



ROCKVILLE
EVENTS
SPONSORSHIP
OPPORTUNITIES

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www.rockvillemd.gov/events



Rockville Events Sponsorship Opportunities

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Connect With Us!



Letter from the Rockville Mayor

2025

Dear Past, Present and Potential Sponsors,

Welcome to the City of Rockville, the county seat of Montgomery County and home to over 70,000 people. Our community is proud of our diversity, and our citizens are active, well educated and have a median income of just

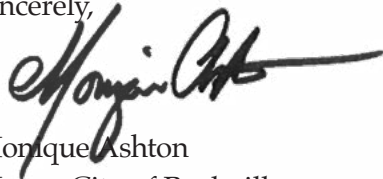
over \$100,000.

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events hosted annually by the city's Department of Recreation and Parks. Each year we strive to provide top-quality events that celebrate the diversity and vibrancy of life in our city. *In 2025, we expect over 100,000 people to attend Rockville events.*

With my elected position as mayor, I'm excited to invite you to partner with us by becoming a sponsor. Please take a moment to review the many opportunities within this packet and to learn how you can promote your business while supporting the community at these great events.

We look forward to your partnership with the city in 2025.

Sincerely,



Monique Ashton
Mayor, City of Rockville



Who Attends City Events?

84% of Rockville household incomes are **higher** than the national average.

65% of Rockville residents have at least a **bachelor's degree**. 36% have a graduate or professional degree.

13 miles northwest of Washington, D.C. with a stop on Metro's Red Line.

Who Lives in Rockville?

48% White or Caucasian

22% Asian

15% Hispanic or Latino

11% Black or African American

4% Mixed race

Source: 2020 Census.



Lunar New Year Celebration – Saturday, Feb. 1

Join the Asian Pacific American Task Force and celebrate Lunar New Year with free performances, to-go kids activities and snacks. The Asian population is one of the fastest-growing groups in Rockville and represents over 20% of the city's total population.

Note: No electricity available.

EVENT SNAPSHOT

Annual website views: 1,600

Approx. attendees: 750

Website: www.rockvillemd.gov/lunarnewyear

**LOCATION: ROCKVILLE HIGH SCHOOL
2100 BALTIMORE ROAD, ROCKVILLE, MD 20851**

Sponsorship Levels

Major Sponsor: \$1,000

- One sponsor-provided banner to be displayed at the venue
- Company name featured on various print materials
- Company name featured on the Lunar New Year web-page
- City-provided on-site booth space, a 6-foot-long table and two chairs

Benefactor: \$500

- Company name featured on various print materials
- City-provided on-site booth space, a 6-foot-long table and two chairs

Patron: \$250

- Company name featured on various print materials
- Company name featured on the Lunar New Year web-page



Hometown Holidays at Rockville Town Center Saturday, May 24 and Sunday, May 25

**LOCATION: ROCKVILLE
TOWN CENTER**

Hometown Holidays at Rockville Town Center has two stages of entertainment for all ages and music from a variety of genres, including rock, pop, country, bluegrass, blues and more. Food and beverages from local restaurants and vendors will be available for purchase, including local flavor from around the world with a preview of this summer's Explore Rockville Global Bites campaign. A new artisan shopping area will feature local artisans. Kids activities will include yard games, crafts and kid-friendly performances. Outreach booths will connect attendees with festival sponsors, community groups and city services.

Note: Electricity available upon request.

EVENT SNAPSHOT

Expected annual website views: 90,000

Facebook page likes: 5,400

Approx. attendees: 10,000 daily

Website: www.rockvillemd.gov/hth

Facebook: www.facebook.com/RockvilleHometownHolidays

Sponsorship Levels

Major Sponsor: \$7,500

- Limited to one sponsor
- Naming rights to an on-site music stage
- Sponsor-provided banner to be displayed on an entertainment stage and one additional banner displayed on grounds
- Company name featured on various print materials
- Company name featured in the HTH on-site guide
- Company name listed on the HTH webpage
- A minimum of three mentions on the HTH Facebook page
- City-provided on-site booth space, 10'x10' tent with table and two chairs

Benefactor: \$5,000

- One sponsor-provided banner to be displayed on grounds
- Company name featured on various print materials
- Company name featured in the HTH on-site guide
- Company name featured on the HTH webpage
- A minimum of two mentions on the HTH Facebook page
- City-provided on-site booth space, 10'x10' tent with table and two chairs

Patron: \$2,000

- Company name featured on various print materials
- Company name featured in the HTH on-site guide
- A minimum of two mentions on the HTH Facebook page
- City-provided on-site booth space, 10'x10' tent with table and two chairs



Rockville Pride – Sunday, June 1 • 2-5 p.m.

**LOCATION: THE SQUARE
IN ROCKVILLE TOWN CENTER**

Entering its ninth year, Rockville Pride celebrates and recognizes the impact LGBTQ+ individuals have had on history — locally, nationally and internationally. This event features live performances, information booths, crafts and children's activities in Rockville Town Center.

