



Rockville Events Sponsorship Opportunities

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City of
Rockville
Get Into It

www.rockvillemd.gov/events

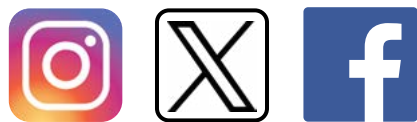


Rockville Events Sponsorship Opportunities

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Connect With Us!



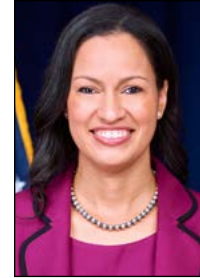
Letter from the Rockville Mayor

2024

Dear Past, Present and Potential Sponsors,

Welcome to the City of Rockville, the county seat of Montgomery County and home to over 70,000 people. Our community is proud of our diversity, and our citizens are active, well educated and

have a median income of just over \$100,000.

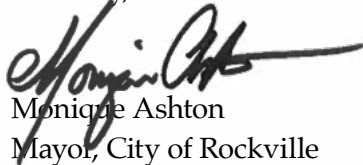


Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events hosted annually by the city's Recreation and Parks Department. Each year we strive to provide top-quality events that celebrate the diversity and vibrancy of life in our city. *In 2024, we expect over 100,000 people to attend Rockville events.*

With my newly elected position as mayor, I'm excited to invite you to partner with us by becoming a sponsor. Please take a moment to review the many opportunities within this packet and to learn how you can promote your business while supporting the community at these great events.

We look forward to your partnership with the city in 2024.

Sincerely,



Monique Ashton
Mayor, City of Rockville

Who Attends City Events?

84% of Rockville's median income is **higher** than the national average.

65% of Rockville residents have at least a **bachelor's degree**. 36% have a graduate or professional degree.

13 miles northwest of Washington, D.C. with a **stop on Metro's Red Line**.

Who Lives in Rockville?

48% White or Caucasian

22% Asian

15% Hispanic or Latino

11% Black or African American

4% Mixed race

Source: 2020 Census.



Martin Luther King Jr. Celebration – Saturday, Jan. 13

**LOCATION: ROCKVILLE HIGH SCHOOL,
2100 BALTIMORE ROAD**

Join the City of Rockville for the annual Martin Luther King Jr. Celebration. This free event kicks off a weekend of service and celebration of King’s legacy and founding principles. The celebration features a screening and discussion of the award-winning documentary “Finding Fellowship,” a performance by Soul in Motion, the opportunity to sign up for service projects through a variety of nonprofit organizations participating in the Salute to Nonprofits, and a kid-friendly performance and activity. *Note: No electricity available.*

Sponsorship Levels

Major Sponsor: \$1,000

- One sponsor-provided banner to be displayed at the venue
- Company name featured on various print materials
- Company name featured on the MLK webpage
- City-provided onsite booth space, a 6-foot-long table and two chairs

Benefactor: \$500

- Company name featured on various print materials
- City-provided onsite booth space, a 6-foot-long table and two chairs

Patron: \$250

- Company name featured on various print materials
- Company name featured on the MLK webpage

EVENT SNAPSHOT

Annual website views: 1,400

Approx. attendees: 300

Website: www.rockvillemd.gov/MLK



Lunar New Year Celebration – Saturday, Feb. 17

**LOCATION: WOOTTON HIGH SCHOOL,
2100 WOOTTON PARKWAY**

Join the Asian Pacific American Task Force and celebrate Lunar New Year with free performances, to-go kids activities and snacks. The Asian population is one of the fastest-growing groups in Rockville and represents over 20% of the city's total population. *Note: No electricity available.*

EVENT SNAPSHOT

Annual website views: 1,600

Approx. attendees: 750

Website: www.rockvillemd.gov/lunarnewyear

Sponsorship Levels

Major Sponsor: \$1,000

- One sponsor-provided banner to be displayed at the venue
- Company name featured on various print materials
- Company name featured on the Lunar New Year webpage
- City-provided onsite booth space, a 6-foot-long table and two chairs

Benefactor: \$500

- Company name featured on various print materials
- City-provided onsite booth space, a 6-foot-long table and two chairs

Patron: \$250

- Company name featured on various print materials
- Company name featured on the Lunar New Year webpage



Hometown Holidays – Saturday, May 25 and Sunday, May 26

**LOCATION: REDGATE PARK,
14500 AVERY ROAD**

Hometown Holidays (HTH) is Rockville’s signature event, featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a large crowd over Memorial Day weekend and offers fun for everyone.

