Our Mission
Make Downtown Roanoke the preferred place to work, live, and play. We collaborate with vital organizations including businesses, property owners, government agencies, civic and cultural organizations, and the community. Together we develop strategies, shape public policy and implement programs that strengthen the economic vitality of Downtown Roanoke.

Why Is Downtown Important?
As the heart of the region, a vital and thriving downtown is essential for a strong and healthy region. A vibrant downtown helps attract tourists, retain residents, businesses, jobs, and investment.

Why Support Downtown Events?
Our events are a great way to connect with a large and engaged audience. The wide array of events produced by Downtown Roanoke, Inc. allow you to chose an event that lines up with your desired audience.
Become a Partner with DRI

Build brand awareness and customers, strengthen existing relationships, foster community engagement. These are all reasons a partnership with Downtown Roanoke, Inc. (DRI) makes sense for your business. There are many advantages to a partnership with DRI.

- Many of our events are long-standing community favorites. We know how to put on great events that bring people downtown.
- Our events associate your business with Downtown Roanoke - the face of our region and the destination for visitors and locals alike.
- Our events take place throughout the year allowing you to choose the timing that works best with your business and marketing strategy.
- Your brand will receive exposure far beyond the event. We have strong and supportive partnerships with television, radio, and print partners.
- DowntownRoanoke.org has over 275,000 unique visitors annually. Each of our events and sponsors benefit by being featured prominently on our website.

GET IN TOUCH TO DISCUSS SPONSORSHIPS THAT WORK FOR YOU.

Tina Workman
President & CEO
Downtown Roanoke Inc.
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The Best Beach Party in the Valley is in Elmwood Park Thursday nights from May to September. Admission is $5 per person at the gate. Kids under 12 are free.

Great live music, dancing, food, and drinks in the region’s most vibrant and exciting destination: Downtown Roanoke.

**EVENT DETAILS**

Dates: Thursdays, May - September  
Time: 5:30pm - 8:30pm  
Location: Elmwood Park, Downtown Roanoke  
Season Attendance: 12,000 - 15,000

**SPONSORSHIP OPTIONS**

Presenting Sponsor: Not Available  
Platinum Sponsor: $5,000  
Gold Sponsor: $2,500  
Nightly Sponsor: $1,200  
On-Site Food Vendor: $75 per night, $200 for 3 nights, or $300 for 5 nights  
On-Site Nonfood Vendor: $50 per night, $135 for 3 nights, or $200 for 5 nights

**THIS EVENT IS SUPPORTED BY THE FOLLOWING MEDIA PARTNERSHIPS**

- WDBJ 7  
- 94.9 FM STAR COUNTRY  
- Q99  
- K92 - Entirely Hot Music
The Summer Concert Series consists of 2 - 3 concerts per season featuring national talent in Elmwood Park’s outdoor amphitheater.

DRI’s goal is to create a concert series that is affordable for all to enjoy, that highlights Elmwood Park as a concert venue, and encourages people to come downtown.

**EVENT DETAILS**
- Dates: 2 -3 Concerts Per Season
- Time: 6:00pm - 11:00pm
- Location: Elmwood Park, Downtown Roanoke
- Attendance: 3,000 Per Concert
- Cost: $35 - $40 Per Ticket

**SPONSORSHIP OPTIONS**
- Presenting Sponsor: Not Available
- Stage Sponsor: $10,000
- Community Sponsor: $5,000
- On-Site Food Vendor: $250
- On-Site Vendor: $100

**THIS EVENT IS SUPPORTED BY THE FOLLOWING MEDIA PARTNERSHIPS**
Downtown Putt Around

Downtown Putt Around is our new 9-hole mini-golf course. The course pops up at different locations downtown and is a great opportunity for people of all ages to get out and have fun!

Three times a year, DRI pops the course up. Venue location changes each time to highlight the diverse options that downtown offers.

EVENT DETAILS
Dates: 3 Per Year
Time: Various Times
Location: Various Locations
Cost: $5 per person, children 6 & under free

SPONSORSHIP OPTIONS
Presenting Sponsor: $7,500
Community Sponsor: $1,000
On-Site Food Vendor: $75
On-Site Vendor: $50
City Market Saturdays takes place every Saturday from May - September on the Historic Roanoke City Market.

Every Saturday we offer something fun and free to encourage shoppers and families to come visit the market. Activities range from live music, to food tastings, and how-to workshops.

**EVENT DETAILS**
Dates: Every Saturday, May - September
Time: 11:00am - 2:00pm
Location: Historic Roanoke City Market
Cost: Free

**SPONSORSHIP OPTIONS**
Presenting Sponsor: Not Available
Community Sponsor: $1,000
Dickens of a Christmas is celebrating 40 years in 2022 and remains as a popular event for holiday shopping and celebration.

The event is free and includes a Christmas tree lighting and parade, street performers, Kids Zone, roasted chestnuts and more.

EVENT DETAILS
Dates: First Three Fridays in December
Time: 6:00pm - 10:00pm
Location: Downtown Roanoke
Attendance: 35,000
Cost: Free

SPONSORSHIP OPTIONS
Presenting Sponsor: Not Available
Stage Sponsor: Not Available
Elf on the Shelf Adventure Sponsor: $5,000
Kid’s Zone Sponsor: $2,500
On-Site Food Vendors: $250 per day
On-Site Novelty Vendors: $250 per day
On-Site Product Vendors: $150 per day
On-Site Craft Vendors: $100 per day

THIS EVENT IS SUPPORTED BY THE FOLLOWING MEDIA PARTNERSHIPS

WDBJ7
Q99
Elmwood on Ice is a 10-week community-wide winter celebration in Downtown Roanoke’s Elmwood Park.

A centerpiece during the winter season, this outdoor skating rink provides family fun and entertainment for Roanoke Valley residents and visitors.

**EVENT DETAILS**
- **Dates:** Thanksgiving week - End of January
- **Time:** Weekly with varying schedule
- **Location:** Elmwood Park, Downtown Roanoke
- **Attendance:** 11,000 - 12,000
- **Cost:** $10 (includes skate rental and putt-putt)

**SPONSORSHIP OPTIONS**
- **Presenting Sponsor:** Not Available
- **Platinum Sponsor:** $5,000
- **Gold Sponsor:** $2,500
- **Community Sponsor:** $1,500
- **On-Site Food Vendor:** $75 per day
- **On-Site Vendor:** $50 per day

**THIS EVENT IS SUPPORTED BY THE FOLLOWING MEDIA PARTNERSHIPS**

**Media Partners:**
- WDBJ7
- 94.9 FM STAR COUNTRY
- Q99
- K92
Downtown Roanoke’s St. Patrick’s Day Parade and Shamrock Festival is one of the largest St. Patrick’s Day celebrations on the East Coast.

The event features a festive parade with themed entries and floats. The Shamrock Festival offers live music and adult beverages. A Kids Zone brings free family entertainment for attendees.

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EVENT DETAILS
Dates: Saturday Before St. Patrick’s Day
Time: 10:00am - 5:00pm, Parade 11:00am
Location: Downtown Roanoke
Attendance: 40,000
Cost: Free

SPONSORSHIP OPTIONS
Presenting Sponsor: Not Available
Stage Sponsor: $3,500
Kid Zone Sponsor: $2,500
On-Site Food Vendor: $250
On-Site Vendor: $100

THIS EVENT IS SUPPORTED BY THE FOLLOWING MEDIA PARTNERSHIPS

- WDBJ 7
- Q99
- 94.9 FM K92
- Star Country