

# Downtown Roanoke

*Sponsorship Opportunities*

2022

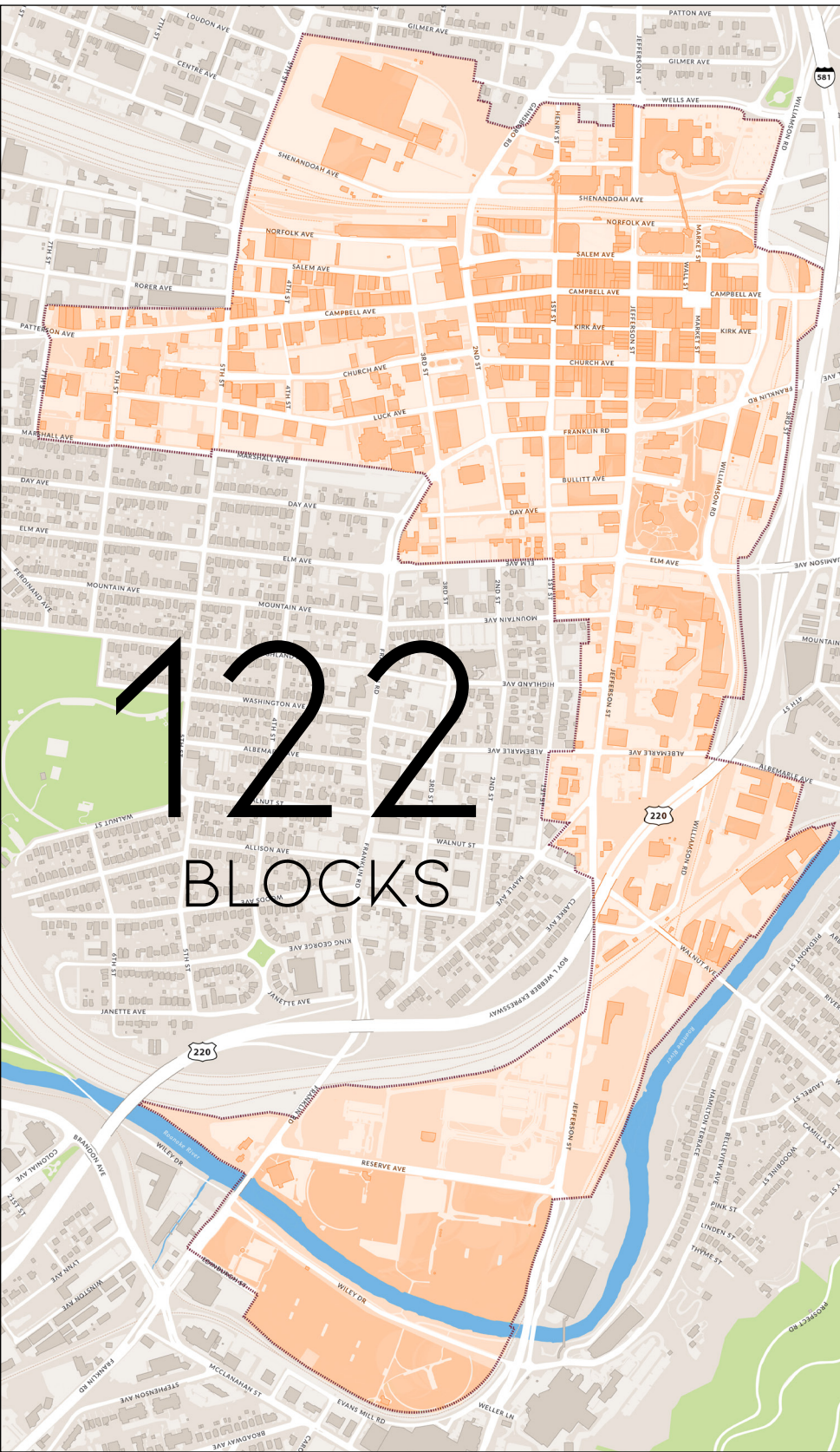


Downtown  
**Roanoke**





# Downtown Roanoke



## 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 choose 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  
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# Downtown Roanoke Events



Thursdays from May - September

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2 - 3 Concerts Per Season

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3 Times Throughout the Year

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Saturdays from May - September

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First Three Fridays in December

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**ELMWOOD ON ICE**

Thanksgiving - End of January

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Saturday before St. Patrick's Day



# Party in Elmwood

2022 Season: May 19 - Sept 22  
(19 Shows)

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





# Summer Concert Series

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

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# 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

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: 1100am - 2:00pm

Location: Historic Roanoke City Market

Cost: Free

## SPONSORSHIP OPTIONS

Presenting Sponsor: Not Available

Community Sponsor: \$1,000





# Dickens of a Christmas

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

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FOLLOWING MEDIA PARTNERSHIPS





# Elmwood on Ice

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.

## ELMWOOD ON ICE



### 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

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# St Patrick's Day

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.



**St. Patrick's Day Parade  
& Shamrock Festival**

## 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

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Downtown Roanoke, Inc.

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Tina Workman

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