



Better Together

2018 Partnership Opportunities



**DOWN
TOWN**
Rochester, MN

ABOUT THE RDA

The Rochester Downtown Alliance (RDA) is a nonprofit Special Service District. The organization is funded by a portion of property taxes paid by commercial property owners located in the downtown service district. The Special Service District is comprised of 44 blocks. For 2018, the RDA's budget is \$868,816. The RDA generates 44.98% of the budget.

As an organization, we believe a strong core positively impacts the greater City of Rochester. The RDA's purpose is to provide opportunities and support for Downtown Rochester. The RDA's vision is bringing downtown to life through events, activation, and advocacy. Many people know the RDA for the special events it plans, produces and promotes. Through a series of special events, activities and initiatives, we create energy, excitement, and bring a unique character to Downtown Rochester.

The partnerships we develop with businesses and organizations for each event are vital to the success of our event portfolio. Each partnership is provided individualized attention and care. From the time conversations begin, until the recap packet is provided, we focus on ensuring value is seen and success is achieved. We thank you for taking the time to consider partnering with the Rochester Downtown Alliance.

2017 STATS AT A GLANCE

September 2016-September 2017 Estimates

EVENT NUMBERS

- 283,117 Attendees
- Over \$9 Million Dollars in Economic Impact
- 23 Event Dates
- Over 2,500 Surveys Collected

SOCIAL MEDIA

- Over 6 Million Impressions
- 27,000 Combined Followers
- 24,000 Engagements

WEBSITE

- 625,500 Page Views
- 227,800 Visitors
- 36% of Visitors are New Visitors

E-NEWSLETTER

- 6,055 Subscribers
- 27% Open Rate
- 4.5% Click Through Rate



6M

impressions on our
social media channels



283,117

people attended one or more of our
core events in 2017



88%

of people feel more connected
to the community after
attending one of
our events.

RDA STAFF



Jenna Bowman, Executive Director

Jenna Bowman is the Executive Director of the Rochester Downtown Alliance (RDA) -- a position she has held since May 2014. Prior to her current role, Jenna served as the Program & Advocacy Manager for the Grand Avenue Business Association in Saint Paul, MN. She is a graduate of St. Catherine University where she received a BA in Sociology with minors in Business to Business Sales & Theology. Jenna was born and raised in Rochester and is a proud recipient of the Mayor's Medal of Honor. She lives in Rochester with her wife and daughter.



Samantha Rossi, Marketing and Communications Manager

Samantha holds a Bachelors Degree in Marketing and minors in Psychology and Business Administration from Mankato State University. Samantha is a Rochester native, but Rochester truly became home as she immersed herself in the community. She currently serves as chair of Forty Below with the Rochester Area Builders, she also volunteers on a variety of different boards and committees such as RNeighbors (2014 to present), Rochester's National Night Out Committee (Co-Chair 2015-2017), Rochester Area Builders Marketing Committee (2014 to 2017) and is a graduate of the 2017 Leadership Greater Rochester Class.



Meghann Southwick, Community and Events Manager

Meghann Southwick is the RDA's Community & Events Manager. A native of the Rochester community, Meghann returned "home" in April 2016 after spending five years working and living in San Francisco, CA. Most recently, she served as Events Manager for the Rochester Area Chamber of Commerce. Meghann became immersed in the vibrancy of Downtown Rochester and quickly invested in fostering the social and economic development of the business community. She holds a B.A. in Mass Communication from Concordia College in Moorhead, MN, and enjoys downtown coffee dates with her son, Declan.



Karli McElroy, Program Manager

Karli is the RDA's Program Manager; in this role she is responsible for facilitation of Peace Plaza rentals, development of the volunteer program, and management of the Start-Up grant program. She received her degree in Psychology from the University of Minnesota – Twin Cities (Go Gophers!) Karli and her husband Brandon are natives and current residents of Rochester, MN.



