



Rosefest Sponsorship Opportunities



CONTACT

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We are Roseville Parks and Recreation

Is your business looking for a way to connect with the Roseville community?

Rosefest is a week-long community celebration coordinated by Roseville Parks and Recreation and supported by the City of Roseville and other community-based organizations. The festival offers a diverse range of activities for all ages, including the Rose Parade, sporting competitions, family activities, a 5k and kids run, and more!

We invite you to partner with us in making Rosefest a memorable experience for our community. Your sponsorship will help fund and enhance Rosefest while showing the community that you, too, desire to improve the quality of life for residents and visitors to our city. Get your brand out there with exclusive, eye-catching placements in areas frequented by many of our community members.

Included in this packet are several sponsorship options at varying price levels as well as opportunities to support individual events. We will work with you to create the best campaign for your outreach goals and connect your business with our trusted brand and loyal audience.

Roseville Parks and Recreation Mission

Roseville Parks and Recreation exists to provide diverse programs and facilities, sustain park lands and preserve natural resources for today's citizens and future generations.



33 PARKS



679 ACRES
OF PARKLAND



67 MILES
OF TRAILS &
WALKWAYS



35,000+
ROSEFEST
ATTENDEES



1,000
RECREATION PROGRAMS
& EVENTS PER YEAR

FLAGSHIP FACILITIES



Sponsorship Levels

PLATINUM – \$5,000

Rosefest Webpage –

- Business logo with link and level of sponsorship shown and individual event website with link

Fall Brochure –

- ¼ page ad
- Logo with level of sponsorship

Event Flyers –

- Business logo

Sponsor Event Banner(s) –

- Logo with sponsorship level listed

Social Media –

- Business name with link on Rosefest posts and individual event posts

City Newsletters –

- Business logo recognition (May-June)

Rose Parade –

- Unit in the parade
- Logo on banner carried at parade's start
- Business logo on parade program

Party in the Park –

- Table at event
- Business name announced before each performer

Run for the Roses 5K & Kids Fun Run –

- 30-second message & countdown the run's start
- 10 entries into the run (5k)
- Logo on run shirt
- Vendor table at finish area
- Promo item in runners' packets

Touch-a-Truck or Superhero Carnival –

- Table at event (offer youth activity)

GOLD – \$4,000

Rosefest Webpage –

- Business logo with link and level of sponsorship shown and individual event website with link

Fall Brochure –

- Logo with level of sponsorship

Event Flyers –

- Business logo

Sponsor Event Banner(s) –

- Logo with sponsorship level listed

Social Media –

- Business name with link on Rosefest posts and individual event posts

City Newsletters –

- Business logo recognition (May-June)

Rose Parade –

- Unit in the parade
- Logo on banner carried at parade's start
- Business logo on parade program

Party in the Park –

- Table at event

Run for the Roses 5K & Kids Fun Run –

- 4 entries into the run (5k)
- Logo on run shirt
- Vendor table at finish area
- Promo item in runners' packets

Touch-a-Truck or Superhero Carnival –

- Table at event (offer youth activity)

SILVER – \$3,000

Rosefest Webpage –

- Business logo with link and level of sponsorship shown and individual event website with link

Fall Brochure –

- Logo with level of sponsorship

Event Flyers –

- Business logo

Sponsor Event Banner(s) –

- Logo with sponsorship level listed

Social Media –

- Business name with link on Rosefest posts and individual event posts

City Newsletters –

- Business logo recognition (May-June)

Rose Parade –

- Logo on banner carried at parade's start
- Business logo on parade program

Party in the Park –

- Table at event

Run for the Roses 5K & Kids Fun Run –

- Logo on run shirt
- Vendor table at finish area
- Promo item in runners' packets

BRONZE – \$2,000

Rosefest Webpage –

- Business logo with link and level of sponsorship shown and individual event website with link

Fall Brochure –

- Logo with level of sponsorship

Event Flyers –

- Business logo

Sponsor Event Banner(s) –

- Logo with sponsorship level listed

Social Media –

- Business name with link on Rosefest posts

City Newsletters –

- Business logo recognition (May-June)

Rose Parade –

- Logo on banner carried at parade's start
- Business name on parade program

Party in the Park –

- Table at event

Run for the Roses 5K & Kids Fun Run –

- Logo on run shirt
- Vendor table at finish area

Individual Event Opportunities

Run for the Roses 5K & Kids

Fun Run – \$500

- Vendor table at finish area
- Business name on advance marketing
- Business name on run webpage and flyer
- Promo item in runners' packets
- Business name listed in fall activities brochure
- Small logo on shirt

