

ROSE ARTS FESTIVAL

Partner Invite



2024

ROSE ARTS PURPOSE

In 2017, the Rose Arts Festival was resurrected, inspired by the festival's passionate history, along with the belief that **creativity can invigorate and empower a community**. This year's event is currently planned for June 29, 2024 at Chelsea Parade and Downtown partner venue's.

Rose Arts is a call to the community to celebrate yesterday, today and tomorrow. We use interaction, community involvement, emerging music, and public art to motivate our community members into action. How?



135+

MUSICAL PERFORMANCES



1K+

ART INFUSIONS



15K+

ENGAGED PEOPLE



60+

CREATIVE EXPERIENCES

BECAUSE OF YOU!

(YOUR PARTNERSHIP MAKES THIS EVENT INCLUSIVE TO ALL)

LET'S GROW TOGETHER

music + art + more



ROSE ARTS FESTIVAL
PRESENTING PARTNER
\$50,000



CENTRE STAGE
EXCLUSIVE PARTNER
\$25,000



POWERED UP
EXCLUSIVE PARTNER
\$10,000



ROSE ARTS RACES
TIERED PARTNERSHIPS
\$1,000—\$10,000



21+ FAMILY FUN
TIERED PARTNERSHIPS
\$1,000—\$10,000



TUNED IN
TIERED PARTNERSHIPS
\$1,000—\$10,000



ROAD TO ROSE ARTS
TIERED PARTNERSHIPS
\$1,000—\$10,000



CREATIVE STATIONS
TIERED PARTNERSHIPS
\$1,000—\$7,500



NEW TEEN SCENE
TIERED PARTNERSHIPS
\$1,000—\$5,000



KIDS ZONE
TIERED PARTNERSHIPS
\$1,000—\$5,000



BUDDING ARTIST
TIERED PARTNERSHIPS
\$1,000—\$5,000



PERFORMING ARTS STAGE
TIERED PARTNERSHIPS
\$1,000—\$5,000



NEW RE-CHARGE ROOM
TIERED PARTNERSHIPS
\$1,000—\$5,000



GREEN ROOM
TIERED PARTNERSHIPS
\$1,000—\$5,000



NEW HEALTH ZONE
TIERED PARTNERSHIPS
\$1,000—\$5,000



POP-UP PARTNER
TIERED PARTNERSHIPS
\$1,000—\$2,500

WANT TO MAKE MORE OF AN IMPACT?

Let's create a custom package for you!



ROSE ARTS FESTIVAL

PRESENTING PARTNER
\$55,000 +

Your partnership is associated with
company

Thank you to our Presenting Partner:
The Edward & Mary Lord Foundation

Your partnership is associated with
the Arts Festival related and
will carefully accompany ALL of the
promotions in print, digital, and over the
radio waves.

Your partnership brings local, regional and
national musical acts together as one of
the largest free musical festivals in New
England.

WHAT YOU GET:

- ★ Your name in radio announcements.
- ★ Your logo on all newspaper ads (print and digital).
- ★ Full page “Thank you for Partnering” in the program.
- ★ Your logo pinned on social media feeds
- Prominent “Thank you” including your logo in newspaper/print publication.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo with click-thru link displayed on our website’s partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on festival volunteer t-shirts.
- ★ Exclusive to this package.



CENTRE STAGE

EXCLUSIVE PARTNER
\$25,000

Your company's logo will be the first encounter with each visit to our website, through every mobile device.

1ST IMPRESSIONS COUNT

RoseArtsFestival.com is a main hub for information for every type of participant—all signups, and schedules included.

Your click-thru link logo will be on display front and center before visitors even reach our home screen. Additionally, you have the option to name this years Main Music Stage. This package brings our partnership front and center for all to see.

Your partnership provides an enclosed stage, a programmed light show, sound system and weather-proof LED wall which features visual art during performances and your logo in between band sets.