Thursdays

ON FIRST & 3RD

THURSDAYS ON FIRST & 3RD

Anyone who knows Rochester, knows that Thursdays on First & 3rd is a must-attend event. The event takes place every Thursday during the months of June, July, and August. Between the hours of 11AM and 8:30PM over 115 vendors line the streets, each offering unique products, services, or mouthwatering food. The event, affectionately known as “Thursdays” hosts approximately 19,000 people each week. A total of 226,059 attended over the course of the summer in 2017. This premier event creates a vibrant downtown and brings together musicians, artists, craftspeople, entertainers, and restaurateurs. It is also the soul of the community - uniting residents and visitors alike.



PARTNERSHIP OPPORTUNITIES

Lunchtime Partner - \$7,000 Investment - Limited to 1 Partner or \$3,500 Investment for 2 Partners

- One banner displayed on each stage (Peace Plaza and 1st Ave)
- Opportunity to speak to the crowd on a designated stage each week
- Weekly E-Newsletter mention as Lunchtime Partner
- Social Media: Weekly mention as Lunchtime Partner
- Logo included on website event page and link to partner website
- 10'x10' space each week near the stage during event to self promote
- 1 Featured blog post - shared on Facebook
- Option to have promotional materials (provided by you) included in 2,000 TOF market bags

Band Partner - \$2,500 Investment - Limited to 8 Partners

- Opportunity to select 3 designated event dates
- One banner displayed on the 1st Ave or Peace Plaza Stage from 3PM to 9PM
- Opportunity to speak to the crowd on a designated stage each week
- Weekly E-Newsletter mention as Band Partner
- Social Media: Weekly mention as Band Partner
- Logo included on website event page and link to partner website
- 10'x10' space each week near the stage during event to self promote
- 1 Featured blog post - shared on Facebook
- Option to have promotional materials (provided by you) included in 2,000 TOF market bags

Historic 3rd Street Partner - Investment range of \$3,000 to \$10,000 - Limited to 3 Partners

- Opportunity to select 1 designated Thursdays on First & 3rd event date
- Designated partner of activity occurring on selected date on Historic 3rd Street - occurring between the hours of 12PM and 8PM
- Mentions in Weekly E-Newsletter and Social Media Pages
- 10'x10' tent on Historic 3rd Street - opportunity to self promote in designated area
- Logo included on website event page and link to partner website
- 1 Featured blog post - shared on Facebook
- Option to have promotional materials (provided by you) included in 2,000 TOF market bags
- Great opportunity to host clients or employees at the event

Promotional Partner - Investment is Open to Discussion

- Opportunity to select 1 designated event date
- Weekly E-Newsletter: 1 customized feature story
- Social Media: Minimum of 2 Mentions
- Logo included on website event page and link to partner website
- Opportunity to be at the RDA tents to self promote
- 1 Featured blog post - shared on Facebook
- Option to have promotional materials (provided by you) included in 2,000 TOF market bags



SOCIALICE

ROCHESTER MINNESOTA'S ICE BAR

SOCIAL ICE

Quickly becoming a Rochester tradition, SocialICE-Rochester MN's Ice Bar, will take place on the Peace Plaza in downtown Rochester on February 8, 9, and 10th. Since 2014, SocialICE has averaged over 41,420 attendees per year, and that number continues to grow.

SocialICE will feature eight serviceable and uniquely-themed ice bars, each with signature drinks. The bars will be accented with a full "iced out" experience. SocialICE generates an artistic and sophisticated social gathering place complete with lighting effects, music, and ice sculptures adding to Rochester's unique cultural winter identity.



