



January 5, 2024

Happy New Year from the Willmar Rotary Club! It's hard to believe that Rockin' Robbins 2024 is just six months away! We are so proud of this annual event, and with your help, we are truly making a difference in the Willmar area. Proceeds from our 2023 Rockin' Robbins Concert Series netted over \$78,000, and although our first three weeks were cut short by rain, fans showed up in FORCE for Week 4, making it our biggest crowd ever! The excitement continues as we look ahead to 2024.

Since 2016, the Willmar Rotary Club has now raised nearly a half million dollars from proceeds at Rockin' Robbins. Plans for the permanent concert stage are well underway, and our club has officially pledged \$250,000 to see it through. This will be a unique dual-purpose stage with a large front-facing venue for events like Rockin' Robbins, and a more intimate back-facing venue for smaller events like "Movies in the Park" and community band concerts. The Willmar Rotary Club cut a check for \$100,000 for the stage project in 2023, in addition to paying for the engineering and design costs. Continued support from our sponsors and the community will help us reach our \$250,000 pledge.

Since 2016, the Willmar Rotary Club has invested over \$110,000 toward the revitalization of Robbins Island. These improvements have included the Willmar Destination Playground (\$20,000); a new landscaped entrance with a lighted sign and flagpole (\$17,000); the "Celebrate the Lights" holiday light display (\$35,000); Willmar Flags of Honor Veterans Memorial (\$20,000), and contributions to the Willmar Police Department, Willmar Parks & Rec, electrical upgrades for the sound system, the Jumbotron, and more (\$18,000).

Starting in 2022, proceeds from Rockin' Robbins have also supported other Rotary initiatives, including the Willmar Public Schools, AIM, Willmar Community Education, Willmar Area Community Foundation, the Kandiyohi County Food Shelf, Miles 4 Mentors, Shelter Box USA, and more.

Last spring, our club hosted our first ever "Reveal Party" at The Oaks to personally thank and recognize all our dedicated Presenting and Major Sponsors. After a brief update from our Rockin' Robbins steering committee, we revealed our band lineup for 2023, along with a short demo video from each band, and each week's Presenting Sponsors. With great feedback from our attendees, we've decided to host another Reveal Party to announce our 2024 band lineup, so keep an eye out for your invite!

We are now looking for sponsors for Rockin' Robbins 2024. [Please see our attached information sheet on sponsorship packages.](#) We currently have one Presenting Sponsorship slot available and are actively looking for Opening Act Sponsors, Major Sponsors and Significant Partners.

To become a sponsor, please submit your payment by March 31st. For questions, please contact Michelle Goltz at sponsors@rockinrobbins.com, or visit our website at <http://www.rockinrobbins.com/>.

Thank you for your support,
The Rockin' Robbins Sponsor Committee



Willmar Rotary Club
P.O. Box 294
Willmar, MN 56201



ROCKIN' ROBBINS 2024



All proceeds go to the revitalization of Robbins Island Park and other Rotary projects.

SPONSORSHIP OPPORTUNITIES	PRESENTING SPONSOR (4) \$6,000	MAJOR SPONSOR \$3,000	OPENING ACTS (4) \$2,000	SIGNIFICANT PARTNER \$1,000
Choose the night/band you'd like to sponsor. First priority is given to previous year's sponsors. This is YOUR night to use however you'd like! Includes company name on all advertising, onstage promos, stage banners (you supply), and free vendor space near stage (optional).	✓			
Stage banner with logo - "Tonight's Presenting Sponsor"	✓			
Stage banner with logo - "Tonight's Opening Act Sponsor"			✓	
Jumbotron recognition with grouped logos	✓	✓		
On-air mentions in radio spots	✓	✓		
Yard sign along Robbins Island driveway with company logo	✓	✓	✓	
Onstage recognition and pre-recorded messages during band break	✓	✓	✓	
Company mention in newspaper ads	FULL LOGO	FULL LOGO	LINE LISTING	LINE LISTING
Company mention on RockinRobbins.com web site	FULL LOGO	FULL LOGO	FULL LOGO	LINE LISTING
Company mention on event posters and volunteer t-shirts	FULL LOGO	FULL LOGO	LINE LISTING	LINE LISTING



Willmar Rotary Club
PO Box 294
Willmar, MN 56201
www.RockinRobbins.com

FREE SUMMER CONCERT SERIES
WILLMAR ROTARY CLUB

ROCKIN' ROBBINS

2023



THANK YOU!

Our first three weeks were cut a little short by rain, but WOW, did the fans show up for Week 4! Our biggest crowd ever!

The Willmar Rotary Club has now raised over a half million dollars for improvements to Robbins Island Regional Park and other Rotary initiatives. Plans for the permanent concert stage are well underway, and our club has pledged \$250,000 to see it through!

Special thanks to all our sponsors for sharing the vision; to our vendors for all the amazing food; and to the MANY volunteers who work so hard to make it happen.

Another big thank you to those who work so dilligently behind the scenes, including:

- Willmar Public Works
- Willmar Police Department
- CentraCare EMS
- Willmar Bikes (bike corral)
- Willmar Parks & Rec (Kid Zone)
- Heritage Bank and Pioneer Heritage Insurance (Kid Zone))
- Vinje Church (Kid Zone)
- Dennis Benson (photographer)
- Linda Fostervold (photographer)
- Dave Hillenbrand (camera operator)

And finally, a big thank you to YOU – our fans – for believing in us and showing up week after week. See you again in 2024!

– The Willmar Rotary Club

PRESENTING SPONSORS

WILLMAR AREA
Community
Foundation

TWC
TERWISSCHA
CONSTRUCTION, INC.

MILLS
AUTOMOTIVE GROUP

Lakeland Broadcasting
connecting people
KWLM 1240 AM 96.3 FM
Q102 MORE MUSIC MORE VARIETY
BIG Country 106.5
The 1 Train

JUMBOTRON SPONSORS

DOOLEY'S
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& NATURAL GAS

HERITAGE
EXTERIORS

BEVERAGE SPONSOR

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MAJOR SPONSORS

Jennie-O
TURKEY STORE

CentraCare

Chappell Central, Inc.

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WILLMAR
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Rotary
Club

MAJOR IN-KIND SPONSORS

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Plus
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CITY OF
Willmar

Quicksigns
of Willmar

WEST CENTRAL
SANITATION

Rambow

OPENING ACT SPONSORS

Elmqvist Jewelers • Kandiyohi Power Cooperative
Westberg Eischens • Johnson, Moody, Schmidt, Kleinhuizen & Zumwalt

SIGNIFICANT PARTNERS

Ameriprise Financial • Border States Electric • Christianson CPAs and Consultants
Conway, Deuth & Schmeising • Edina Realty • Edward Jones – Andrew Kveene and Jeanne Ashburn
Farm-Rite Equipment of Willmar • Fischer Laser Eye Center • Floor to Ceiling Store
Heritage Bank, N.A. • Home State Bank • Loffler • Northern Factory Sales • Perkins Lumber Company
Peterson Brothers Funeral Home • Pioneer Heritage Insurance • Runnings • Stacy's Nursery
Walt's Soft Cloth Car Wash • Woodland Centers