



Who are we?

Mission Statement

Rochester Main Street is a non-profit volunteer organization devoted to the preservation, growth and vitality of downtown Rochester.

Participate - Volunteer – Donate

Vision Statement

Rochester Main Street is devoted to restoring, preserving, enhancing and promoting the beauty, vitality, and historic heritage of downtown Rochester. We will continue to actively engage local businesses, organizations, property owners, residents and local government agencies to work together in making downtown a safe, vibrant, and exciting place to work, shop, live and play, not just for today but for generations to come.

The volunteers of Rochester Main Street value the downtown as the “heart” of our community. We envision the downtown being known as a friendly, progressive, and inviting place. A place where people work together to promote development that respects the environment and allows Rochester to maintain its small city charm. Through an ongoing preservation effort, our historic downtown buildings will become home to a healthy blend of commercial, residential and civic uses while showcasing the city's architectural heritage.

We will continue to develop a strong and vibrant arts, dining, shopping and entertainment district that will attract residents and visitors alike.

We believe our shared enthusiasm and “can do” attitude will continue to provide inspiration and motivation for volunteers from all sectors of the community to partner and join with us in the revitalization of downtown Rochester.

Creating The Vision.... Working Together.... Making It Happen!

2024 Events

May 4th – November 30th Annual Shop Small Saturday Raffle
June – October Movie Series
June – October Concert Series
June 15th – August 25th Big Foot Scavenger Hunt
October 12th Pumpkin Patch
October 25th Downtown Trick-Or-Treat / Zombie Walk
October 26th Trunk-Or-Treat / Spooktacular
November 30th Shop Small Saturday / Cookie Walk
December 6th & 7th Festival Of Trees
December 14th Elf Of The Shelf

2024 Sponsorship Opportunities

April 20th Clean Up Day: This event is a partnership between the City of Rochester, Rochester Main Street & Waste Management: We have hundreds of volunteers throughout the city cleanup trash. Rochester Main Street focuses on the Main Street / Downtown area. We are responsible for providing volunteers with tools, water, snacks and lunch.

Cleanup Day Sponsors (4) \$375: Benefits include Company Logo on our Website event page, Mention & Logo on our Facebook event page, Mention in 4 Facebook posts leading up to the event.

Deadline: To receive the full benefits of this package, sponsorship agreement must be made no later than April 1st.

Annual Shop Small Saturday Raffle: This is our second year of the Raffle. We sell tickets from May 4th – November 30th. Winners have a chance to win up to \$2,000 in gift cards from the downtown businesses of their choice!

Raffle Sponsor \$4,000: Benefits include Company Logo on flyers and website event page, mentions on 31 social media posts (1 every week) , as well as company banner at events where tickets are sold!

Deadline: To receive the full benefits of this package, sponsorship agreement must be made no later than May 30th. If made after this deadline, it would limit the number of social media posts you would be on as well as logo may not appear on some flyers.

2024 Movie Series : This is our second year of providing movies downtown. We will be hosting 6 movies during the 2024 season which will run May through October. Movie titles are not yet chosen other then the series will end with a showing of the Rocky Horror Picture Show. Movies are free to the public and we encourage local businesses to offer specials & promote themselves to people visiting downtown.

Movie Sponsor \$700 per movie or \$3500 for entire series: Benefits include Company Logo and mention on all Facebook and website event Pages, 3 Facebook Posts per movie, Company banner welcomed at each movie, if provided to us in a digital format we will show a commercial for the

sponsor before each movie.

Deadline: To receive the full benefits of sponsoring the entire movie series, the sponsorship agreement must be made no later than May 15th. To sponsor individual movies the deadline is 30 days prior to the movie being shown.

2024 Moonlight Madness Series: Moonlight Madness last year was a big hit, and we are bringing it back as a monthly event from June – October. We will be having live music in downtown on the 3rd Wednesday of each month. In addition we will work with downtown businesses to promote specials for the night.

Moonlight Sponsor \$850 per month or \$4,000 for entire series: Benefits include Company Logo & Mention on all Facebook Event Pages, Our Website Event page, 3 Facebook Posts per Month, Company banner near the stage, A chance for company official to welcome and introduce each concert.

Deadline: To receive full benefits of sponsoring the entire series, the sponsorship agreement must be made no later than June 15th. To sponsor individual months the sponsorship agreement must be made no later than 15 days before the new month.

