



CRE•S
Los Trompos

March 17 – April 16, 2023

Chattanooga Green - Riverfront


**RIVER CITY
COMPANY**

the art
of bringing
art to the
world



NORTH
AMERICA

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CRE • S

✓ The art of bringing art to the world



As the world's leading agency for public interactive installations in urban spaces, Creos connects owners, creators, and distributors of public art around the world.

Interactive installations represented by Creos traveled the world since October 2016, with an impressive total of over 150 exhibitions in over 55 cities in 11 different countries across 4 continents. Millions of people enjoyed these installations over thousands of days of exhibitions in public spaces.

Creation and execution: Esrawa+Cadena

Production: Creos

Owner: DTE Energy Beacon Park Foundation



Los Trompos

“Spinning Tops”

Let's Bring Magic

Los Trompos

*Anticipated Attendance:
30,000 - 35,000 people*

“Los Trompos” (“Spinning Tops” in Spanish) draws its inspiration from a toy that has been popular with children around the world since the dawn of time. This large-scale, interactive artistic installation engages visitors in a way that is both meaningful and playful.

Los Trompos features eight larger-than-life, three-dimensional spinning tops in a variety of colors and shapes. The colorful surfaces of each top are created in part by fabric woven in a traditional Mexican style. The fabric is stretched over the modules to seat several people at once.

Functioning as both artwork and rotating platform, each sculpture acts as a gathering place for relaxation, social interaction and entertainment. By working together to create momentum, visitors can spin the tops on their bases. Through interaction and collaboration, Los Trompos comes to life and gives new meaning to the art of play.



Creating Community

Alongside of Los Trompos on the Chattanooga Green, musicians, art vendors, and performers from Chattanooga and the region will create a fun, family-friendly celebration, including highlighting diverse cultures and the history of the Riverfront. Each weekday and weekend will have a featured theme.

Examples include:

- Festival of Lights
- Family Fun & Games
- Latino Artists and Musicians
- Fitness & Health



ONE Riverfront

Rock the Riverfront Success

Over 33,000 people attended Rock the Riverfront, generating over \$100,000 in sales for local artists and vendors. Additionally, the event contributed over \$1.5 million to the local economy.

Programming Partners:

- Playful Evolving Monsters & Follow Lady Bug – Lantern Parade & Spring Equinox Celebration
- Chattanooga Marathon Rock N' Cheer
- Art 120 – Art Activities for All Ages
- Get Fit with Greg – Free Community Workout
- St. Patrick's Celebration with Orquesta MaCuba
- RISE Chattanooga – Women in Music Celebrating Women's History Month
- UnFoundation 10th Birthday Party
- Culture Chatt – International Food & Vendor Market
- Eastern Band of Cherokee Indians Artist Market





What then?

**Let's
understand**

feedback

"Los Trompos was an incredible activation for Charlotte SHOUT! The public responded to the installation immediately and never seemed to want to stop. Watching children, and adults that became children, play and frolic with the tops was inspirational."

– ROBERT KRUMBINE, Chief Creative Officer, Charlotte Center City Partners, Charlotte (USA) 2022

"It is just a wonderful example of the kind of engagement that public art can create."

– Teil Silverstein, Public Art Advisor, Office for the Arts at Harvard, Boston (USA)





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Let's dream

Sponsorship Opportunities:

Rock the Riverfront featuring Los Trompos

*Anticipated Attendance:
30,000 - 35,000 people*

Platinum Sponsor: \$40,000

- Featured as Top Tier sponsor with Name/Logo included in social media, tv commercials, radio ads, billboards and website
- Live or prerecorded interview with representatives highlighting support – will be used on River City Company social sites, website and e-newsletter
- Ability to attend live media interviews highlighting Los Trompos
- Unlimited days with Free 10x10 Booth Space for promotion/interaction with attendees
- VIP Tent reserved for up to 4 Fridays/Saturdays
- Boosted spotlight posts on social media accounts
- Logo rotating in Miller Plaza's Waterhouse Pavilion January – March 2023
- Logo on signage at the Chattanooga Green
- Tagged and Thanked in Social media for sponsorship of Los Trompos
- Coverage expected but not guaranteed by NoogaToday, Times Free Press, Chattanooga.com, Radio, WDEF, WTVC, WRCB and Chattanooga News Chronicle
- Ability to use professional event photos for future promotional materials

