

Become a Summerfest Sponsor

June 4th, 5th & 6th, 2026

In 2026, something extraordinary is happening... something that will only happen once in our lifetime. America's most iconic highway, **Route 66, turns 100 years old!** Right here in Rolla, Missouri, a community rooted in history, energy, and the spirit of the Mother Road, we are preparing to host one of the largest Route 66 Centennial celebrations in the region. We can't wait to share this celebration with our friends, neighbors and community.

THE 2026 ROUTE 66 SUMMERFEST CELEBRATION

For three unforgettable days, June 4, 5 & 6, Downtown Rolla will come alive with music, food, family fun, classic cars, historic displays, and brand-new attractions created especially for the Centennial. Rolla's Route 66 Summerfest has also been named a *Certified Centennial Event by the National Route 66 Commission*.

Why Sponsor Summerfest During Route 66 Centennial?

- 2026 won't just be an event year, it will be a tourism milestone.
- Historical data shows that there are over 10,000 attendees annually at our event. By becoming a sponsor, your business will be showcased in front of thousands of festivalgoers all weekend long.
- Our sponsorships offer high-visibility signage, on-stage mentions, digital promotion, and creative placements that make your brand part of the celebration.
- National Route 66 organizations, car clubs, motorcycle groups, and travelers from across the globe are planning cross-country trips, and Rolla sits in the heart of the action.

From the **Summerfest Parade** down historic Pine Street to the **Midday Music Mix in the Food Court**, to the **DJ Dance Party**, to the **Saturday night Summerfest Sounds Concert**, you'll be woven into the very experiences that keep families coming back year after year. In 2025 your generosity and sponsorships allowed us, for the first time in 31 years, to be a **FREE event** for our community and visitors. We want 2026, our *32nd annual Route 66 Summerfest*, to be the same, only bigger and better.

NEW FOR THE CENTENNIAL: Route 66 Summerfest Night Lights Drone Show

As soon as the Saturday night burnout wraps up and the band takes the stage, all eyes turn to the sky at 9 pm, during band intermission, 200 synchronized drones will rise above Downtown Rolla for the **Summerfest Night Lights Drone Show** • one of the most spectacular additions in Summerfest history.

- As a sponsor of the Summerfest Night Lights Drone Show, your business can have its logo displayed in the sky, viewed by thousands of spectators and broadcast live across social media. This is premium placement at a once-in-a-century celebration. (See *Summerfest Night Lights – \$5,000 sponsorship* in the enclosed packet.)

Additional Sponsorship Opportunities Include (Full details in the attached packet):

Summerfest Sounds – \$3,000

Sponsor the Saturday night concert, introduce the band, and enjoy major visibility across all advertising platforms.

DJ Dance Party – \$750

Own Friday night as the dancing begins under the lights.

Midday Music Mix – \$300

Sponsor live music in the Food Court all day Saturday • prime foot-traffic exposure.

Summerfest Express Barrel Train – \$150

Your logo on a barrel of the Summerfest Express Barrel Train that runs from open until dark all weekend long.

Route 66 Centennial Parade and Opening Ceremony Honoree – \$1,000

Lead the official Route 66 Centennial Parade and make opening remarks on stage.

Summerfest Super Fan – \$500

A great general sponsorship option to support the festival and be featured across media. We also welcome sponsors for the Burnout Competition, Hillbilly Drag Race, Dog Show, and more.

This is your chance to make history with us. The Centennial of Route 66 is more than a party; it's a tribute to community, heritage, and the spirit of exploration that defines our region. Businesses that partner with us aren't just buying a sponsorship; they're becoming part of a story 100 years in the making.

You can reserve your sponsorship by contacting Dawn Smith, 573-308-7511 or Rachel Guth, 573-578-7165. Sponsorships are limited and sold on a first come first serve basis. We would be honored to showcase your business as a supporter of this historic celebration. Thank you for your continued investment in Rolla. Let's make this Centennial one the world will remember. We look forward to celebrating with you on Route 66, where it all began.

