

SPONSORSHIP ADVERTISING ASSETS

\$6000 SPONSORSHIP LEVEL (exclusive)

- Predominantly positioned as the official sponsor of the Specialty Area.
- *No other company will be permitted to sponsor the event in the same capacity.*
- First right of refusal for a 3 year term.
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: major asset to be determined per event (see BONUS tab).
- Top exposure within:
 - Media exposure via event press release, media invitations & communications
 - Social Media Top Influencers, Food Critics & Bloggers (typically culinary & art related events)
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Linked on the Events webpage at www.roanoketexas.com
 - Tagged in related posts on the City of Roanoke social media platforms
 - Digital way finder signs on Oak Street
 - Announcements at other City events
 - 10 x 10 Sponsor booth space
 - Event Tickets (where applicable)

\$5000 SPONSORSHIP LEVEL (exclusive)

- Predominantly positioned as the official sponsor of the Specialty Area.
- *No other company will be permitted to sponsor the event in the same capacity.*
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 - 10 x 10 Sponsor booth space
 - Event Tickets (where applicable)

\$4500 SPONSORSHIP LEVEL (exclusive)

- Premiere positioning as the official sponsor of the Specialty Area.
- *No other company will be permitted to sponsor the event in the same capacity.*

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- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: major asset to be determined per event (see BONUS tab).
- Top exposure:
 - Media exposure via event press release, media invitations & communications
 - Social Media Top Influencers, Food Critics & Bloggers (typically culinary & art related events)
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Linked on the Events webpage at www.roanoketexas.com
 - Tagged in related posts on the City of Roanoke social media platforms
 - Digital way finder signs on Oak Street
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 - Event tickets (where applicable)

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 - Social Media Top Influencers, Food Critics & Bloggers (typically culinary & art related events)
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Linked on the Events webpage at www.roanoketexas.com
 - Tagged in related posts on the City of Roanoke social media platforms
 - Digital way finder signs on Oak Street
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 - 10 x 10 Sponsor booth space
 - Event tickets (where applicable)

\$3500 SPONSORSHIP LEVEL (exclusive)

- Tiered positioning as the official sponsor of the Specialty Area.
- *No other company will be permitted to sponsor the event in the same capacity.*
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: major asset to be determined per event (see BONUS tab).
- Tiered exposure in:
 - Media exposure via event press release, media invitations & communications

- Social Media Top Influencers, Food Critics & Bloggers (typically culinary & art related events)
- Multiple newspaper and/or magazine advertisements
- Printed material, event banners, signage and all social media platforms
- Linked on the Events webpage at www.roanoketexas.com
- Tagged in related posts on the City of Roanoke social media platforms
- Digital way finder signs on Oak Street
- Announcements at other City events
- 10 x 10 Sponsor booth space
- Event tickets (where applicable)

\$3000 SPONSORSHIP LEVEL (exclusive)

- Tiered placed as the official sponsor of the Specialty Area.
- *No other company will be permitted to sponsor the event in the same capacity.*
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: major asset to be determined per event (see BONUS tab).
- Tiered exposure within
 - Media exposure via event press release, media invitations & communications
 - Social Media Top Influencers, Food Critics & Bloggers (typically culinary & art related events)
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Digital way finder signs on Oak Street
 - Announcements at other City events
 - 10 x 10 Sponsor booth space
 - Event tickets (where applicable)

\$2500 SPONSORSHIP LEVEL

- Your logo will be included as the official sponsor of the Specialty Area.
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- BONUS: extra asset to be determined per event (see BONUS tab).
- Logo placement on:
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Digital way finder signs on Oak Street
 - Announcements at other City events
 - 10 x 10 Sponsor booth space

\$2000 SPONSORSHIP LEVEL

- Your logo will be included as the official sponsor of the Specialty Area.
- Authorized use of the City's marketing materials in your own advertising and promotion.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.

- Post event promotion via video.
- BONUS: extra asset to be determined per event (see BONUS tab).
- Logo placement on:
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Digital way finder signs on Oak Street
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 - 10 x 10 Sponsor booth space

\$1500 SPONSORSHIP LEVEL

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- Post event promotion via video.
- BONUS: extra asset to be determined per event (see BONUS tab).
- Logo placement on:
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Digital way finder signs on Oak Street
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\$1000 SPONSORSHIP LEVEL

- Your logo will be included as the official sponsor of the Specialty Area.
- Distribution of all marketing materials in all City buildings and multiple city businesses.
- Cross promotion by event partners.
- Post event promotion via video.
- Logo placement on:
 - Multiple newspaper and/or magazine advertisements
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\$500 SPONSORSHIP LEVEL

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