

# 2024

## PARTNERSHIP PACKET

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## BE A DOWNTOWN CHAMPION

Rochester Downtown Alliance  
[downtownmn.com](http://downtownmn.com)



Credit: Alpha Digital

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### 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

Service  
Commitment  
Economic vitality  
Community and collaboration  
Innovation

### ABOUT OUR ORGANIZATION

Downtown Rochester—or the Rochester Downtown Alliance (RDA)—is a nonprofit organization committed to promoting downtown Rochester as a destination, and creating a vibrant strong community for all stakeholders. By offering a variety of events, activities, and programs for people of all ages, 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

Help keep downtown vibrant through marketing, programming, and events all of which strengthen the economic vitality and community of downtown.

# Communication channels REACH

### WEBSITE

701,531 pageviews\*  
9.2% increase over 2021

565,834 users\*  
8.4% increase over 2021

### SOCIAL MEDIA/E-NEWSLETTER

 **13,085 e-newsletter subscribers\***  
25% increase over 2022

 **@DowntownRochesterMN**  
**21,351 followers\***  
13% increase over 2022

 **@DowntownRochesterMN**  
**9,080 followers\***  
11% increase over 2022

 **@ThursdaysDowntown**  
**16,123 followers\***  
3.5% increase over 2022

\*Data from January 1, 2023 to December 1, 2023



# 2024 EVENTS

**Social-ICE**  
February 23-24

**Social-ICE  
FAM JAM**  
February 24

**Fresh Air Fitness**  
2 weekdays  
May to end of September

**Sidewalk Sessions**  
May through mid September

**Thursdays Downtown**  
Thursdays from June 13  
to August 15  
(skip Thursday, July 4)

**Dogs Downtown**  
September 21

**Here Comes Santa Claus**  
November 29





# SOCIAL-ICE



February 23-24, 2024  
Peace Plaza, downtown Rochester



An outdoor ice festival celebrating all things winter with up to eight ice bars, a live DJ nightly, photo ops, and more. Known for its creative cocktails and unique bar themes, Social-ICE is Rochester's official party of winter!



Expected attendance: 60,000+  
people brave the cold.



Credit: Alpha Digital

## Social-ICE partner opps February 23-24, 2024

	Presenting Partner	Photo Station Partner	Premier Partner(s)	Experience Partner(s)	Wall of Ice Partner(s)
Investment	\$15,500	SOLD	\$5,500	\$3,500	\$950
Name attached to the event title	●				
Stage banner with partner logo	●				
Name mentioned in event media promotions	●				
Logo on print and digital marketing	●	●	●		
Mentions in on-site announcements	●	●	●		
Design your own ice carving(s) with logo	7 Ice Blocks	3 Ice Blocks	3 Ice Blocks	2 Ice Blocks	
Social media mentions	●	●	●	●	●
E-newsletter mentions	●				
Logo on event web page with link	●	●	●	●	
Name included in Facebook event	●	●	●	●	
Logo inclusion on projection wall at event	●	●	●	●	●
Logo on wall of ice					●



# SOCIAL-ICE FAM JAM



February 24, 2024  
Peace Plaza, downtown Rochester



Cold-weather fun abounds when you bundle up the chill-dren for Social-ICE FAM JAM! A free family friendly time before the last night of Social-ICE, FAM JAM showcases an all-ages celebration of winter.



Expected attendance: 8,500+ kids and families who brave the cold.



Credit: Alpha Digital

**Social-ICE FAM JAM**  
**partner opps**  
**February 24, 2024**

	Presenting Partner	Activity Partner(s)	Fire Pit & S'mores Partner	Wall of Ice Partner(s)
Investment	SOLD	\$5,000	\$3,500	\$950
Name attached to the event title	●			
Name mentioned in event media promotions	●			
Logo on print and digital marketing	●			
Mentions in on-site announcements	●	●		
Name attached to a specific family friendly activity	●	●		
Design your own ice carving(s) with logo	7 Ice Blocks	3 Ice Blocks	2 Ice Blocks	
Social media mentions	●	●	●	●
E-newsletter mentions	●			
Logo on event web page with link	●	●	●	
Name included in Facebook event	●	●	●	
Logo inclusion on projection wall at event	●	●	●	●
Logo on wall of ice				●



# Fresh Air FITNESS



2 days per week  
May to end of September  
Central Park and Peace Plaza



Everyone is welcome! Enjoy nature  
with these outdoor fitness classes  
while reducing stress, increasing  
happiness, and having more energy.  
Need we say more?



Expected attendance: 1,750+  
throughout the season



Credit: Alpha Digital

## Fresh Air Fitness partner opps Spring through fall 2024

	Presenting Partner	Cardio Premier Partner(s)	Toning Partner(s)
Investment	SOLD	\$5,000	\$3,500
Name attached to the event title	•		
Mention in on-site announcement	•		
Name mentioned in event media promotions	•	•	
Self-promotional space on event site	•	•	
Logo on print and digital marketing	•	•	•
Social media mentions	•	•	•
E-newsletter mentions	•	•	•
Logo on event web page with link	•	•	•
Name mentioned in Facebook event	•	•	•





2 weekdays  
May through mid September  
Peace Plaza, downtown Rochester



The sidewalks of downtown Rochester are alive with the sound of music again to showcase musical talent in public spaces and provide entertainment for visitors, and downtown employees.



