



## SPONSORSHIP PACKAGES:

SPONSORSHIP PACKAGES:		Partner	Headliner	Supporter+	Supporter	Opener
<b>Awareness</b>	Digital Festival Guide	Ad + Logo	Ad + Logo	Ad + Logo	Logo	Logo
	Link on Event Webages	Logo	Logo	Logo	Logo	--
	Social Media Feature	Individual	Individual	Individual	Group	Group
	Logo on Festival Poster	Yes	Yes	Yes	--	--
	Newsletter Feature	Yes	Yes	Yes	--	--
	Main Stage Shoutout	Yes	Yes	--	--	--
<b>Signage</b>	Signage at Festival Hub	Yes	--	--	--	--
	Venue Signage	Main Stage Venue	Small Stage Venue	--	--	--
<b>Table / Booth</b>	Table / Booth	Festival Hub	Festival Hub	--	--	--
<b>Additional Perks</b>	Thaw Merch Pack	Yes	Yes	--	--	--
	Comp Tickets	10	8	6	4	2
<b>Investment Amount:</b>		<b>\$6,000</b>	<b>\$4,000</b>	<b>\$1,750</b>	<b>\$800</b>	<b>\$300</b>

All signage to be provided by the sponsor.

## What is the Rochester Thaw Music Festival?

The Rochester Thaw Music Festival is an annual music festival founded in 2019. However, when the COVID-19 Pandemic hit shortly before the 2020 festival, the event was put on hold. In 2022 the Thaw Festival merged with local live music event organizer, My Town My Music, LLC, bringing together even more of the music and event going audience in the SE Minnesota region. In 2023, The Rochester Thaw expanded to a new 6-venue, 30-band format and the event sold out bringing over 700+ people to downtown Rochester. For 2025, MTMM is looking to grow the Thaw footprint and increase festival capacity to even more members of our Rochester community and the greater Midwest audience as a whole.

## How will my business be seen?

Depending on the package chosen, you'll have the options of having your name or logo placed in event materials, webpages, and social media posts, or even setup a table/booth to showcase your brand or products, or sponsor one of our 6 downtown stages. On the web promotion side, the MTMM newsletter reach is now over 3,000 contacts and our combined (MTMM/Thaw) social media audience is over 3,700 followers on Facebook, and Instagram is over 2,900 followers ranging in location from Rochester, greater MN, and around the Midwest.

## What if one of these packages doesn't quite work for me?

We get it, not all of these options will work for everyone. If you'd still like to be involved in some form or another, let us know what you're thinking, we're open to ideas and other options! You can always reach out to the Thaw Festival founder Nick Novotny with thoughts and questions at [nick@mytownmymusic.com](mailto:nick@mytownmymusic.com).

Follow the festival on Facebook at: [facebook.com/therochthaw](https://facebook.com/therochthaw) or visit [mytownmymusic.com/thaw](https://mytownmymusic.com/thaw)