

Rochesterfest 2024

SPONSORSHIP and
HOSTING opportunities

LIVE YOUR DREAM

June 17-25, 2024 :::



Become a SPONSOR



Rochesterfest is a non-profit community event and relies heavily on the generosity of sponsors to bring the festival to life.

Sponsorship is a simple way to get involved while positioning your brand in front of thousands of potential clients and customers.



:: Sponsorship PERKS

Building Community Connections:
Explore A Sponsorship Level for Every Objective

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Copper \$500
Your business name will be listed on Rochesterfest.com	X	X	X	X	X
Your business or organization will be listed in the Rochesterfest brochure (Platinum sponsor will be noted as the official sponsor and your logo will be included)	X	X	X	X	X
Your business or organization will be recognized as a sponsor on Rochesterfest social channels	X	X	X	X	X
Your business or organization will have the opportunity to display a banner at Soldier's Field Park throughout the festival (banner to be provided by Sponsor)	X	X	X	X	
Your business or organization will have the opportunity to be featured as one of the Rochesterfest button sale locations listed on the Rochesterfest website	X	X	X	X	
Your business or organization's logo will be displayed by main stage on fest grounds (sign to be provided by Sponsor)	X	X	X		
Your business or organization logo will be displayed on event posters	X	X	X		
Your business or organization will have the opportunity to provide goodie bags or giveaways at the event info booth (goodie bags/giveaways to be provided by Sponsor)	X	X			
Your business or organization will receive a 10x10 space on the Soldier's Field in-field near the main tent for you to set up a booth for advertising and/or community engagement	X	X			
Your business or organization will receive free entry into the Rochesterfest Grand Parade on Saturday, June 29	X	X			
Your business or organization logo on key visual displays at the festival	X	X			
Your business or organization logo and link to your website on Rochesterfest.com	X	X			
Name mentions of your business or organization in event interviews, promotional spots, and press releases	X	X			
Your business or organization will be mentioned as the official sponsor in all stage announcements during the event and your logo will be displayed on the digital display on the back of the stage	X				
Your business or organization will have the opportunity to display a digital advertisement on the display on the back of the stage	X				
Your business or organization will be recognized as the official sponsor in radio and television promo spots	X				

Host an EVENT OR THEMED DAY

We understand that budgets are tight. Your business or organization can also show your support of Rochesterfest through your skills and creativity! Host a themed day at the fest, a series of events throughout the week, or a specific activity. Whether you're an individual with a passion for people, a community organization with a mission to bring community together, or a business looking to boost employee engagement and your brand's recognition in the local market, your involvement will play a vital role in bringing Rochesterfest to life.

Hosting would involve you, your business, or your organization planning, staffing, and executing an event or multiple events at the fest. The Rochesterfest board of directors has worked hard to create a fun and engaging schedule for you to choose themed days or events, and we're open to adding activities you'd want to bring to life. We're excited to hear your ideas!



Sponsor a day at
the fest



Sponsor a series of
events



Sponsor an activity

Hosting PERKS

- Your business name will be listed on Rochesterfest.com as the host for the theme day or event
- Your business or organization will be listed in the Rochesterfest brochure as the host for the theme day or event
- Your business or organization will be recognized as a host on Rochesterfest social channels
- Your business or organization will have the opportunity to display a banner during your theme day or event (banner supplied by Host)



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TENTATIVE SCHEDULE

Tuesday, June 25 – Unity Day: Celebrating Diversity and Togetherness

- All day: Arts and Crafts – Around the World in a Day
- 11 AM: Festival Opening Ceremony & Welcome Address by Mayor Kim Norton
- 12 PM: Noontime Entertainment (TBD)
- 2 PM: Storytelling Circle: Sharing traditions and stories from cultures around the world
- 4 PM: Kids' World: Interactive workshops, face painting, games
- 6 PM: Celebrity Ice Cream Eating Contest
- 7-8 PM: Dance lessons in the park (Salsa)
- 7-9:30 PM: Salsa Del Soul
- 8-10 PM: Cultural performances

Wednesday, June 26 – Family Fun Day: Embracing All Ages

- 11 AM: Fitness in the park: Morning yoga and exercises suitable for all ages
- 12-2 PM: Kid's Dance Party
- 12:30 PM: Teddy bear picnic
- TBD: Camp Victory Laser Tag
- 3-5 PM: Magical Afternoon Party
- 4 PM: Happy Hour Entertainment (TBD), Craft stations
- 5-8 PM: Family Fun Activities
- 6-8 PM: Sports Night
- 7 PM: KAAL Weather Lab
- 8-10 PM: fABBAulous

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TENTATIVE SCHEDULE

Thursday, June 27 – Community Appreciation Day: Celebrating Those Who Give Back

- 10 AM: Farmer's Market
- 11 AM: Volunteer Recognition: Recognizing those who contribute to the fest
- 12-1 PM: Six Who Make A Difference
- TBD: Camp Victory Laser Tag
- 1 PM: Jazz Band
- 2-4 PM: Bingo, Euchre, Cribbage
- 3 PM: Service Member Recognition
- 4:30 PM: Chamber Business After Hours
- 5:30 PM: Celebrity Game Show
- < 8 PM: Evening Entertainment (TBD) >

Friday, June 28 – Kids' Adventure Day & TGIF Bash

- 11 AM: Science and Art Workshops
- 12 PM: Noontime Entertainment (TBD)
- 1 PM: Puppet Shows and Storytime
- 2 PM: Paws and Claws Adoption Event (Animal Snuggle)
- 2 PM: Afternoon of Dance
- 4 PM: Dunk Tank
- 5-7 PM: Tastings from Local Breweries and Wineries
- 6-8 PM: Hot Air Balloon Glow
- 8 PM: Incognito



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TENTATIVE SCHEDULE

Saturday, June 29 – Party in the Park: Where Community Comes Alive

- 10 AM: Dachshund Dash
- 10 AM: Car Show
- 11 AM: Puzzle Contest
- 12 PM: Bean Bag Tournament
- 2 PM: Grand Parade
- 3-5 PM: Outdoor Exploration – Scavenger Hunt, Big Trucks, Bird House Building
- 4 PM: Bubble Dance Party
- 8 PM: Sequoia South



Events Everyday

- Park & Rec Trailer
- Bounce House and Climbing Wall
- Craft Stations
- Field of Flags
- Escape Challenge (info booth)
- Scavenger Hunt
- Once Upon a Playhouse
- Craft Vendors





THANK
you

Contact us

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