With excitement,

2026 Route 66 Summerfest Committee

Route 66 Summerfest

Sponsorship Opportunity

The Year Route 66 Turns 100

Summerfest Express • \$150 each • 8 Available

Your business logo & QR code is placed on one side of a barrel of the train on an 8.5"x11" poster. The train will run Friday & Saturday until dark.

Rt 66 Centennial Parade & Opening Honoree • \$1,000 • 1 Available

Open Summerfest & Route 66 Centennial Celebration at the Ribbon Cutting and by leading the parade down Pine Street to 11th Street, ending at the Bandshell. You will be able to place your 4ft x 2 ft banner for the weekend and make an opening remark at the bandshell before our Thursday evening band. You will also be listed on our website, all social media and printed material. You may also set up a booth space at the event.

DJ Dance Party • \$750 • 1 Available

Friday night is all about DANCING! DJ Hartflow starts playing all the good music at 7:30 pm. The fun really starts once the sun starts to set and the glow sticks come out. The bandshell yard will be filled with children and adults alike. With this sponsorship, you can introduce the DJ, have 4ft x 2ft banner displayed and will be listed on our website, all social media and printed material.

Midday Music Mix • \$300 • 3 Available

Keeping you entertained while you enjoy a cold drink, a snack or your lunch. We'll have music at the food court all day Saturday beginning at 10 am until 6 pm. With this sponsorship, you will receive an 18 x 24 sign, be listed on our website and all social media.

Summerfest Sounds • \$3,000 • 2 Available

Saturday night is where it's at. Bring your lawn chair and settle in for the show. The band will take the stage and begin playing as soon as the burnout completes. You'll want to pick your seat ahead of time, because during band intermission, you'll be in the perfect spot for the Route 66 Summerfest Centennial Celebration Drone Show at 9 pm! With this sponsorship, you can introduce the band, have 4ft x 2ft banner displayed and will be listed on our website, all social media, radio, tv and printed material. You will also have booth space in the appropriate area.

Summerfest Night Lights • \$5,000 • 4 Available

9 pm! **DRONE SHOW!** Be there! Featuring 200 drones, the Summerfest Night Lights Drone show will take place during band intermission. With this sponsorship, your business logo will be displayed high in the sky, for everyone to see. You will have 4ft x 2ft banner displayed and will be listed on our website, all social media, radio, tv and printed material. You will also have booth space Friday & Saturday in the appropriate area.

Summerfest Super Fan • \$500 • 15 Available

You can be a sponsor of any of our other events. The Burnout Competition, Hillbilly Drag Race, Dog Show or just a general sponsor of our event. With this sponsorship, you will be listed on our website, all social media and tv ads.



Route 66 Summerfest

Sponsorship Opportunity

The Year Route 66 Turns 100

Business Name:

Date:

Contact Information:

Contact Name: _____

Phone: _____

Address: _____

Email: _____

Sponsorship Level

- Summerfest Express • \$150 / each
of Sponsorships (8 available) -----
- Rt 66 Parade & Opening Ceremony \$1,000
- DJ Dance Party • \$750
- Midday Music Mix • \$300 / each
of Sponsorships (3 available) -----

- Summerfest Super Fan • \$500 / each
of Sponsorships (15 available) -----
- Summerfest Sounds • \$3,000 / each
of Sponsorships (2 available) -----
- Summerfest Night Lights • \$4,000 / each
of Sponsorships (4 available) -----

Payment Details

To reserve your sponsorship please make your check payable to

Route 66 Summerfest

and mail to:

Route 66 Summerfest • 104 East 11th Street • Rolla, MO 65401

Please email your business logo to:
rollaroute66summerfest@gmail.com

Paid by:

Payment Date:

Thank you for supporting Rolla's 32nd Annual Route 66 Summerfest & the Centennial of Route 66!