Gold Level Sponsor: \$25,000

- Featured as Gold Level sponsor with Name/Logo included in social media, tv commercials, radio ads, billboards and website
- Boosted spotlight posts on social media accounts
- Unlimited days with Free 10x10 Booth Spaces for promotion/interaction with attendees
- VIP Tent reserved for up to 2 Fridays/Saturdays
- Logo rotating in Miller Plaza's Waterhouse Pavilion January – March 2023
- Logo on signage at the Chattanooga Green
- Tagged and Thanked in Social media for sponsorship of Los Trompos
- Coverage expected but not guaranteed by NoogaToday, Times Free Press, Chattanooga.com, Radio, WDEF, WTVC, WRCB and Chattanooga News Chronicle
- Ability to use professional event photos for future promotional materials

Sponsorship Opportunities:

Rock the Riverfront Featuring Los Trompos

Silver Level Sponsor: \$15,000

- Featured as Silver Level Sponsor with Name/Logo included in social media, tv commercials, and website
- Unlimited days with Free 10x10 Booth Space for promotion/interaction with attendees
- VIP Tent reserved for up to 1 Friday or Saturday
- Logo rotating in Miller Plaza's Waterhouse Pavilion January – March 2023
- Logo on signage at the Chattanooga Green
- Tagged and Thanked in Social media for sponsorship of Los Trompos
- Coverage expected but not guaranteed by NoogaToday, Times Free Press, Chattanooga.com, Radio WDEF, WTVC, WRCB and Chattanooga News Chronicle
- Ability to use professional event photos for future promotional materials

Bronze Level Sponsor: \$7,500

- Featured as Bronze level sponsor with Name/Logo included in social media and website
- 10 days with Free 10x10 Booth Space for promotion/interaction with attendees
- VIP Tent reserved for up to 1 Friday or Saturday
- Logo rotating in Miller Plaza's Waterhouse Pavilion January – March 2023
- Logo on signage at the Chattanooga Green
- Tagged and Thanked in Social media for sponsorship of Los Trompos
- Coverage expected but not guaranteed by NoogaToday, Times Free Press, Chattanooga.com, Radio, WDEF, WTVC, WRCB and Chattanooga News Chronicle
- Ability to use professional event photos for future promotional materials

Sponsorship Opportunities:

Rock the Riverfront Featuring Los Trompos

Event Level Sponsor: \$5,000

- Featured as Event Level sponsor with Name/Logo included in social media and website
- 5 days with Free 10x10 Booth Space for promotion/interaction with attendees
- VIP Tent reserved for up to 1 Friday or Saturday
- Logo rotating in Miller Plaza's Waterhouse Pavilion January – March 2023
- Logo on signage at the Chattanooga Green
- Coverage expected but not guaranteed by NoogaToday, Times Free Press, Chattanooga.com, WGOW, WDEF, WTVC, WRCB and Chattanooga News Chronicle
- Ability to use professional event photos for future promotional materials

Day Sponsor - Weekend: \$2,500

- Recognized in social media and website as "Presenting Sponsor" of the Day
- Ability to have 10x10 booth space at the event to promote your business/organization and/or VIP tent to welcome special guests of the organization
- Opportunity to give away "swag" or information to attendees
- Special signage on Chattanooga Green recognizing day sponsorship
- Ability to use professional event photos for future promotion

Day Sponsor - Weekday: \$1,000

- Recognized in social media and website as "Presenting Sponsor" of the Day
- Ability to have 10x10 booth space at the event to promote your business/organization and/or VIP tent to welcome special guests of the organization
- Opportunity to give away "swag" or information to attendees
- Special signage on Chattanooga Green recognizing day sponsorship
- Ability to use professional event photos for future promotion

For More Information Contact:

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