WHAT YOU GET:

- ★ Your logo precedes the mobile website's welcome screen.
- ★ Stage featured highlights video thanking your company.
- ★ Naming option for the Main Stage in 2024
- Prominent thank you including your logo in newspaper/print publication.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo with click-thru link will be displayed on our website's partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on volunteer t-shirts.
- Half page 'thank you for partnering' in program.
- ★ Exclusive to this package.



POWERED UP

EXCLUSIVE PARTNER
\$10,000

Rose Arts runs on this

Logo

Thank you to our Powered Up Exclusive Partner:
Norwich Public Utilities

...come
...lights and sounds will
...py" you.

...logo will be prominently displayed in
key festival materials and be featured on
the LED screen on stage. Our electronic
maps will house your logo with click-thru
directly to your website.

Thanks to you – Rose Arts won't be left in
the dark!

WHAT YOU GET:

Prominent thank you including your logo in
newspaper/print publication.

- Your logo with click-thru link will be displayed on our website's partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Your logo on volunteer t-shirts.
- Half page partner 'thank you' in programs.

★ Exclusive to this package.



ROSE ARTS RACES

PREMIER PARTNER
\$10,000

Our races have been growing and bringing people from all over the area to participate in our events.

Want face to face engagement? On race day we invite you to cheer on your racers and emcee the awards ceremony.

* Additional tiers available:

- Platinum Partner \$5,000 (Qty 2)
- Diamond Partner \$2,500 (Qty 4)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

Thank you to our Premier Partner:
The Byrnes Agency

Additional tiers available: Platinum, Diamond & Friend

★ Highlights video thanking your partner.

- ★ Your logo displayed at registration and post race areas.
- Prominent thank you including your logo in newspaper/print publication.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo with click-thru link displayed on our website's partnership & race information pages.
- Shout-outs on all social media feeds including click-thru link to your website.
- Your logo on volunteer and race t-shirts.
- Half page 'thank you for partnering' in program.
- ★ Exclusive to this package.



21+ FAMILY FUN

PREMIER PARTNER
\$10,000

Your company gets to be the place to party—literally! This is the place to relax in the sun while enjoying refreshments & a little family fun. This space is adjacent to the main stage providing premium viewing of our live music line up!

* Additional tiers available:

- Platinum Partner \$5,000 (Qty 2)
- Diamond Partner \$2,500 (Qty 4)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

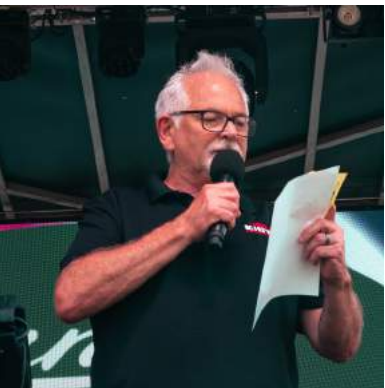
WHAT YOU GET:

★ Thank you to our Premier Partner:
Foxwoods Resort Casino
Additional tiers available: Platinum, Diamond & Friend

★ Exclusive to this package. Designated area in 21+ Family Fun space for onsite engagement.

- Prominent thank you including your logo in newspaper/print publication.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo with click-thru link displayed on our website's partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Your logo on festival volunteer t-shirts.
- Half page partner 'thank you' in program.

★ Exclusive to this package.



TUNED IN

PREMIER PARTNER
\$10,000

You are Rose Arts Festival's
communications

arts Festival.

ve for music, art, and
we partner together to bring our
combined passion to the people!

* Additional tiers available:

- Platinum Partner \$5,000 (Qty 2)
- Diamond Partner \$2,500 (Qty 4)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

Thank you to our Premier Partner:
Hall Communications

Thank you to our Friends at The Day
Additional tiers available: Platinum, Diamond & Friend

- Your logo displayed on Main Stage LED backdrop between music sets.
- Your logo with click-thru link displayed on our website's partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on volunteer t-shirts.
- Half page 'thank you for partnering' in program.
- ★ Exclusive to this package.