PARTNERSHIP OPPORTUNITIES

Presenting Partner - \$20,000 Investment - Limited to 1 Partner

- Name included in title of SocialICE
ex. SocialICE presented by "YOUR BUSINESS NAME"
- 8-block ice sculpture with logo inclusion
- Name mentioned in event media promotions and earned media
- Prominent logo on all print and digital advertisements
- 10'x20' space on Peace Plaza during event to self promote
- Customized photo and/or video inclusion on projection wall at event
- Social media: at least 5 custom mentions
- Weekly E-Newsletter: 2 customized feature stories and at least 4 mentions
- On-site announcements: 4 mentions per evening, 12 total
- 1 Featured blog post - shared on Facebook
- Logo included on website event page and link to partner website
- Opportunity to have a 1 hour session with Marketing and Communications Manager

Premier Partner - \$10,000 Investment - Limited to 2 Partners

- 4-block ice sculpture with logo inclusion
- Name mentioned in event media promotions and earned media
- Logo on all print advertisements
- 10'x10' space on Peace Plaza during event to self promote
- Customized photo and/or video inclusion on projection wall at event
- Social media: at least 3 custom mentions
- Weekly E-Newsletter: 1 customized feature story and at least 4 mentions
- On-site announcements: 2 mentions per evening, 6 total
- 1 Featured blog post - shared on Facebook
- Logo included on website event page and link to partner website
- Opportunity to have a 1 hour session with Marketing and Communications Manager

Supporting Partner - \$5,000 Investment - Limited to 2 Partners

- 4-block ice sculpture with logo inclusion
- 10'x10' space on Peace Plaza during event to self promote
- Logo inclusion on projection wall at event
- Social media: at least 2 custom mentions
- Weekly E-Newsletter: at least 3 mentions
- On-site announcements: 2 mentions per evening, 6 total
- Logo included on website event page and link to partner website

Photo Station - \$2,500 Investment - Limited to 4 Partners

- 3-block ice sculpture with logo inclusion (creative ideas encouraged)
- Logo inclusion on projection wall at event
- Social media: at least 2 custom mentions
- Weekly E-Newsletter: at least 2 mentions
- Logo included on website event page and link to partner website

Wall of Ice - \$300 Investment - Limited to 30 Partners

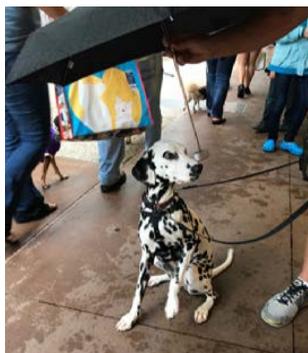
- Color logo on Wall of ICE (38" x 19" block)
- Logo included on projection wall at event



D  **G S**
DOWNTOWN

DOGS DOWNTOWN

Dogs Downtown is a canine-centric event that has activities, performances, games, and giveaways for all of our favorite four-legged friends and their humans! The event is FREE and open to the public. Dogs Downtown started in 2014 and has grown to attract 9,000 yearly attendees.



PARTNERSHIP OPPORTUNITIES

Presenting Partner - \$7,000 Investment - Limited to 1 Partner

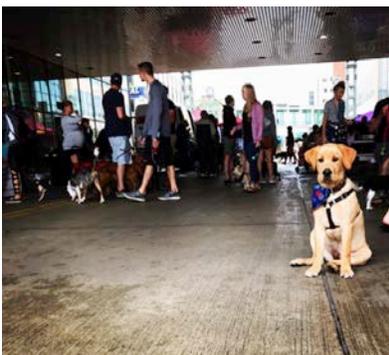
- Name included in title of Dogs Downtown
ex. Dogs Downtown presented by "YOUR BUSINESS NAME"
- Name mentioned in event media promotions and earned media
- Prominent logo on all print and digital advertisements
- Banners on-site
- Up to 4 - 10'x10' spaces on Peace Plaza during event to self promote
- Social media: 6 custom mentions
- Weekly E-Newsletter: 2 customized feature stories and at least 4 mentions
- On-site Announcements: 4 mentions
- 1 Featured blog post - shared on Facebook
- Logo included on website event page and link to partner website
- Logo on all promotional items (up to 900 items)
- Acknowledgment as presenting partner from any partnering media (ie. Radio or TV)
- Name included on Facebook Event Page
- Opportunity to have a 1 hour session with Marketing and Communications Manager

