

# Rollin' ON THE RIVERFRONT 2024

MONROE MAIN STREET

PARTNERSHIP OPPORTUNITIES





Hello,

My name is Nirali Patel, and I am the Main Street Director for the City of Monroe. A major component of my role is to activate our Downtown area with community events and activities. We strive to ensure that these events are accessible to all by working with community partners to ensure they are no cost for the public.

I am inviting you and asking for monetary contributions for our 3rd Annual Rollin' on the Riverfront on September 21. We are kicking things up this year with more music, food, vendors, and a fun and creative competition, The River ReMix. The River ReMix will consist of two competition categories, mocktail and cocktail. Each team will need to prepare enough their special drink to fill at least 300 small pours (cups provided). Teams will have full control of what they make and have been challenged to be as creative as possible.

Thank you for all that you do to enhance our community, and your continuous support of the City and Downtown Monroe. I would not be able to do the work I do without it. Let me know your thoughts!

Nirali Patel  
Main Street Director  
City of Monroe



# SEPTEMBER 21, 2024

## PARTNERSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	SAVOY \$5,000	MIRO \$2,500	DELTA \$1,000	DESIARD \$500	FRIENDS OF ROLLIN' \$100 - \$400
MAIN EVENT SPONSOR	✓				
2-MINUTE PITCH ON STAGE	✓				
LIVE ACKNOWLEDGMENT ON STAGE	✓	✓	✓		
FEATURED ON ALL PROMOTIONAL MATERIALS	LoGo				
FEATURED ON EVENT PAGE	NAME	NAME	NAME	NAME	
SOCIAL MEDIA POST ANNOUNCING SPONSORSHIP	INDIVIDUAL	INDIVIDUAL	COMBINED	COMBINED	COMBINED
INDIVIDUAL EVENT SIGNAGE	✓				
FEATURED ON EVENT SPONSORSHIP SIGNAGE	LoGo	LoGo	LoGo	NAME	NAME
EXHIBITOR TENT	✓				
LISTED ON EVENT MAP	✓				

Contact Nirali Patel ([nirali.patel@ci.monroe.la.us](mailto:nirali.patel@ci.monroe.la.us)) if you are interested in sponsoring Rollin' on the Riverfront.



**SEPTEMBER 21, 2024**

## **TEAM PERKS AND OPPORTUNITIES**

- ✓ OPPORTUNITY TO CONNECT TO THE COMMUNITY
- ✓ PROMOTE YOUR BUSINESS(ES) OR COMPANY: THE PERFECT WAY TO JOIN FORCES WITH LOCAL PARTNERS! EACH TEAM WILL HAVE THEIR OWN BAY (16 FEET) WITH ROOM TO INCLUDE A PROMOTIONAL TABLE.
- ✓ LIVE ACKNOWLEDGEMENT ON STAGE DURING EVENT
- ✓ TEAM FEATURED ON EVENT PAGE
- ✓ TEAM FEATURED ON EVENT MAP

## **RULES AND REGULATIONS**

\$40 REGISTRATION FEE (A secure link will be sent via email by the City of Monroe)

MIX ENOUGH DRINKS FOR 300 SMALL POURS.

DRINKS WILL BE SOLD FOR \$2.

TWO TABLES, THREE CHAIRS, AND SMALL-POUR CUPS WILL BE PROVIDED FOR DRINK STATIONS. ANY ADDITIONAL SUPPLIES WILL NEED TO BE BROUGHT WITH YOU.

ELECTRICITY IS AVAILABLE IN EACH BAY. YOU MAY PREP ON-SITE OR OFF-SITE.

COCKTAILS (NOT MOCKTAILS) MUST HAVE A SERVER WITH VALID SERVER'S LICENSE AT ALL TIMES.

Contact Nirali Patel ([nirali.patel@ci.monroe.la.us](mailto:nirali.patel@ci.monroe.la.us)) to register your team!