DOWNTOWN
Rochester, Minnesota

ROCHESTER DOWNTOWN ALLIANCE PARTNERSHIP PACKET

DOWN TOWN
Rochester, MN

Communication Channels

REACH

MISSION

To create, enhance, and promote a downtown experience that is welcoming, fun, and livable.

VISION

Bringing downtown to life through events, activation and advocacy.

ORGANIZATIONAL VALUES

We're the Downtown Experts

Build It Together

Strive for Excellence

Be Passionate

Have Fun

ABOUT OUR ORGANIZATION

Downtown Rochester—or the Rochester Downtown Alliance (RDA)—is a nonprofit organization committed to creating a vibrant urban experience and enhancing the quality of life for everyone who lives, works, and visits downtown Rochester. By offering a variety of events, activities, and programs for people of all ages, the RDA brings an energy, excitement, and vitality that is uniquely Rochester. These efforts would not be possible without the generous support of businesses and organizations like yours.

PARTNERSHIP OPPORTUNITIES

Downtown Rochester needs your support to maintain and enhance our events, activities, and programs to make sure downtown is the place to be all throughout the year. RDA partnerships provide numerous opportunities for local and regional businesses to gain increased brand recognition, enhance customer relationships, and demonstrate their support of downtown. Each partnership agreement is tailored to ensure you receive the greatest possible return on your investment.

WEBSITE

479,597 Pageviews*

381,493 Users*

63,143 Blog pageviews*
22% increase over 2019

SOCIAL MEDIA/E-NEWSLETTER

@DowntownRochesterMN
16,890 followers
3.9% increase over 2019

@ThursdaysDowntown
13,473 followers

@DowntownRochMN
4,604 followers
5% increase over 2019

@DowntownRochesterMN
6,391 followers
37% increase over 2019

8,183 weekly e-newsletter subscribers

**Data from January 1, 2020 to December 31, 2020*

FOUR BENEFITS OF PARTNERING WITH THE ROCHESTER DOWNTOWN ALLIANCE

1. **Increased brand recognition:** With events drawing up to 64,500 people, an RDA sponsorship will have both immediate and long-term benefits by exposing your business to a broad, diverse audience, leaving a lasting impression.

2. **Enhanced economic impact:** For more than 15 years, RDA's events and programs have been vital to attracting and retaining new businesses and employees to downtown. More visitors equals greater economic impact through increased hotel occupancy and patronage of shops, bars, restaurants, and other downtown businesses.

3. **Favorable reputation:** The RDA has long been known for fiscal responsibility, efficient operations, and a dedication to enhancing the vitality of downtown. Partnering with us can help you create a positive perception for your business.

4. **Free events:** The sponsorship dollars you dedicate to the RDA not only benefit your business but also extend to the entire community by allowing us to keep our programs and events high-quality and free to the public.

HAVE QUESTIONS/INTERESTED IN PARTNERING WITH US?

Contact Monika Kopet, RDA director of events & strategic partnerships
Phone: 507.216.9884
Email: mkopet@rdowntownalliance.com

2021 EVENTS

Outdoor Fitness Classes
Tuesdays and Thursdays May through June

Sidewalk Sessions
Weekdays May through June

Movies in the Park
Select Saturdays from June to August

Thursdays Downtown
Thursdays from July 8 to September 30

Roller Disco
Potential event TBD

Dogs Downtown
September 18

Harvest Festival
October 2

Here Comes Santa Claus
November 26

Fresh Air Fitness CLASSES

Tuesdays and Thursdays May through June
Central Park

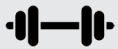
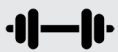
Anyone can go to the gym. Enjoy nature with these outdoor fitness classes while reducing stress, increasing happiness, and having more energy. Need we say more?

Expected attendance: maximum per session will be set based on COVID-19 guidelines

Demographics: No matter skill level or age, everyone is welcome!

Credit: Getty Images

Fresh Air Fitness Classes Partner Opps

	Presenting Partner	Cardio Premier Partner(s)	Toning Partner(s)
Investment	$6,000	$1,500	$500
Name attached to the event title			
Exclusivity			
Mention in on-site announcement			
Name mentioned in event media promotions			
Blog post, video, or similar			
Self-promotional space on event site			
Logo on print and digital marketing			
Social media or e-newsletter mentions	8	3	1
Logo on event web page with link			
Name mentioned in Facebook event			

Sidewalk Sessions

Weekdays May through June
Downtown Rochester

The sidewalks of downtown Rochester are alive with the sound of music again to showcase musical talent in public spaces.