Note: Electricity available upon request.

Sponsorship Levels

Major Sponsor: \$7,500

- Limited to two sponsors
- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage and one additional banner displayed on grounds
- Company logo and name featured on various print materials
- Company logo featured in the HTH onsite guide
- Company name listed on the HTH website

- A minimum of three mentions on the HTH Facebook page
- Ten (10) passes to the sponsors and officials reception tent on Saturday
- City-provided onsite booth space, 10'x10' tent with table and two chairs

Benefactor: \$5,000

- One sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo featured in the HTH onsite guide
- Company name featured on the HTH website
- A minimum of two mentions on the HTH Facebook page
- Six (6) passes to the sponsors and officials reception tent on Saturday
- City-provided onsite booth space, 10'x10' tent with table and two chairs

Patron: \$2,000

- Company name featured on various print materials
- Company name featured in the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- Four (4) passes to the sponsors and officials reception tent on Saturday
- City-provided onsite booth space, 10'x10' tent with table and two chairs

EVENT SNAPSHOT

Annual website views: 84,700

Facebook page likes: 5,400

Approx. attendees: 10,000 daily

Website: www.rockvillemd.gov/hth

Facebook: www.facebook.com/RockvilleHometownHolidays



Suds & Soles 5K – Saturday, June 15

LOCATION: ROCKVILLE TOWN CENTER

Suds & Soles is an exciting 5K race produced in partnership with the Montgomery County Road Runners Club (MCRRC) and the City of Rockville. Proceeds from Suds & Soles benefits the Rockville Eat Fresh Program and the MCRRC youth and beginning running programs. *Note: No electricity available.*

EVENT SNAPSHOT

Website views: 60,000

Approx. attendees: 1,600

Website: www.rockvillemd.gov/sudsandsoles

Sponsorship Levels

Pub Owner: \$5,000

- Company name added to race name
- One evening of packet pickup at your location, if desired
- Company logo on registration website, print materials and race bib
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of six mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Premium placement in virtual race bags
- Promotional message via text or email to race participants
- Six complimentary race entries

Brewmaster: \$2,500

- Company logo on registration website and print materials
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of four mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Promotional message via text or email to race participants
- Four complimentary race entries

Brewer: \$1,000

- Company logo on registration website and print materials
- Onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of three mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Three complimentary race entries

Brewer's Assistant: \$500

- Company logo on registration website and print materials
- Onsite table space
- Minimum of two mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 3' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Two complimentary race entries

Bartender: \$250

- Company logo on registration website and print materials
- Placement in virtual race bags
- Minimum of one mention on the race Facebook page
- One complimentary race entry



Rockville Pride – Sunday, June 2 • 2-5 p.m.

**LOCATION: ROCKVILLE
TOWN SQUARE**

Entering its ninth year, Rockville Pride celebrates and recognizes the impact LGBTQ+ individuals have had on history — locally, nationally, and internationally. This event features live performances, information booths, crafts and children's activities in Rockville Town Center.

EVENT SNAPSHOT

Annual website views: 5,800

Approx. attendees: 400

Website: www.rockvillemd.gov/pride

Sponsorship Levels

All sponsors will have their name featured on the Rockville Pride event webpage and onsite sponsor signage. Deadline for sponsorship: May 10.

Benefactor: \$1,000+

- Company representative to present pre-approved comments on stage (up to two minutes)
- Company name featured on the Rockville Pride event webpage
- Company logo featured on the Rockville Pride onsite sponsor sign
- City-provided onsite booth space with two 6-foot tables, four chairs and a tent

Patron: \$750

- Company name featured on the Rockville Pride event webpage
- Company logo featured on the Rockville Pride onsite sponsor sign
- City-provided onsite booth space with two 6-foot tables, four chairs and a tent

Contributor: \$400

- City-provided onsite booth space with one 6-foot table, four chairs

Friend: \$100

- Name listed as a Friends sponsor



Independence Day Celebration – Thursday, July 4

**LOCATION: MATTIE J.T. STEPANEK PARK,
1800 PICCARD DRIVE**

Entering its 56th year, the Rockville Independence Day celebration takes place on the grounds of Mattie J. T. Stepanek Park. The annual event attracts more than 30,000 people and includes live music, food and a colorful fireworks display.