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



Credit: Corrie Strommen

## Sidewalk Sessions partner opps Spring through fall 2024

	Presenting Partner	Premier Partner(s)
Investment	SOLD	\$3,500
Name attached to the event title	•	
Mention in on-site announcements	•	
Name mentioned in media promotions	•	•
Social media mentions	•	•
E-newsletter mentions	•	•
Logo on event web page with link	•	•
Name mentioned in Facebook event	•	•



# Thursdays

DOWNTOWN  
Rochester, Minnesota



Every Thursday  
June 13 through August 15  
(skip Thursday July 4)  
Downtown Rochester



Rochester's can't-miss weekly summer party is back for another year of music, arts, entertainment, food, and fun where everyone is welcome! 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.



Average weekly attendance: 15,000 to 18,000 attendees weekly with more than 190,000+ throughout the season.



Credit: Alpha Digital

**Thursdays Downtown partner opps**  
**June 13 - August 15, 2024**  
**(skip Thursday July 4)**

	1st Ave Stage Presenting Partner	Peace Plaza Stage Presenting Partner	Family Nook Partner	Lunchtime Entertainment Partner(s)	Evening Band Partner(s)	3rd Street Activation Partner(s)
Investment	SOLD	Please inquire	SOLD	\$1,500 for 3 weeks	\$3,500 for 3 weeks	6 available \$3,500
Name attached to partnership title	●	●	●			
Exclusivity	●	●	●			
Logo on event 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	●	●	●	●	●	3rd St. for one select date
Mentions in pre-recorded messaging on partner dates	●	●	●	● Partnering Week(s)	● Partnering Week(s)	● Activation Week(s)
Logo on event web page with link	●	●	●	●	●	●
Name included in Facebook event	●	●	●	●	● Partnering Week(s)	● Activation Week(s)
Social media mentions	●	●	●	●	● Partnering Week(s)	● Activation Week(s)
E-newsletter mentions	●	●	●			

# D<sup>OGS</sup> DOWNTOWN



September 21, 2024  
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: 9,100+ people and more than a thousand dogs attend this annual event.



Credit: Alpha Digital



## Dogs Downtown partner opps September 21, 2024

	Presenting Partner	Premier Partner(s)
Investment	\$7,500	\$3,500
Name attached to partnership title	●	
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 mentions	●	●
Logo on event web page with link	●	●
Self-promotional space on event site	●	●
Logo and/or listing on event map	●	●
E- newsletter mentions	●	●

# Here Comes Santa Claus



November 29, 2024  
Downtown Rochester

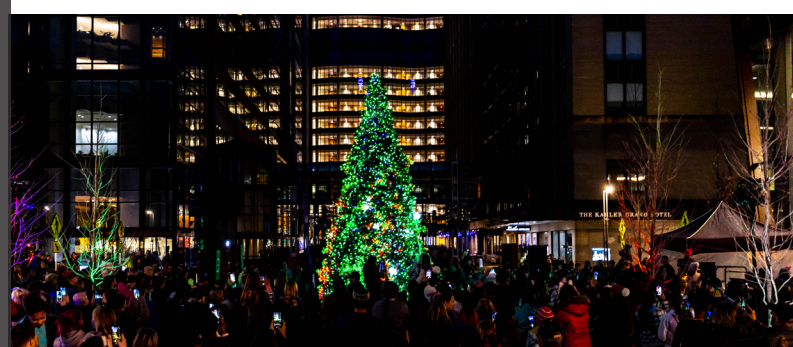
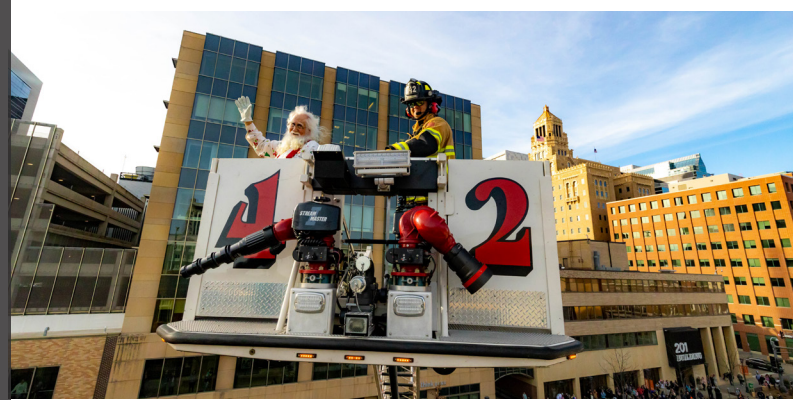


He only appears once a year! Bring the whole family downtown for this memorable holiday experience.

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.



Credit: Alpha Digital

**Here Comes Santa Claus**  
**partner opps**  
**November 29, 2024**

	Presenting Partner	Premier Partner(s)	Experience Partner(s)
Investment	SOLD	\$3,500	\$525
Name attached to partnership title	●		
Name mentioned in event media promotions	●		
Mentions in on-site announcements	●	●	
Logo on print and digital marketing	●	●	
Social media mentions	●	●	
Logo on event web page with link	●	●	●
Logo and/or listing on event map	●	●	●
E-newsletter mentions	●	●	●



# DOWNTOWN

Rochester, Minnesota

**Rochester Downtown Alliance**

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 [DowntownRochesterMN.com](http://DowntownRochesterMN.com)

 [Facebook.com/DowntownRochesterMN](https://Facebook.com/DowntownRochesterMN)

 [Instagram.com/DowntownRochesterMN](https://Instagram.com/DowntownRochesterMN)

## HAVE QUESTIONS/INTERESTED IN PARTNERING WITH US?

Contact Kathleen Harrington, interim executive director

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