



\$5000 25TH ANNIVERSARY PRESENTING SPONSOR (exclusive)

- Top logo position as the Presenting Sponsor of Celebrate Roanoke.
- *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: Reserved parking (2 vehicles), event t-shirts (4), VIP seats for headliner band & fireworks display.**
- Top exposure within:
 - Media exposure via event press release, media invitations & communications
 - 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

\$4500 GIERISCH FAMILY FIREWORKS (exclusive)

- Predominant logo position as the official sponsor of the Firework Display.
- *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 reserved seats for the Fireworks Display.**
- Top exposure within:
 - Media exposure via event press release, media invitations & communications
 - 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
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\$3500 WHEELER'S 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 & Sponsor recognition form stage.**
- Tiered exposure in:
 - Media exposure via event press release, media invitations & communications
 - 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
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\$3500 STEWART'S STOCKYARD OF GAMES (exclusive)

- Tiered logo position as the official sponsor of the Stockyard of Games.
- *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.**
- Tiered exposure in:
 - Media exposure via event press release, media invitations & communications
 - 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 COLEMAN'S CANINE CORRAL (exclusive)

- Tiered logo position as the official sponsor of the Tricks & Agility Dog Show.
- *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: Reserved front row seats at any show.**
- Tiered exposure in:
 - Media exposure via event press release, media invitations & communications
 - 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 KELSEY'S COW PATTY BINGO (exclusive)

- Premiere logo position as the official sponsor of Cow Patty Bingo.
- *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: Complimentary bingo number at each cow patty bingo game.**
- Top exposure within in:
 - Media exposure via event press release, media invitations & communications
 - 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 SMITH'S ARMADILLO RACES SOLD - CoServ

- Tiered logo position as the official sponsor of the Armadillo Races.
- *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: Complimentary ticket at each armadillo race.**
- Tiered exposure within
 - Media exposure via event press release, media invitations & communications
 - 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

\$3000 PETERSON'S PIGLET PENNING (exclusive)

- Tiered logo position as the official sponsor of the Piglet Penning.
- *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: Private piglet penning session for your family & friends.**
- Tiered exposure within
 - Media exposure via event press release, media invitations & communications
 - 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

\$3000 RED RIVER SHOWDOWN: TX vs. OU (exclusive)

- Tiered logo position as the official sponsor of the Red River Showdown TX vs OU
- *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: Reserved, private table plus refreshments in front of the Big Screen.**
- Tiered exposure within
 - Media exposure via event press release, media invitations & communications
 - 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 25TH ANNIVERSARY 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: 10 T-shirts**
- 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 BROWN'S 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.**
- 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 GILLESPIE'S WESTERN GUNFIGHTERS

- Logo inclusion as the official sponsor of the Western Gunfighters.
- 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: Private photo session with gunfighters and their entourage.**
- 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 WHITE'S WESTERN WAGON RIDES

- Logo inclusion as the official sponsor of the Western Wagon 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: Dual Signage on Wagons**
- 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 CLARK'S 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.**
- 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 PARISH'S 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 to Fossil Rim Wildlife Center**
- 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 COWEN'S PONY EXPRESS

- 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 to Fossil Rim Wildlife Center**
- 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 McDONALD'S TRAIN RIDES

- Logo inclusion as the official sponsor of the Train Rides.
- 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

\$1000 PINION'S PHOTO BOOTHS (2)

- Logo inclusion as the official sponsor of the Photo Booths.
- 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

\$1000 BRAND'S BUBBLE WRANGLING

- Logo inclusion as the official sponsor of the Bubble Wrangling Station.
- 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