Premier Partner - \$3,000 Investment - Limited to 1 Partner

- Up to 2 - 10'x10' spaces on Peace Plaza during event to self promote
- Social media: 4 custom mentions
- Weekly E-Newsletter: 1 customized feature story and at least 2 mentions
- On-site Announcements: 2 mentions
- Logo included on website event page and link to partner website
- Name included on Facebook Event Page

Supporting Partner - \$1,000 Investment - Limited to 2 Partners

- 10'x10' spaces on Peace Plaza during event to self promote
- Social media: 2 custom mentions
- Weekly E-Newsletter: at least 1 mention
- On-site Announcements: 1 mention
- Logo included on website event page and link to partner website
- Name included on Facebook Event Page





FALL FEST

Fall Fest celebrates the cool, crisp weather and “everything fall” right in the heart of our city. With a free pumpkin patch filled with 1,200 pumpkins, arts and crafts, fall treats, and much more. Fall Fest has something for all ages and brings 8,000 people together for this family friendly event.



PARTNERSHIP OPPORTUNITIES

Presenting Partner - \$6,000 Investment - Limited to 1 Partner

- Name included in the title of Fall Fest
ex. Fall Fest presented by "YOUR BUSINESS NAME"
- Up to (3) 10'x10' spaces on Peace Plaza during event to self promote
- Signage on event site
- Opportunity to speak to event attendees
- Social media: at least 6 mentions
- Weekly E-Newsletter: 1 customized feature story and at least 4 mentions
- 1 Featured blog post - shared on Facebook
- Logo included on website event page and link to partner website
- Prominent logo on all print and digital advertisements
- Acknowledgment as main sponsor from any partnering media (i.e. radio or TV)
- Name included on Facebook Event Page
- Opportunity to have a 1 hour session with Marketing and Communications Manager

Premier Partner - \$3,000 Investment - Limited to 2 Partners

- 10'x10' space on Peace Plaza during event to self promote
- Signage on event site (limited)
- Opportunity to speak to event attendees
- Social media: at least 3 mentions
- Weekly E-newsletter: at least 2 mentions
- Logo included on website event page and link to partner website
- Logo on all print advertisements
- Name included on Facebook Event Page

Activity Partner - \$1,500 Investment - Limited to 3 Partners

- 10'x10' space on Peace Plaza during event to self promote
- Signage on event site (limited)
- Social media: at least 2 mentions
- Weekly E-newsletter: at least 2 mentions
- Name included on Facebook Event Page
- Activities may include: petting zoo, bounce house, tote bags, etc





HERE COMES SANTA CLAUS

“Here Comes Santa Claus,” downtown Rochester’s cherished holiday tradition for the past 43 years, features appearances by Santa Claus, Mrs. Claus, local celebrities, live entertainment, and Peace Plaza tree lighting ceremony.



PARTNERSHIP OPPORTUNITIES

Presenting Partner - \$5,000 Investment - Limited to 1 Partner

- Name included in title of Here Comes Santa Claus:
ex. Here Comes Santa Claus presented by "YOUR BUSINESS NAME"
- Name mentioned in event media promotions and earned media
- Prominent logo on all print and digital advertisements
- Social Media: At least 5 mentions
- Weekly E-Newsletter: 1 customized feature story and at least 4 mentions
- 1 Featured blog post - shared on Facebook
- Logo included on website event page and link to partner website
- Name included on Facebook Event Page
- Opportunity to have a 1 hour session with Marketing & Communications Manager

Supporting Partner - \$2,500 Investment - Limited to 2 Partners

- Prominent logo on all print and digital advertisements
- Social Media: At least 3 mentions
- Weekly E-newsletter: at least 2 mentions
- Logo included on website event page and link to partner website
- Name included on Facebook Event Page