Note: No electricity available.

EVENT SNAPSHOT

Website views: 40,700

Approx. attendees: 30,000

Website: www.rockvillemd.gov/independenceday

Sponsorship Levels

Major Sponsor: \$5,000

- Two sponsor-provided banners to be displayed on the grounds
- Company name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with a table and two chairs

Benefactor: \$2,500

- One sponsor-provided banners to be displayed on the grounds
- Company name featured on the Independence Day webpage
- Company name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with table and two chairs

Patron: \$1,000

- Company name featured on the Independence Day webpage
- Company name featured on various print material
- City-provided onsite booth space, 10'x10' tent with table and two chairs



Movies in the Parks Series – Wednesdays, Aug. 7-28

Entering its seventh year, Movies in the Parks is a family-friendly movies series featuring four movies, on four nights in four different neighborhood parks. This is a great opportunity to meet and connect with residents in their communities. *Note: No electricity available.*

EVENT SNAPSHOT

Annual website views: 10,900

Rockville Rec and Parks social media followers: 5,000

Approx. attendees: 300 per movie

Website: www.rockvillemd.gov/moviesintheparks

**LOCATION: VARIOUS PARKS
THROUGHOUT THE CITY**

Sponsorship Level

Presenting Sponsor: \$6,000

- Exclusive sponsor for the event and recognition as the Presenting Sponsor for the entire series (four movies)
- One sponsor-provided banner to be displayed at each movie
- One sponsor-provided video ad played at the beginning of each movie (max. 60-seconds-long ad; must be approved by the city)
- Company name featured on the Movies in the Parks webpage
- Company logo featured on various promotional print materials
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- A minimum of four mentions on the City of Rockville Recreation and Sports Facebook page
- Additional mentions in event related city recreation guides and email newsletters



Rocktoberfest – Saturday, Sept. 28

The City of Rockville’s Rocktoberfest celebrates German culture with beer, bands, bratwurst and more! This free festival includes two stages of live music, food, beer sales by local breweries, an artisan shopping area, and activities for kids. This annual Oktoberfest event attracts approximately 7,500 people to Rockville Town Center. *Note: No electricity available.*

EVENT SNAPSHOT

Annual website views: 14,700

Facebook page followers: 2,400

Approx. attendees: 7,500

Website: www.rockvillemd.gov/rocktoberfest

**LOCATION: ROCKVILLE TOWN CENTER
EASY ACCESS TO ROCKVILLE METRO STOP**

Sponsorship Levels

Major Sponsor: \$5,000

- Exclusivity in category
- Two sponsor-provided banners to be displayed on grounds
- Company name featured on the Rocktoberfest website
- A minimum of four mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Company logo featured on onsite event handout

Benefactor: \$2,500

- Company name featured on the Rocktoberfest website
- A minimum of two mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company logo featured on onsite event handout

Patron: \$1,000

- Company name featured on the Rocktoberfest website
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company name featured on onsite event handout



Rockville Antique and Classic Car Show – Saturday, Oct. 19

**LOCATION: ROCKVILLE CIVIC CENTER PARK,
603 EDMONSTON DRIVE**

For 60 years, the Rockville Antique and Classic Car Show has graced the beautiful grounds of the Glenview Mansion at Rockville Civic Center Park, making it the perfect place for car enthusiasts to experience automobile history. The event puts more than 550 automobiles on display and features marques such as Cadillac, Ford, Studebaker and Jaguar. With more than 12,000 attendees annually, there is something for everyone, including food, music and a car-related flea market. *Note: No electricity available.*