ROAD TO ROSE ARTS

PREMIER PARTNER
\$10,000

If you get more excited about the future of Downtown Norwich and want to help us out about it's history and future, we have a chance to support you. As a Premier Partner, you'll have your logo displayed at events leading up to the Rose Arts Festival at Chelsea Parade priming our community for a boost of fun year round!

* Additional tiers available:

- Platinum Partner \$5,000 (Qty 2)
- Diamond Partner \$2,500 (Qty 4)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

- ★ You will receive a prominent thank you in our program for our Premier Partner to Rose Arts
- Prominent thank you including your logo in newspaper/print publication.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on festival volunteer t-shirts.
- Half page 'thank you for partnering' in program.
- ★ Exclusive to this package.

This package is UNAVAILABLE For 2024. Please email info@roseartsfestival.com for 2025 options!





CREATIVE STATIONS

PREMIER PARTNER
\$7,500

This is what set's us apart.

CREATIVITY

Thank you to our Premier Partner:
Liberty Bank

Thank you to our Activities Sponsors: Mystic Museum of Art &
Sankofa Education & Leadership, Inc
Additional tiers available: Platinum, Diamond

ip brings smiles
a kids alike.

* Additional tiers available:

- Platinum Partner \$5,000 (Qty 2)
- Diamond Partner \$2,500 (Qty 4)
- ~~Activities Sponsor \$1,000 (Qty 9)~~

Email info@roseartsfestival.com for package details

WHAT YOU GET:

★ You sponsor

★ You sponsor

Shout-outs on all social media feeds including click-thru link to your website.

- Your logo on volunteer t-shirts.
- One-Quarter page partner 'thank you' in programs.

★ Exclusive to this package.



TEEN SCENE

PLATINUM PARTNER
\$5,000

Ever have a song bring you back? The connection is real!

MODERN

...root some lifetime
...life community based
...in a NEW space with
activities and décor designed specifically
with them in mind on Chelsea Parade.

* Additional tiers available:

- Diamond Partner \$2500 (Qty 2)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

★ You sponsor

This package is
UNAVAILABLE

For 2024. Please email info@roseartsfestival.com for 2025 options!

- Logo displayed on [unclear] page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on volunteer t-shirts.
- One-Quarter page 'thank you for partnering' in programs.
- ★ Exclusive to this package.



KIDS ZONE

PLATINUM PARTNER
\$5,000

You don't have to be an adult to have fun at this music festival!

CREATING

Memories (and the pictures) are sure to last a lifetime!

* Additional tiers available:

- Diamond Partner \$2500 (Qty 2)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

★ You sponsor

Thank you to our Premier Partner:
Sankofa Education & Leadership, Inc.

Thank you to our Diamond Sponsor: Hartford Healthcare
Additional tiers available: Platinum, Diamond Friend

on all social media feeds including click and link to your website.

- Logo on volunteer t-shirts.
- One-Quarter page 'thank you for partnering' in programs.

★ Exclusive to this package.



BUDDING ARTIST

PLATINUM PARTNER
\$5,000

We encourage budding artists of all ages to find their creative sides and put it on display for thousands to view.

NOT JUST FOR SHOW

In addition to the Budding Artist Exhibit, your sponsorship will provide prizes which will make this a contest worth entering. With awards and prizes in all age categories, this is an art contest that artists feel proud to participate in.

* Additional tiers available:

Diamond Partner - \$2500 (Q1-Q2)

WHAT YOU GET:

- ★ You sponsor the Budding Artist Exhibit & Competition.
- ★ Your logo will be on Budding Artist banners & signage.
- ★ Emcee privileges for winning artist announcements.
- ★ Company representative option to appear as a guest judge for the competition.
- Your logo displayed on the Main Stage LED backdrop between music set.
- Your logo with click-thru link will be displayed on our website's partnership & budding artist information pages.
- Shout-outs on all social media feeds including click-thru link to your website.
- Your logo on volunteer t-shirts.
- One-Quarter page partner 'thank you' in program.

Thank you to our Diamond Partner:

The Slater Museum

Thank you to our Friends:

Liberty Bank - Awards Sponsor



PERFORMING ARTS

PLATINUM PARTNER
\$5,000

Southeastern CT is chock full of cultural talent.