Medallion Hunt

– \$50 cash or Prize

- Logo on event webpage
- Business link on event social media
- Business link on clues
- Business name listed in fall activities brochure

Touch a Truck – \$250

- Vendor table at event: must offer a kid-friendly activity
- Logo on event webpage
- Business name on event social media
- Business name listed in fall activities brochure

Superhero Carnival – \$250

- Vendor table at event: must offer a kid-friendly activity
- Logo on event webpage
- Business name on event social media
- Business name listed in fall activities brochure

Golf Tournament Hole

Sponsor – \$100 cash or Prize

- Small logo on event webpage
- Vendor table on the tee box during event
- Business name listed in fall activities brochure

Party in the Park

Inflatables Sponsor

– \$1,500

- Logo on Event Sponsor
- Signs at event with logo includes
- Table at event
- Business name announced between performances
- Logo on event website
- Business name listed in fall activities brochure

Rog Music Sponsor

– \$1,500

- Logo on Event Sponsor
- Signs at event with logo includes
- Table at event
- Business name announced between performances
- Logo on event website
- Business name listed in fall activities brochure

Vendor Table – \$150

- Vendor table at event

Rose Parade

Entertainment/Band Level

Sponsor – \$1,500

- Logo on banner in front of entertainment/ band
- Logo on parade program
- Logo on parade website
- Unit in the parade
- Business name listed in fall activities brochure

Community Level Sponsor

– \$500

- Business name on banner carried at parade's start
- Logo on parade program
- Logo on parade website
- Business name listed in fall activities brochure

Community Contributor: In-kind Donations

- Rosefest webpage – business name listed
- Event webpage – business name listed
- Fall brochure – business name listed



ROSEFEST

JUNE 23-29

MONDAY, JUNE 23

33RD ANNUAL ROSE PARADE

6:15PM A ROSEVILLE TRADITION LIKE NO OTHER!

TUESDAY, JUNE 24

TOUCH-A-TRUCK & KIDS GARAGE SALE

5-7PM CENTRAL PARK DALE STREET ATHLETIC FIELDS

GOLDEN ROSE MEDALLION HUNT

5PM FIRST CLUE RELEASED ONLINE

WEDNESDAY, JUNE 25

SUPERHERO CARNIVAL

6-8PM LANGTON LAKES PARK

THURSDAY, JUNE 26

TASTE OF ROSEFEST

5-8PM TICKETS AT [TASTEOFROSEFEST.ORG](https://tasteofrosefest.org) (21+)

SHREK THE MUSICAL

7PM ARTS GARDEN COMMUNITY THEATER -
THEATRE FOR YOUNG AUDIENCES (TYA) VERSION
FRANK ROG AMPHITHEATRE

FRIDAY, JUNE 27

ROSEFEST FLEX DISC GOLF TOURNAMENT

REGISTER AT [DISCGOLFSCENE.COM](https://discgolfscene.com)

ROSEFEST PICKLEBALL TOURNAMENT

LEARN MORE AT [CITYOFROSEVILLE.COM/PARKS](https://cityofroseville.com/parks)

9 & DINE AT CEDARHOLM

1-6PM PLAY NINE HOLES, COMPETE IN ON-COURSE
CONTESTS, AND A MEAL FROM TIO'S

MUSIC ON THE PATIO AT CEDARHOLM

6-8PM ENJOY TIO'S FOOD SPECIALS AND LIVE MUSIC!

FREE FAMILY SKATE

6:30-8PM ROSEVILLE SKATING CENTER

SATURDAY, JUNE 28

RUN FOR THE ROSES

8AM 5K AND KIDS FUN RUN ½ AND 1 MILE

PORSCHE CAR SHOW

10AM-1PM CENTRAL PARK - DALE STREET PARKING LOT

ROSEFEST GOLF TOURNAMENT

10AM 9 HOLES, ON-COURSE CONTESTS, SCRAMBLE FORMAT, PRIZES,
AND LUNCH SERVED BY TIO'S

PARTY IN THE PARK

3-10PM INFLATABLES, FOOD TRUCKS, FACE PAINTERS,
PETTING ZOO, AND LIVE ENTERTAINMENT AT THE
FRANK ROG AMPHITHEATRE

FIREWORKS

10PM FIREWORKS DISPLAY AT CENTRAL PARK

SUNDAY, JUNE 29

SHREK THE MUSICAL

2PM & 6PM ARTS GARDEN COMMUNITY THEATER -
THEATRE FOR YOUNG AUDIENCES (TYA) VERSION
FRANK ROG AMPHITHEATRE



LEARN MORE AT
[CITYOFROSEVILLE.COM/ROSEFEST](https://cityofroseville.com/rosefest)

