



It's our 10th season – time to celebrate!

January 6, 2026

Happy New Year! If you can even believe it, 2026 marks the 10TH SEASON of Rockin' Robbins!* We have big plans to make 2026 better than ever, and we're reaching out to our incredible community of supporters to help us make it happen.

New Amphitheater Breaking Ground in 2026

On December 3, 2025, the city of Willmar announced it was the recipient of a second \$1.3 million grant from the Greater Minnesota Regional Parks and Trails Commission Legacy Grant Program for the new amphitheater on Robbins Island. Our Willmar Rotary Club has been raising funds and working closely with the City of Willmar to make this vision a reality since the summer of 2022 . With this second grant, we are now on track to break ground in 2026 and will be ready to host our 2027 Rockin' Robbins concert series on the brand new 3,000-square-foot stage!

Plans and Proceeds

With proceeds of almost \$60,000 in 2025, our Rockin' Robbins Concert Series has now raised close to \$580,000 for improvements at Robbins Island and other Rotary initiatives. This includes a donation of \$250,000 toward the new amphitheater, plus over \$120,000 for other improvements including the Willmar Destination Playground, the new landscaped entrance (with lighted sign and flagpole), the "Celebrate the Lights" holiday light display, the Willmar Flags of Honor Veterans Memorial, electrical upgrades, and contributions to the Willmar Police Department, Willmar Parks & Recreation, and the Jumbotron – a crowd pleaser since 2019!

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

Rockin' Robbins 2026

We are now looking for sponsors for 2026. [Please click this link to download our 2026 Sponsorship Packet.](#) It includes details and prices for all our sponsor packages, as well as a copy of the full page thank you ad we run each year in the West Central Tribune.

(Continued)

Reveal Party!

For the past several years, the Willmar Rotary Club has hosted a Band Lineup Reveal Party in April for all of our of Major, Presenting, Opening Act and Jumbotron-level sponsors. To recognize your contributions to the ongoing success of Rockin' Robbins, you and your guests will enjoy a free lunch at the Willmar Conference Center, and a first glimpse of all the bands we've hand-picked for 2026! It's always a good time and a great opportunity to mingle and get to know each other a bit better. We can't wait!

To become a sponsor of Rockin' Robbins 2026, please submit your payment **by March 31**. For questions, please contact Michelle Goltz at sponsors@rockinrobbins.com, or visit our website at <http://www.rockinrobbins.com/>.

Thank you for your support! We couldn't do it without you!

Sincerely,

The Rockin' Robbins Sponsor Committee

** For those counting, it's actually been 11 years since our first concert series in 2016, but because 2020 was a no-go due to COVID, we're celebrating our 10th season*





FREE SUMMER CONCERT SERIES AT ROBBINS ISLAND

FREE CONCERT • FREE SHUTTLE • FOOD VENDORS • BEER/WINE TENT • KIDS ACTIVITIES • MARKET VENDORS

Rockin' Robbins is a Community Service Project of the Willmar Rotary Club. All proceeds go to the revitalization of Robbins Island Park and other Rotary projects. Please visit RockinRobbins.com to learn more about us and how we're using our proceeds to revitalize Robbins Island Regional Park.

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





ROCKIN' ROBBINS

2025



THANK YOU, WILLMAR!

Rockin' Robbins 2025 certainly saw its share of challenges: road construction, storms, heat, wildfires, and SO MUCH RAIN! After ten years (nine seasons), it was the first time we've ever had to cancel a concert due to weather! So disappointing for all the Boogie Wonderland fans (and the vendors, and the sponsors, and the volunteers), but we're hoping to have Boogie Wonderland back again next year with better weather!

Week 2 was hot and humid, but our diehard fans showed up anyway for our first "Duo Headliner Night" with Janelle Kendall's Perfect Storm, followed by Good for Gary. Due to soggy conditions on the island, it was back to our Plan B configuration for "Military Appreciation Night" and Week 3 with Parrothead Paradise. Once again, our fans adapted and overcame. So, when Week 4 finally arrived with perfect weather (save for a few sprinkles at 5 PM), we were all ready to ROCK with the Fabulous Armadillos! What a crowd!

The Willmar Lakes Rotary Club is so proud of this community service project! We have now raised over a half million dollars for improvements to Robbins Island Regional Park and other Rotary initiatives. We continue to move forward with plans for a permanent, two-sided concert stage and amphitheater. If all goes well with grants and funding, we hope to host our first concerts on the new stage in 2027!

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 all those who work so diligently behind the scenes, including:

- Willmar Public Works
- Willmar Police Department
- CentraCare EMS
- Willmar Bikes (bike corral)
- Willmar Parks & Rec (Kid Zone)
- Prairie Woods Environmental Learning Center (climbing wall)
- Dennis Benson (photographer)
- Linda Fostervold (photographer)
- Dave Hillenbrand (camera operator)

And finally, a big thank you to our fans for believing in us and showing up week after week. Once again, we had to PIVOT a lot this year, but we came through just fine. See you in 2026!

PRESENTING SPONSORS



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