2024 Big Foot Scavenger Hunt: once again we will be hiding Big Foots throughout downtown for families to find. This fun tradition continues to grow in popularity every year with more downtown businesses joining the fun. This year Big Foot will be bringing his Family as well!

Big Foot Sponsor \$1500: Benefits include company logo on our Facebook & website event pages, Mentions in all Facebook posts involving the scavenger hunt,

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than June 1st.

2024 Halloween Decorations : We will be expanding our Halloween Decorations again this year! Adding more large monsters, improving ones we already have! Monsters and other photo opportunities we place out will have a QR code that send people to our website and helps them know what else we have planned!

Decorations Sponsor \$750: Benefits include company logo and mention on Facebook Events pages and Website pages QR code leads too. Mention on Facebook Posts throughout the Halloween Season.

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than August 15th.

October 12th Pumpkin Patch: last year was our first year bringing the pumpkin patch back to downtown and it was a huge success. Children & Families are welcomed to come downtown and decorate a FREE pumpkin they can take home! We hope to expand it this year to include games and other fun activities throughout downtown for the families to enjoy!

Pumpkin Patch Sponsor \$650: Benefits include company logo and mention on Facebook and website event pages, a company banner or space for a company table at the event, and 6 social media posts

leading up to the event.

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than September 20th

October 25th Downtown Trick-Or-Treat / Zombie Walk: This annual tradition is a favorite! The event starts with kids and families trick-or-treating and ends with the ever popular Zombie walk throughout downtown.

Trick-Or-Treat/ Zombie Walk Sponsor \$1000: Benefits include Company Logo on Facebook & Website Events Pages, Company logo on Flyers, Company banner at Rochester Main Street Booth for event, Mention on 6 social media posts leading up to the event.

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than September 15th.

October 26th Trunk-Or-Treat / Spooktacular: This is our second annual event that includes vendors, food trucks, live music, a spooky doll contest and of course Trunk-Or-Treat.

Trunk-Or-Treat/Spooktacular Sponsor \$1,500 Benefits include Company Logo on Facebook & Website Events Pages, Company logo on Flyers, Company banner at Rochester Main Street Booth for event, Mention on 6 social media posts leading up to the event, opportunity for company representative to introduce the band.

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than September 15th.

2024 Santa Series: This holiday season tradition is very popular and we love bringing Santa into downtown. This series includes a visit to the Library's Children's Room, Santa's Involvement with Elf Off The Shelf, His appearance at Festival of Trees, and him walking throughout downtown taking pictures with the local businesses.

Santa Series Sponsor: \$1,000: Benefits include Company Logo on Facebook & Website Events Pages, Company logo on Flyers, Company banner at Rochester Main Street Booth for events, Mention on social media posts leading up to the events, opportunity for company representative to accompany Santa on the Cookie Walk for pictures.

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than November 1st.

December 6th & 7th Festival Of Trees: This great holiday tradition is our primary fundraising event of the year. With 35 Christmas trees being raffled off, we draw a large crowd of people from all over the greater area. Local businesses and organizations decorate trees and people have a chance to enter raffles to win these great trees.

Festival of Trees Sponsor \$2500: Benefits include Company Logo on Facebook & Website Events Pages, Company logo on Flyers, Company banner at Event, Mention on social media posts leading up to the events, opportunity for company representative to introduce music & address the crowd.

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than November 1st.

December 14th Elf Of The Shelf: Families come downtown to look for hidden elves and report them back to Santa. This is a fun event that encourages people to explore our downtown and all it has to offer for the holiday season. Families enter raffles to win gift cards from downtown businesses.

Elf Off The Shelf Sponsor \$250: Benefits include Company Logo on Facebook & Website Events Page, Company logo on Flyers, Company banner at Event, Mention on social media posts leading up to the events, ability to pass out promotional material at event.

Deadline: To receive full benefits of sponsoring this project, sponsorship agreement must be made no later than November 1st.

Our Sponsorship opportunities focus primarily on our events, however we do so much more! Our design committee has a host of projects include planting flower barrels, purchasing picnic tables, public information booths, etc. If you would like to discuss the possibility of sponsoring one of these projects, please do not hesitate to reach out! If you would rather simply make a tax deductible donation to the organization, you can do that at <http://www.rochestermainstreet.org>.

If you have any questions or would like to enter into a sponsorship agreement, please contact us by calling 978-572-2621 or emailing us at Rochesternhmainstreet@gmail.com.