Activity Partner - \$500-\$2,000 Investment - Limited to 3 Partners

- Name included as a part of activity
ex. Activity Provided By "YOUR BUSINESS NAME"
- Name or logo on all print and digital advertisements
- Social Media: At least 2 mentions
- Weekly E-Newsletter: at least 2 mentions
- Logo included on website event page and link to partner website
- Name included on Facebook Event Page
- Ability to sponsor trolley rides, live reindeer, or meet and greet with Santa and Mrs. Claus





MOVIES IN THE PARK

Bring your lawn chair or blanket and gather in Central Park located in downtown Rochester for this FREE, fun, and family-friendly outdoor event. Previously known as Movies on the Plaza, Movies in the Park offers the same outdoor movie-going experience with a new park venue and more space. Movies in the Park averages about 100 - 150 people per movie and we host about four movies and activities throughout the summer months.

PARTNERSHIP OPPORTUNITIES

Presenting Partner - \$3,000 Investment - Limited to 1 Partner

- Name mentioned in event media promotions and earned media
- Prominent logo on all print and digital advertisements
- Social Media: At least 5 mentions
- Weekly E-Newsletter: 1 customized feature story and at least 4 mentions
- 1 Featured blog post - shared on Facebook
- Logo included on website event page and link to partner website
- Name included on Facebook Event Pages
- Banner displayed on the lower part of the movie screen
- Up to 5 personalized slides included in the pre-movie slide show
- Sponsor logo recognition at each event in the pre-movie slide show
- Verbal recognition of partnership during pre-show activities

Activity Partner - \$2,000 Investment - Limited to 1 Partner

- Name included as a part of activity
Activity Provided By "YOUR BUSINESS NAME"
- Activity for each movie in the park - coordinated by RDA
- Social Media: at least 2 mentions
- Weekly E-Newsletter: at least 2 mentions
- Logo included on website event page and link to partner website
- Name included on Facebook Event Pages
- Up to 2 personalized slides included in the pre-movie slide show
- Sponsor logo recognition at each event in the pre-movie slide show
- Verbal recognition of partnership during pre-show activities

PARTNERSHIP OVERVIEW

Thursdays on First & 3rd

- Lunchtime Partner - \$7,000 - Limited to 1 Partner or \$3,500 for 2 Partners
- Band Partner - \$2,500 - Limited to 8 Partners
- Promotional Partner - Open to Discussion
- Historic 3rd Street - Range of \$3,000 to \$10,000 - Limited to 3 Partners

Social ICE

- Presenting Partner - \$20,000 - Limited to 1 Partner
- Premier Partner - \$10,000 - Limited to 2 Partners
- Supporting Partner - \$5,000 - Limited to 2 Partners
- Photo Station - \$2,500 - Limited to 4 Partners
- Wall of Ice - \$300 - Limited to 30 Partners

Dogs Downtown

- Presenting Partner - \$7,000 - Limited to 1 Partner
- Premier Partner - \$3,000 - Limited to 1 Partner
- Supporting Partner - \$1,000 - Limited to 2 Partners

Fall Fest

- Presenting Partner - \$6,000 - Limited to 1 Partner
- Premier Partner - \$3,000 - Limited to 2 Partners
- Activity Partner - \$1,500 - Limited to 3 Partners

Here Comes Santa Claus

- Presenting Partner - \$6,000 - Limited to 1 Partner
- Supporting Partner - \$3,000 - Limited to 2 Partners
- Activity Partner - \$1,500 - Limited to 3 Partners

Movies in the Park

- Presenting Partner - \$3,000 - Limited to 1 Partner
- Activity Partner - \$2,000 - Limited to 1 Partners

Quarterly Print Newsletter Opportunity

- 1/4 Back Page Ad Annually - \$395 - Limited to 4 Partners

Interested in Partnering with Us?

Contact Jenna Bowman
Email: jbowman@rdowntownalliance.com
Phone Number: 507.216.9885

DOWNTOWN
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Rochester Downtown Alliance

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