EVENT SNAPSHOT

Annual website views: 19,600

Facebook page followers: 1,600

Approx. attendees: 12,000

Website: www.rockvillemd.gov/carshow

Facebook: www.facebook.com/RockvilleCarShow

Sponsorship Levels

Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner to be displayed near the stage, and one displayed on the event site
- Company name featured on the car show webpage
- City-provided on-site booth space, 10'x10' tent with table and two chairs
- One sponsor-provided marketing piece, no larger than 8.5"x11", in the car show registration packet
- A minimum of four mentions on the car show Facebook page

Benefactor: \$2,500

- One sponsor-provided banner to be displayed on the event site
- Company name featured on the car show webpage
- City-provided on-site booth space, 10'x10' tent with a table and two chairs
- A minimum of two mentions on the car show Facebook page

Patron: \$1,000

- Company name listed on the car show webpage
- City-provided on-site booth space, 10'x10' tent with table and two chairs

2024 Event Sponsorship Application

Please print or type all information clearly.

Name of Business _____
 Contact Name _____
 Type of Business _____
 Address _____
 City _____ State _____ ZIP _____
 Work # _____ Cell # _____
 Email _____
 Website _____
 Facebook/X (Twitter)/Instagram _____
 Additional Contact Name _____
 Phone # _____

Payment Method	
Amount Paid: \$ _____	
<input type="checkbox"/> Cash	<input type="checkbox"/> Check # _____
<input type="checkbox"/> MasterCard or	<input type="checkbox"/> VISA
_____ Card # _____	
Expiration Date: ____ / ____	
CVC Security Code: ____ _	
_____ Signature (as it appears on card)	

Please indicate the event(s) you're interested in and the sponsorship level.

Martin Luther King Jr. Celebration | Jan. 13

- Major (\$1,000) Benefactor (\$500) Patron (\$250)

Lunar New Year | Feb. 17

- Major (\$1,000) Benefactor (\$500) Patron (\$250)

Hometown Holidays | May 25 and 26

- Major (\$7,500) Benefactor (\$5,000) Patron (\$2,000)
 Will you need electricity? Yes No

Suds & Soles 5K | June 15

- Pub Owner (\$5,000) Brewer's Assistant (\$500)
 Brewmaster (\$2,500) Bartender (\$250)
 Brewer (\$1,000)

Rockville Pride | June 2

- Benefactor (\$1,000+) Contributor (\$400)
 Patron (\$750) Friend (\$100)

Independence Day Celebration | July 4

- Major (\$5,000) Benefactor (\$2,500) Patron (\$1,000)

Movies in the Parks Series | Wednesdays, Aug. 7-28

- Presenting Sponsor (\$6,000)

Rocktoberfest | Sept. 28

- Major (\$5,000) Benefactor (\$2,500) Patron (\$1,000)

Rockville Antique and Classic Car Show | Oct. 19

- Major (\$5,000) Benefactor (\$2,500) Patron (\$1,000)

**Thank you for sponsoring a
 City of Rockville Special Event.**

APPLICATION DEADLINE: Application and payment is due four weeks before the event. If payment is not received by the deadline, you will be removed from the sponsor list. **Note:** On-site sales are not permitted from booths.

SUBMIT APPLICATION

Submit this application by email to cmcquitty@rockvillemd.gov or by mail to City of Rockville, c/o Special Events Manager, 111 Maryland Ave., Rockville, MD 20850.

QUESTIONS? CONTACT:

Colleen McQuitty, Special Events Manager
 240-314-8606, cmcquitty@rockvillemd.gov

REQUIRED ITEMS:

- If your on-site display is a trailer, include a photo and trailer specifications with your application.
- Delivery vehicle: Car Truck size: _____
 Truck and trailer size: _____
- Certificate of Insurance due four weeks before the event.

APPLICATION PROCESS

- Once application is submitted, the Special Events manager will contact you within 48 hours.
- The event manager will email you an agreement, invoice and City of Rockville W-9.
- The payment will be processed and a receipt will be emailed.
- Logos must be provided at least four weeks before the event to be included in print materials.
- Detailed information about each event is emailed two weeks before each event.
- Benefits subject to change.

Special Request: _____



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Get Into It

111 Maryland Avenue
Rockville, MD 20850

240-314-5000 • www.rockvillemd.gov