EVENT SNAPSHOT

Annual website views: 5,800

Approx. attendees: 600

Website: www.rockvillemd.gov/pride

Sponsorship Levels

All sponsors will have their name featured on the Rockville Pride event webpage and on-site sponsor signage.

Benefactor: \$1,000+

- Company representative to present pre-approved comments on stage (up to two minutes)
- Company name featured on the Rockville Pride event webpage
- Company name featured on the Rockville Pride on-site sponsor sign
- City-provided on-site booth space with two 6-foot-long tables, four chairs and a tent

Patron: \$750

- Company name featured on the Rockville Pride event webpage
- Company name featured on the Rockville Pride on-site sponsor sign
- City-provided on-site booth space with two 6-foot-long tables, four chairs and a tent

Contributor: \$400

- City-provided on-site booth space with one 6-foot-long table, four chairs

Friend: \$100

- Name listed as a Friends sponsor



Suds & Soles 5K – Saturday, June 14

**LOCATION: ROCKVILLE
TOWN CENTER**

Suds & Soles is an exciting 5K race produced in partnership with the Montgomery County Road Runners Club (MCRRC) and the City of Rockville. Proceeds from Suds & Soles benefits the Rockville Eat Fresh Program and the MCRRC youth and beginning running programs. *Note: No electricity available.*

EVENT SNAPSHOT

Website views: 60,000

Approx. attendees: 1,600

Website: www.rockvillemd.gov/sudsandsoles

Sponsorship Levels

Pub Owner: \$5,000

- Company name added to race name
- One evening of packet pickup at your location, if desired
- Company logo on registration website, print materials and race bib
- Premier on-site booth space, 10'x10' tent, with a table and two chairs
- Minimum of six mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Premium placement in virtual race bags
- Promotional message via text or email to race participants
- Six complimentary race entries

Brewmaster: \$2,500

- Company logo on registration website and print materials
- Premier on-site booth space, 10'x10' tent, with a table and two chairs
- Minimum of four mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Promotional message via text or email to race participants
- Four complimentary race entries

Brewer: \$1,000

- Company logo on registration website and print materials
- On-site booth space, 10'x10' tent, with a table and two chairs
- Minimum of three mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Three complimentary race entries

Brewer's Assistant: \$500

- Company logo on registration website and print materials
- On-site table space
- Minimum of two mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 3' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Two complimentary race entries

Bartender: \$250

- Company logo on registration website and print materials
- Placement in virtual race bags
- Minimum of one mention on the race Facebook page
- One complimentary race entry



Independence Day Celebration – Friday, July 4

**LOCATION: MATTIE J.T. STEPANEK PARK,
1800 PICCARD DRIVE**

Entering its 56th year, the Rockville Independence Day celebration takes place on the grounds of Mattie J. T. Stepanek Park. The annual event attracts more than 30,000 people and includes live music, food and a colorful fireworks display.

Note: No electricity available.

EVENT SNAPSHOT

Website views: 40,700

Approx. attendees: 30,000

Website: www.rockvillemd.gov/independenceday

Sponsorship Levels

Major Sponsor: \$5,000

- Two sponsor-provided banners to be displayed on the grounds
- Company name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided on-site booth space, 10'x10' tent with a table and two chairs

Benefactor: \$2,500

- One sponsor-provided banners to be displayed on the grounds
- Company name featured on the Independence Day webpage
- Company name featured on various print materials
- City-provided on-site booth space, 10'x10' tent with table and two chairs

Patron: \$1,000

- Company name featured on the Independence Day webpage
- Company name featured on various print material
- City-provided on-site booth space, 10'x10' tent with table and two chairs



**LOCATION: VARIOUS PARKS
THROUGHOUT THE CITY**

Movies in the Parks Series – Wednesdays, July 30 - Aug. 20

Entering its eighth year, Movies in the Parks is a family-friendly movies series featuring four movies, on four nights in four different neighborhood parks. This is a great opportunity to meet and connect with residents in their communities. *Note: No electricity available.*

EVENT SNAPSHOT

Annual website views: 10,900

Rockville Rec and Parks social media followers: 5,000

Approx. attendees: 200-300 per movie

Website: www.rockvillemd.gov/moviesintheparks

Sponsorship Level

Presenting Sponsor: \$6,000

- Exclusive sponsor for the event and recognition as the Presenting Sponsor for the entire series (four movies)
- One sponsor-provided banner to be displayed at each movie
- One sponsor-provided video ad played at the beginning of each movie (max. 60-seconds-long ad; must be approved by the city)
- Company name featured on the Movies in the Parks webpage
- Company logo featured on various promotional print materials
- City-provided on-site booth space, 10'x10' tent with a table and two chairs
- A minimum of four mentions on the City of Rockville Recreation and Sports Facebook page
- Additional mentions in event-related city recreation guides and email newsletters



