



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!

Our Current Board of Directors

Richard Southard- President	Ralph DiBernardo- Vice President
Zeb McGill- Secretary	Mike Guillette- Past President
Jeffrey Bisson-Executive Director	Jeff King
Mike Vinciguerra	Lori Gay
Ethan Bauer-Student Advisor	Todd Radict- Alternate
Larry Murphy- Alternate	

2025 Sponsorship Opportunities Calander

- Our Sponsorship Opportunities have been broken up into events and other projects.
- To get all the benefits listed under each project, sponsorship agreements must be entered into 90 days before the date of an event.
- If you would like to sponsor a project but it has passed this deadline, please reach out to us, if there are sponsorship opportunities available, we are happy to work with you to create a custom Sponsorship agreement for that event.
- When a project includes a banner or space at an event, materials must be provided by the sponsors.

If you have any questions or would like to enter into a fiscal sponsorship agreement, please reach out to us. You can email us at RochesterNHMainStreet@gmail.com or call us at (978)572-2621

2025 Events

Jan - March Winter Popup Games
Feb 1st - 14th Hearts on Main Street
April 18th Rochester Cares
May 3rd Free Comic Book Day
May 4th- Star Wars- MG
May 31, 80s, Prom
June- Roper Romp
Kids Summer Series
CS Summer Popup Games
Oct 4th - 18th Scare Crow Decorating Competition
Oct 11th Pumpkin Patch / Spooktacular
Oct 24th- Zombie Walk
Oct 25th-Trick Or Treat On The Town
Nov 29th Shop Small Saturday & Cookie Crawl
Dec 1st - 25th Santa Series
Dec 5th & 6th Festival Of Trees

Other Projects

Year Round -Newsletter
Year Round- Facade / Sign Program
Early Spring- River Walk Benches
Early Spring- River Walk Trash Cans
Spring -River Walk Plantings,
Spring- Information Centers
Spring- Flower Barrels & Basket
Summer- Bigfoot Scavenger Hunt
Fall- Halloween Decorations / Skeletons
Winter- Holiday Decorations
Year Round- Dog Waste Stations

2025 Event Sponsorship opportunities

February 1st - 14th Hearts on Main Street: Participants will purchase hearts with messages to their loved ones and later be encouraged to stroll downtown looking for their heart while pampering their loved ones with all the great opportunities downtown provides! The hearts will be displayed in downtown in local business windows and around central square. We will also have a large heart as a photo opportunity on Central Square and Gossamer will be making public appearances during the event.



Hearts On Main Street Sponsor \$750: Benefits include company logo on the event page on Facebook and website, company logo on heart at central square and at least 6 of the hearts spread throughout downtown, as well as at least 3 social media mentions.



Winter Popup Events: These winter events are designed to popup when the weather is appropriate and may change as the season progresses. Example: Snowman making in downtown, Snow Sculptures on the commons, Snow art. In these examples, if we get an appropriate amount of snow, Rochester Main Street will send out an email blast & post a popup event, that is free for the public to take part in.

Winter Popup Events Sponsor \$250: Benefits include company logo on event page on website and at least 2 social media posts, as well as a banner at the popup event.

In Kind Donation: We have an Amazon list with items needed to execute these events. If you would like to buy specific items, they can be purchased for us here <https://a.co/iSX4WMq>

April 18th 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 (5) \$375: Benefits include Company Logo on our Website event page, Mention & Logo on our Facebook event page, Mention in 2 Facebook posts leading up to the event.



May 4th May The 4th Be with You: We will be showing Star Wars New Hope at RPAC, along with having a costume contest and encouraging downtown businesses to have Star Wars related specials.

May The 4th Be with you \$800: Benefits include company logo on our Facebook & Website Event page, 3 Facebook mentions leading up to the event, a banner at the showing and showing of a short commercial before the movie.

2025 Event Sponsorship Opportunities Continued

May 31- 80s Prom: We will be partnering with RPAC to bring you back to the 80's! Tickets will be sold to this event, where we will have an 80s tribute band and an 80s costume contest.

80s Prom Sponsor \$1,000: Benefits include company logo on our Facebook & website event page, posters for the event, at least 6 social media posts leading up to the event, a banner at the event, and the opportunity for someone from your organization to introduce the band.



June 21 Roper Romp : This is a themed gathering where participants dress up as Mrs. Roper, emulating her iconic style and vibrant personality! Participants will join us as we stroll throughout the downtown stopping for libations at our local restaurants. The event will end at a location to dance and enjoy everyone's company and have a "Best Costume" contest!

Roper Romp Sponsors (4) \$250: Benefits include company logo on our Facebook & website event page, posters for the event, at least 3 social media posts leading up to the event and a banner at the event.