STARS IN THE MAKING

Our performing arts stage is a space to showcase that talent from dance to theater and everything in between. Your sponsorship provides sound & lights as well as a 10x10 enclosed dressing room for our performers.

* Additional tiers available:

- Diamond Partner \$2500 (Qty 2)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

- ★ You sponsor the Performing Arts Stage.
- ★ Your logo will be on the Performing Arts signage.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo with click-thru link will be displayed on our website's partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on volunteer t-shirts.
- One-Quarter page 'thank you for partnering' in program.
- ★ Exclusive to this package.



RE-CHARGE ROOM

PLATINUM PARTNER
\$5,000

Our committee members volunteer the whole year round to create The Rose Arts Festival. They deserve this!

IT TAKES A VILLAGE

They strive to make each year better than the one before it, in hopes of making lifelong memories for our community.

Your sponsorship provides a private space where they can re-charge during the festival.

* Additional tiers available:

- Diamond Partner \$2500 (Qty 2)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

- ★ You sponsor the NEW volunteer Re-Charge Room.
- ★ Your logo will be on volunteer banners & signage.
- ★ Option to deck out this room for our volunteers.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo with click-thru link will be displayed on our website's partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on volunteer t-shirts.
- One-Quarter page 'thank you for partnering' in program.
- ★ Exclusive to this package.





GREEN ROOM

PLATINUM PARTNER
\$5,000

Want to be part of the behind the scenes experience?

RESERVED FOR THE BAND

Your sponsorship provides comfort for our musical talent before/after their turn in the spotlight. As part of our musical contracts, musician's request everything from cheez-it's to gourmet meals be provided. Your sponsorship makes helps us fulfill those requests in a professional designed space behind the stage.

* Additional tiers available:

- Diamond Partner \$2500 (Qty 2)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

- ★ You sponsor the Green Room
- ★ Your logo will be on Green Room signage.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo with click-thru link will be displayed on our website's partnership page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on volunteer t-shirts.
- One-Quarter page 'thank you for partnering' in the program.
- ★ Exclusive to this package.



HEALTH ZONE

PLATINUM PARTNER
\$5,000

A brand new area of the festival + Rose Arts Road Race + Parade festival. This space will be available all day for aspiring & experienced health advocates alike.

* Additional tiers available:

- Diamond Partner \$2500 (Qty 2)
- Friend \$1,000 (unlimited)

Email info@roseartsfestival.com for package details

WHAT YOU GET:

★ You sponsor

This package is **UNAVAILABLE**

For 2024. Please email info@roseartsfestival.com for 2025 options!

- Logo displayed on [unclear] page.
- Shout-outs on all social media feeds including click-thru link to your website.
- Logo on volunteer t-shirts.
- One-Quarter page 'thank you for partnering' in the program.
- ★ Exclusive to this package.





POP-UP PARTNER

(UNLIMITED AVAILABLE)
\$2,500

Pop-Up Art has been a movement across the country from New York to San Francisco and cities big and small in between. Let's bring some of that excitement of an engaging art installation to The Rose City!

A POP HERE, A POP THERE

With your partnership we can add a POP of Art here and maybe even there and expand the magic felt when attending the festival downtown & on Chelsea Parade.

* Additional tiers available:

- Gold Partner \$2,000 (unlimited)
- Friend \$1,000 (unlimited)

WHAT YOU GET:

- ★ You sponsor a Pop-Up Art project in the festival area of choice (pending artists approval).
- ★ 24"x72" signage with your logo accompanies the art display.
- Your logo with click-thru link will be displayed on our website's partnership & Pop-Up Art information pages.
- Your name listed on volunteer t-shirts.
- Partner 'thank you' in the program.
- ★ Exclusive to this package.

Thank you to our Friends:

Mystic Museum of Art

Derell Wilson for State Representative

Let's partner!

MARY DAMM

Rose Arts Director

860-908-9384



info@roseartsfestival.com