



\$6000 PRESENTING SPONSOR (exclusive)

- Top logo position as the official sponsor of the Roanoke Round Up.
- *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: Judging or Sous Chef position in ALL Steak-Cook-Off Competitions & Cooking Demos.
(Bloody Mary, Appetizer & Steak)
- Top exposure within:
 - Media exposure via event press release, media invitations & communications
 - Social Media Top Influencers, Food Critics & Bloggers
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Linked on the Events webpage
 - 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

\$5000 STEAK COOK-OFF COMPETITION (exclusive)

- Premiere logo position as the official sponsor of the Steak Cook-Off.
- *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: Judges position in ALL Cook-Off Competitions (Bloody Mary, Appetizer & Steak).
- Top exposure within in:
 - Media exposure via event press release, media invitations & communications
 - Social Media Top Influencers, Food Critics & Bloggers
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Linked on the Events webpage
 - 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

\$4000 COOKING DEMONSTRATIONS (3) (exclusive)

- Premiere logo position as the official sponsor of the Steak Cook-Off.
- *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: Signage at cooking demo areas (3), plus verbal recognition from cooking platform.
- Top exposure within in:
 - Media exposure via event press release, media invitations & communications
 - Social Media Top Influencers, Food Critics & Bloggers
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Linked on the Events webpage
 - 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

\$3500 MAIN STAGE (exclusive)

- Tiered logo position as the official sponsor of the Main Stage.
- *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: VIP stage seating (6) plus refreshments.
- Tiered exposure in:
 - Media exposure via event press release, media invitations & communications
 - Social Media Top Influencers, Food Critics & Bloggers
 - Multiple newspaper and/or magazine advertisements
 - Printed material, event banners, signage and all social media platforms
 - Linked on the Events webpage
 - 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

\$3000 AMUSEMENTS MIDWAY (exclusive)

- Tiered logo position as the official sponsor of the Amusements Midway.
- *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: Signage at *each* amusement on the midway (up to 10).
- Tiered exposure within
 - Media exposure via event press release, media invitations & communications

- Social Media Top Influencers, Food Critics & Bloggers
- Multiple newspaper and/or magazine advertisements
- Printed material, event banners, signage and all social media platforms
- Linked on the Events webpage
- Digital way finder signs on Oak Street
- Announcements at other City events
- 10 x 10 Sponsor booth space

\$2500 CITY VS CITY HEROES CHEF CHALLENGE

- Logo inclusion as the official sponsor of the City Vs City Heroes Chef Challenge
- 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: Company logo added to Booth Signage at each vendor booth (up to 80).
- 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

\$2500 EVENT T-SHIRTS

- Logo inclusion as the official sponsor of the Event T-shirts.
- 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: Company logo added to Booth Signage at each vendor booth (up to 80).
- 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

\$2500 VENDOR MARKETPLACE

- Logo inclusion as the official sponsor of the Vendor Market Place.
- 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: Company logo added to Booth Signage at each vendor booth (up to 80).
- 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 AUSTIN STREET PLAZA COMMUNITY STAGE

- Logo inclusion as the official sponsor of the Community Stage.
- 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: Verbal Recognition from the stage at each performance (up to 5).
- 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

\$1500 PETTING ZOO

- Logo inclusion as the official sponsor of the Petting Zoo.
- 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: Family 4 Pack at Hawaiian Falls w/ discounted food pass.
- 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

\$1500 PONY RIDES

- Logo inclusion as the official sponsor of the Pony Rides.
- 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: Family 4 Pack at Hawaiian Falls w/ discounted food pass.
- 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

\$1000 BONFIRE & COOKERY

- Logo inclusion as the official sponsor of the Bonfire & Cookery.

- 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
 - 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