Expected attendance: While these performances are small by design, they are enjoyed by commuters, visitors, and outdoor dining patrons.

Credit: Alpha Digital

Sidewalk Sessions Partner Opps

	Presenting Partner	Acoustic Partner(s)	Melody Partner(s)	Tune Partner(s)
Investment	$10,000	$3,000	$1,000	$500
Name attached to the event title				
Exclusivity				
Name mentioned in event media promotions				
Mention in on-site announcement				
Self-promotional space on event site				
Logo on print and digital marketing				
Blog post, video, or similar				
Social media or e-newsletter mentions	12	8	4	2
Logo on event web page with link				
Name mentioned in Facebook event				

MOVIES
IN THE PARK

Alternating Saturdays June through August
Central Park

For the ultimate outdoor big screen experience, grab friends, family, and a blanket, and head to Central Park for a film-inspired meal and a movie under the stars!

There is nothing like taking in a great flick in the great outdoors. This family, date, and dog-friendly event is the perfect way to spend a weekend night with the ones you love.

Expected attendance: Growing in popularity every year, this event is attended by hundreds of movie buffs.

Demographics: Families, friends, couples, and solos – this event draws them all.

Movies in the Park Partner Opps
Summer 2021

	Presenting Partner	Director's Cut Partner(s)	Cinema Partner(s)	Vendor Booth
Investment	SOLD	$4,000	$500	$75 - $125
Name attached to the event title				
Exclusivity				
Blog post, video, or similar				
Banner placement on event site				
Personalized slides in event slideshow				
Name mentioned in event media promotions				
Logo on print and digital marketing				
Mentions in on-site announcements				
Logo on event web page with link				
Logo recognition in event slideshow				
Social media or e-newsletter mentions	12	8	2	
Self-promotional space on event site				

"Do the movies more often! Every Saturday all summer!"

- 2019 Movies in the Park survey respondent

Thursdays DOWNTOWN

Rochester, Minnesota

Every Thursday July 8 through September 30 Downtown Rochester *(dates subject to change based on COVID-19)*

Rochester's can't-miss weekly summer party is back for another year of music, arts, entertainment, food, and fun! This premier event is the soul of summer! Each week's happenings bring an unbeatable energy to downtown and unite musicians, artists, entertainers, foodies, crafters, and more in the heart of our city.

Expected attendance: 20,000+ attendees each week with more than 225,000 in total.

Demographics: All ages – from downtown employees and residents to global visitors and Mayo Clinic patients.

Credit: Alpha Digital

Thursdays Downtown Partner Opps July 8 - September 30, 2021*	1st Ave Stage Presenting Partner	Peace Plaza Stage Presenting Partner	Power Partner	Lunchtime Entertainment Partner(s)	Evening Band Partner(s)	3rd Street Activation Partner(s)
Investment	$30,000	$30,000	$20,000	$10,000	$3,000	$3,000
Name attached to partnership title	♪	♪	♪			
Exclusivity	♪	♪	♪			
Logo on official beverage cup	♪	♪	♪			
Logo on all market bags	♪	♪	♪			
Name mentioned in event media promotions	♪	♪	♪			
Logo on print and digital marketing	♪	♪	♪	♪		
Weekly opportunity to speak to crowd	♪	♪	♪	♪	♪	
Self-promotional space on event site	♪	♪	♪	♪	Partnering Week(s) up to 3	3rd St. for 3 dedicated dates
Banner placement on event site	♪	♪	♪	♪	♪	♪
Blog post, video, or similar	♪	♪	♪	♪	♪	♪
Social media or e-newsletter mentions	13	13	13	13	Partnering Week(s)	Activation Week(s)
Mentions in pre-recorded messaging on partner dates	♪	♪	♪	♪	♪	♪
Logo on event web page with link	♪	♪	♪	♪	♪	♪
Name included in Facebook event	♪	♪	♪	♪	♪	♪

**Dates subject to change based on COVID-19 guidelines*

Thursdays Downtown
In-Kind Partner Opps
July 8 - September 30, 2021*

	Hospitality Partner	1st Ave Stage Radio Partner	Peace Plaza Stage Radio Partner	Media Partner(s)
Investment	In-Kind	In-Kind	In-Kind	In-Kind
Name attached to partnership title	♪	♪	♪	♪
Banner placement on event site	♪	♪	♪	♪
Blog post, video, or similar	♪	♪	♪	♪
Social media or e-newsletter mentions	6	5	5	5
Mentions in pre-recorded messaging on partner dates	♪	♪	♪	♪
Logo on event web page with link	♪	♪	♪	♪

**Dates subject to change based on COVID-19 guidelines*

★ ★ ★ ★ ★

"Thursdays Downtown is something my friends, family, and I look forward to every summer! We are lucky it's every week and enjoy shopping and trying different amazing food and drinks."