Kids Summer Series: We are hosting a total of 5 Kids events on Saturdays throughout the summer. Each will have a different theme like Princes/Pirate parties, Dinosaurs, Bubble Fun.

Kids Summer Series (5) \$500: Benefits include company logo on our Facebook & website event page, posters for the event, at least 3 social media posts leading up to the event and a banner at the single event you event you sponsor



Summer Popup Events: These Summer events are designed to popup when the weather is appropriate and may change as the season progresses. Example: Water Gun Fights, Kickball at the commons, Sidewalk Chalk Contest, etc. In these examples, if we get appropriate weather Rochester Main Street will send out an email blast & post a popup event, that is free for the public to take part in.

Summer Popup Events Sponsor \$250: Benefits include company logo on event page on website and at least 2 social media posts, as well as a banner at the popup event

In Kind Donation: We have an Amazon list with items needed to execute these events. If you would like to buy specific items, they can be purchased for us here <https://a.co/iSX4WMq>

2025 Event Sponsorship Opportunities Continued



Oct 4th - 18th Scarecrow Decorating Competition: The second annual Scarecrow Contest is back. This year we are changing things up and allowing businesses outside downtown to take part. Businesses in downtown will display their scarecrows at their businesses, those outside of downtown will have their scarecrows shown on Central Square.

Scarecrows Sponsors \$1,200: Benefits include company logo on our Facebook & website event page, posters for the event, at least 6 social media posts leading up to the event, Company logo displayed with scarecrows on Central Square.

Oct 11th Pumpkin Patch / Spooktacular: This year we are combining the Pumpkin Patch & the Spooktacular. Families will be welcomed downtown to listen to live music, decorate pumpkins for free, shop vendors and many other fun activities!

Spooktacular Main Sponsor \$1,500: Benefits include company logo on our Facebook & website event page, posters for the event, at least 6 social media posts leading up to the event, Company banner at event.

Pumpkin Patch Sponsor \$650: Benefits Include Company logo at the pumpkin patch, Facebook & Website Event page & Posters for the event, 2 Social Media posts leading up to the event.

Stage Sponsor \$650: Benefits Include Company logo at the stage, Facebook & Website Event page & Posters for the event, 2 Social Media posts leading up to the event.

Games Sponsor \$325: Benefits Include Company logo at the games, Facebook & Website Event page & Posters for the event, 1 Social Media posts leading up to the event.



Oct 24th- Zombie Walk: Zombies march through downtown dancing to Thriller. After the walk, the public is invited to come to our dance party!

Zombie Walk Sponsor \$1,500: Benefits include company logo on our Facebook & website event page, posters for the event, at least 6 social media posts leading up to the event, Company banner at event.

Oct 25th-Trick Or Treat on the Town: This event sees downtown filled with kids of all ages trick-or-treating at our downtown businesses. Due to popular feedback the event has been moved to Saturday to allow for more families to take part!

Trick-or-Treat Sponsor \$1,500: Benefits include company logo on our Facebook & website event page, posters for the event, at least 6 social media posts leading up to the event, Company banner at event.



2025 Event Sponsorship Opportunities Continued



Nov 29th Shop Small Saturday & Cookie Crawl: This event kicks off our holiday season! Participating businesses will be passing out cookies for families to sample. Families can then vote on their favorite cookie, by letting Santa know which was their favorite. The business with the most votes will win the “Golden Spoon” award.

Shop Small Saturday & Cookie Crawl Sponsor \$500: Benefits include company logo on our Facebook & website event page, posters for the event, at least 6 social media posts leading up to the event, Company banner at event.

Dec 1st - 25th Santa Series: This Santa Series is a combination of mini events & promotions. We partner with the Rochester Library's Children Room for a public photo opportunity. Then Santa visits downtown businesses to take photos and highlight the items & services they want to promote for the holiday season. Santa will also have several other appearances at different events throughout the season and will have giveaways.

Santa Series (3x) \$1000: Benefits include company logo on our Facebook & website event page, at least 10 social media posts throughout the event, Company banner at event.



Dec 4th, 5th & 6th Festival of Trees: We partner with Studley's Flower Gardens to bring our primary fundraiser for the year. Local businesses & organizations decorate trees that are then raffled off. Last year we had record attendance with people from all over the greater seacoast area.

Festival Of Trees Event Sponsors (x2) \$2500: Benefits include company logo on our Facebook & Website Event Page. At least 10 social media posts leading up to the event, Company logo on all printed materials including flyers that go home with every child in the Rochester School District.

In Kind Donations: we are looking to add a silent auction to this event. We are seeking several items / packages worth \$500 or more. We would be happy to discuss a custom sponsorship agreement with you!

