



Hometown Holidays Sponsorship Opportunities

Contact:
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City of
Rockville
Get Into It

www.rockvillemd.gov/events

Letter from the Rockville Mayor

2020

Dear Past, Present and Potential Sponsors,

Welcome to the City of Rockville, the county seat of Montgomery County and home to 69,000 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 2020, we expect over 150,000 people to attend Rockville events.*

We invite you to partner with us by becoming a sponsor. Please take a moment to review this packet and explore our events and learn how you can promote your business while supporting the community.

We look forward to partnering with you in 2020.

Sincerely,



Bridget Donnell Newton
Mayor, City of Rockville

Who Attends City Events?

71% of Rockville's population **attended** an event in 2016.

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

61% 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?

66% Non-Hispanic White

25% Asian/Pacific Islander

13% Hispanic

5% African American

2% Other



Hometown Holidays – Saturday, May 23 and Sunday, May 24

Hometown Holidays (HTH) is Rockville’s signature event, featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

EVENT SNAPSHOT

Annual website views: 90,000

Facebook page likes: 4,600

Approx. attendees: 60,000

Website: www.rockvillemd.gov/hth

Facebook: www.facebook.com/RockvilleHometownHolidays

Sponsorship Levels

Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage and two additional banners displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of four mentions on the HTH Facebook page
- City-provided onsite booth space, 10’x10’ tent with table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 Taste of Rockville tickets

Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10’x10’ tent with table and two chairs
- Eight passes to the sponsors and officials area on Saturday
- 40 Taste of Rockville tickets

Patron: \$2,000

- Company name featured on various print materials
- Company name featured on the HTH webpage
- Company name featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10’x10’ tent with table and two chairs
- Four passes to the sponsors and officials area on Saturday
- 20 Taste of Rockville tickets

2020 Hometown Holidays 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/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 sponsorship level you're interested in.

Hometown Holidays | May 23 and 24

- Major Sponsor (\$7,500)
- Benefactor (\$5,000)
- Patron (\$2,000)

Will you need electricity? Yes No

Who recruited you to sponsor

Hometown Holidays?

- City of Rockville
- Chamber of Commerce/Community
Reach of Montgomery County
- Other: _____

APPLICATION DEADLINE

Submit application and payment at least four weeks before event. If payment is not received by deadline, you will be removed from the sponsor list. Note: on-site sales are not permitted on-site from the booth.

SUBMIT APPLICATION

Submit this application by email to elisdeal@rockvillemd.gov or by mail to City of Rockville, c/o Development & Marketing Manager, 111 Maryland Ave., Rockville, MD 20850

QUESTIONS? CONTACT:

Elisabeth Deal, development and marketing manager, 240-314-8658, elisdeal@rockvillemd.gov

APPLICATION PROCESS

- Once you submit the application, the Special Events manager will contact you within 48 hours.
- The development manager will email you an agreement, invoice and City of Rockville W-9.
- The payment will be processed and a receipt will be emailed.
- 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: _____
- Detailed information about each event is emailed two weeks before each event.

Special Request: _____