- 2019 Thursdays Downtown survey respondent

Credit: Alpha Digital

DOGS DOWNTOWN

September 18, 2021
Downtown Rochester

Doggone it: let's "paws" to celebrate a day with our furry four-legged friends!

This canine-centric event has pup-friendly activities, performances, games, and giveaways for your favorite four-legged friends and their humans.

Expected attendance: 9,000 people and more than a thousand dogs attend this annual event.

Demographics: All ages and breeds.

★ ★ ★ ★ ★

"We greatly appreciate [Rochester Downtown Alliance] for putting on Dogs Downtown for our fur babies! It's such a wonderful way to socialize our pups!"

- 2019 Dogs Downtown survey respondent

Dogs Downtown Partner Opps September 18, 2021	Presenting Partner	Premier Partner(s)	Experience Partner(s)	Vendor Booth
Investment	$7,000	$2,500	$500+	$75 - $125
Name attached to the event title	☠			
Exclusivity	☠			
Blog post, video, or similar	☠			
Logo on event promotional items	☠			
Name mentioned in event media promotions	☠	☠		
Logo on print and digital marketing	☠	☠		
Banner placement on event site	☠	☠		
Mention in on-site announcements	☠	☠		
Social media or e-newsletter mentions	10	4	2	
Logo on event web page with link	☠	☠	☠	
Self-promotional space on event site	☠	☠	☠	☠
Logo and/or listing on event map	☠	☠	☠	☠

Credit: Alpha Digital

Harvest FESTIVAL

October 2, 2021
Downtown Rochester

Crisp air and pumpkins everywhere. Harvest Festival will keep you "be-leafing" in the magic of the beautiful changing seasons.

Autumnal activities abound during Harvest Festival with a pumpkin patch, fall experiences, live music, art activities, seasonal treats, and more!

Expected attendance: 10,000+ people gather to celebrate all things fall.

Demographics: Families and fall lovers of all ages.

Harvest Festival Partner Opps
October 2, 2021

	Presenting Partner	Premier Partner	Experience Partner	Vendor Booth
Investment	SOLD	$2,500	$1,500	$75 - $125
Name attached to event description				
Exclusivity				
Blog post, video, or similar				
Name mentioned in event media promotions				
Opportunity to speak to attendees at event				
Signage on event site				
Logo on print and digital ads				
Logo on webpage and link				
e-newsletter and social media mentions	10	6	4	
Self-promotional space on event site				
Logo and/or listing on event map				

"Great event! The kids picking pumpkins is the cutest thing."

- 2019 survey respondent

Here Comes Santa Claus

November 26, 2021
Downtown Rochester

He only appears once a year! Bring the whole family downtown for this memorable holiday experience.

For more than four decades, Here Comes Santa Claus has been a cherished holiday tradition featuring appearances by Santa and Mrs. Claus and local celebs, with event entertainment and an official tree lighting ceremony.

Expected attendance: Thousands of believers kick off the holiday season at this annual event.

Demographics: For the young and young-at-heart.

Credit: Alpha Digital

★ ★ ★ ★ ★

"We love this event! Please keep on doing it!"

- 2019 Here Comes Santa Claus survey respondent

Here Comes Santa Claus Partner Opps November 26, 2021	Presenting Partner	Premier Partner(s)	Experience Partner(s)	Warming House Partner
Investment	SOLD	$2,000	$500	$500
Name attached to the event title				
Exclusivity				
Blog post, video, or similar				
Name mentioned in event media promotions				
Mentions in on-site announcements				
Logo on print and digital marketing				
e-newsletter or social media mentions	8	5	3	3
Logo on event web page with link				
Logo and/or listing on event map				

HAVE QUESTIONS/INTERESTED IN PARTNERING WITH US?

Contact Monika Kopet, RDA director of events & strategic partnerships
Phone: 507.216.9884
Email: mkopet@rdowntownalliance.com

DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance
311 South Broadway Ave, Suite A2
Rochester, MN 55904
DowntownRochesterMN.com

Facebook.com/DowntownRochesterMN
Twitter.com/DowntownRochMN
Instagram.com/DowntownRochesterMN