2025 Other Sponsorship Opportunities

Newsletter Program: we have started a new mailing list late in 2024 and will continue to grow it in 2025. We currently have approximately 300 people signed up but hope to hit 1,000 by the end of 2025. In addition to monthly newsletters highlighting what we have coming up in downtown, we will be sending out periodic news-blasts as well.

Newsletter Sponsor \$2,000: Benefits include company logo on all newsletters and 12x Facebook posts per year. An opportunity to submit a “from our sponsor” paragraph each month.



River Walk Benches: For several years we have been putting out tables & chairs along the river walk in downtown. As we have added a couple of picnic table in the area, we are looking to add permanent benches along the space, that will encourage people to sit and enjoy the beautiful scenery.

River Walk Benches Sponsor (x5) \$700: Benefits will include company mention on the project page on our website & mention on 3 Facebook posts, along with a small plaque attached to 1 of the benches.

Facade & Sign p rogram Sponsors: 2024 saw us roll out this pilot program. We were able to cover the cost for 2 businesses to get new signage. Based off the results and feedback we will be expanding the program in 2025 to support our businesses in making sure the outside of their businesses looks as professional and appealing as possible. We are adding painting, landscaping and awnings into the program for 2025.

Facade & Sign Program Premier Sponsor \$5,000: benefits include company mention on our website main page as well as project page. Company Logo on all applications & advertising for the program. Photo opportunity at every completed facade project that will be shared on social media & newsletters as well as 5 other social media posts.

Facade & Sign Program Supporter \$500: benefits include company mention on website's project page and mention on social media & newsletter for completed projects.



River Walk Trash Cans: As the River Walk gains popularity, we will be adding 3 trash cans to help ensure the area stays clean.

River Walk Trash Cans (x3) \$800: Benefits include company mention on project page on our website & mention on 3 Facebook Posts, along with a small plaque attached to 1 of the trash cans.

2025 Other Sponsorship Opportunities Continued

River Walk Planting Beds: We are partnering with the Rochester Gardening Club to rejuvenate our planting beds along the Riverwalk.

River Walk Planting Bed Sponsors (x3) \$250: Benefits will include company mention on project page on our website & Mention on 1 Facebook post, along with a small plaque in the planting bed you sponsor.



Information Centers Sponsor: We will be installing 3 information centers in the downtown area, all in areas that receive high foot traffic. These information centers will be used to advertise upcoming events and promotions.

Information Center sponsor (x3) \$800: Benefits will include company mention on project page on our website & Mention on 1 Facebook post, along with a small plaque on the information center.

Flower Barrels & Baskets: Every spring volunteers put together 24 barrels and 8 hanging baskets that are put out throughout the downtown area.

Flower Barrel & Baskets Sponsor (x32) \$75: Benefits will include company mention on this project page on our website & mention in 1 Facebook post along with a small plaque attached to 1 of the barrels or planters.



Big Foot Scavenger Hunt: the Bigfoot Scavenger Hunt sees cutouts of the “Bigfoot Family” throughout the downtown. Each Bigfoot has letters on them, for a Jumble. Those who complete the Jumble are entered into a chance to win one of 8 \$25 gift certificates to the downtown business of their choice. This year Bigfoot has invited friends to join the family on their summer vacation in Rochester



Big Foot Scavenger Hunt Sponsor \$1500: Benefits include company mention on websites project page, mention on each social media post related to this project (at least 6), and company logo included on the sticker we place on each Bigfoot!

2025 Other Sponsorship Opportunities Continued

Halloween Decorations/ Skeletons: Every year we increase the quality of our decorating efforts for Halloween, as we feel no other community in the area truly embraces the holiday, and believe it represents a significant economic opportunity for our downtown. Last year we updated our lamp post decorations to include skeletons & zombies.

Halloween Decorations Sponsor (x6) \$500: Benefits include company logo on our website under ongoing initiatives. Company mentions on 2 Facebook posts during the holiday season, and a plaque on 1 of the Halloween Decorations thanking you as a sponsor, as well as your company t-shirt on 1 of the skeletons hung up in downtown!



Winter / Christmas Decoration: We are increasing our Christmas Decorations in downtown. We believe a festive downtown represents a significant economic opportunity for our downtown.

Winter / Christmas Decorations Sponsor (x6) \$300: Benefits include company logo on our website under ongoing initiatives. Company mentions on 2 Facebook posts during the holiday season, and a plaque on 1 of the Christmas Decorations thanking you as a sponsor!

Have something in mind you don't see here?

If your looking for a different kind of sponsorship opportunity, or have an idea for a specific project you would like to sponsor, please email us. Our Executive Director is happy to meet with you to discuss options.