

Rollin' ON THE RIVERFRONT

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 4th Annual Rollin' on the Riverfront on October 25th. We are bringing back the vibes with more music, food, vendors, and a fan favorite competition - 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 250 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



OCTOBER 25, 2025

PARTNERSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	MIRO \$2,500	DELTA \$1,000	DESIARD \$500	FRIENDS OF ROLLIN' \$100 - \$400
TITLE SPONSOR TOP BILLING - ALL PROMO	✓			
2-MINUTE PITCH ON STAGE	✓	✓		
LIVE ACKNOWLEDGMENT ON STAGE	✓	✓	✓	✓
FEATURED ON ALL PROMOTIONAL MATERIALS	LoGo	LoGo	NAME	NAME
FEATURED ON EVENT PAGE	LoGo	NAME	NAME	NAME
SOCIAL MEDIA POST ANNOUNCING SPONSORSHIP	INDIVIDUAL	INDIVIDUAL	COMBINED	COMBINED
FEATURED ON DAY OF EVENT SPONSORSHIP SIGNAGE	LoGo LARGE	LoGo MEDIUM	LoGo SMALL	LoGo SMALL
POP-UP TENT AT EVENT	✓	✓		

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



OCTOBER 25, 2025

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 RIVERMARKET BOOTH (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

\$50 REGISTRATION FEE (A secure link will be sent via email by the City of Monroe)

MIX ENOUGH DRINKS FOR 250 SMALL POURS (2oz).

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

ELECTRICITY IS AVAILABLE IN EACH RIVERMARKET BOOTH. 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) to register your team!



OCTOBER 25, 2025

GAME CARD

All proceeds go toward supporting Friends of Monroe Main Street's ongoing efforts to revitalize Downtown Monroe through economic development, community programming, small business support, and beautification.

\$50 REGISTRATION FEE COVERS:

- 16ft. booth space (Half for River Remix and half to promote your business/organization)
- (2) 8 ft. tables
- (4) chairs
- Cups & napkins will be provided to each team
- Stamp for game cards
- Signage for participants to advertise participation in River Remix
- Signage for day-of-event (drink name & inspiration, ingredient list, allergen list, etc.)

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