Rocktoberfest – Saturday, Sept. 27

**LOCATION: THE SQUARE
IN ROCKVILLE TOWN CENTER**

The City of Rockville's Rocktoberfest celebrates German culture with beer, bands, bratwurst and more! This free festival includes two stages of live music, food, beer sales by local breweries, an artisan shopping area, and activities for kids. This annual Oktoberfest event attracts approximately 7,500 people to Rockville Town Center. *Note: No electricity available.*

EVENT SNAPSHOT

Annual website views: 14,700

Facebook page followers: 2,400

Approx. attendees: 8,000

Website: www.rockvillemd.gov/rocktoberfest

Sponsorship Levels

Major Sponsor: \$5,000

- Exclusivity in category
- Two sponsor-provided banners to be displayed on grounds
- Company name featured on the Rocktoberfest website
- A minimum of four mentions on the Rocktoberfest Facebook page
- City-provided on-site booth space, 10'x10' tent with table and two chairs
- Company logo featured on on-site event handout

Benefactor: \$2,500

- Company name featured on the Rocktoberfest website
- A minimum of two mentions on the Rocktoberfest Facebook page
- City-provided on-site booth space, 10'x10' tent with a table and two chairs
- Company logo featured on on-site event handout

Patron: \$1,000

- Company name featured on the Rocktoberfest website
- City-provided on-site booth space, 10'x10' tent with a table and two chairs
- Company name featured on on-site event handout



Rockville Antique and Classic Car Show – Saturday, Oct. 18

**LOCATION: ROCKVILLE CIVIC CENTER PARK,
603 EDMONSTON DRIVE**

For 62 years, the Rockville Antique and Classic Car Show has graced the beautiful grounds of the Glenview Mansion at Rockville Civic Center Park, making it the perfect place for car enthusiasts to experience automobile history. The event puts more than 550 automobiles on display and features marques such as Cadillac, Ford, Studebaker and Jaguar. With more than 12,000 attendees annually, there is something for everyone, including food, music and a car-related flea market. *Note: No electricity available.*

EVENT SNAPSHOT

Annual website views: 19,600

Facebook page followers: 1,600

Approx. attendees: 12,000

Website: www.rockvillemd.gov/carshow

Facebook: www.facebook.com/RockvilleCarShow

Sponsorship Levels

Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner to be displayed near the stage, and one displayed on the event site
- Company name featured on the car show webpage
- City-provided on-site booth space, 10'x10' tent with table and two chairs
- One sponsor-provided marketing piece, no larger than 8.5"x11", in the car show registration packet
- A minimum of four mentions on the car show Facebook page

Benefactor: \$2,500

- One sponsor-provided banner to be displayed on the event site
- Company name featured on the car show webpage
- City-provided on-site booth space, 10'x10' tent with a table and two chairs
- A minimum of two mentions on the car show Facebook page

Patron: \$1,000

- Company name listed on the car show webpage
- City-provided on-site booth space, 10'x10' tent with table and two chairs

2025 Event Sponsorship Application

APPLICATION PROCESS:

- Once application is submitted, City of Rockville Recreation and Parks staff will confirm receipt within 48 hours.
- Applicants that plan on exhibiting on-site must follow up with a Certificate of Insurance (COI).
- City staff will prepare a sponsorship agreement and send it to your signatory contact for review and digital signature.
- Once the agreement has been signed, city staff will send an invoice and City of Rockville W-9.
- The payment will be processed and a receipt will be emailed.
- Logos must be provided at least four weeks before the event to be included in print materials.
- Detailed information about each event is emailed two weeks before each event.
- Benefits subject to change.

APPLICATION DEADLINE:

Application, COI, agreement and payment are due four weeks before the event. If payment is not received by the deadline, you will be removed from the sponsor list. **Note:** On-site sales are not permitted from booths.

SPONSOR INFORMATION: Please print or type all information clearly.

Name of Business _____

Contact Name _____ Contact Email _____

Contact phone # _____ Address _____

City _____ State _____ ZIP _____ Type of Business _____

Website _____ Facebook/X/Instagram _____

SIGNATORY INFORMATION: The signatory is a duly authorized representative of the company and possesses the legal authority to act on behalf of the company.

Signatory Name _____ Signatory Title _____

Signatory Email _____

Indicate the event(s) you're interested in and the sponsorship level.

Lunar New Year | Feb. 1

☐ Major: \$1,000 ☐ Benefactor: \$500 ☐ Patron: \$250

Hometown Holidays | May 24 and 25

☐ Major: \$7,500 ☐ Benefactor: \$5,000 ☐ Patron: \$2,000

Will you need electricity? ☐ Yes ☐ No

Rockville Pride | June 1

☐ Benefactor: \$1,000+ ☐ Patron: \$750 ☐ Contributor: \$400

☐ Friend: \$100

Suds & Soles 5K | June 14

☐ Pub Owner: \$5,000 ☐ Brewmaster: \$2,500 ☐ Brewer:

\$1,000 ☐ Brewer's Assistant: \$500 ☐ Bartender: \$250

Independence Day Celebration | July 4

☐ Major: \$5,000 ☐ Benefactor: \$2,500 ☐ Patron: \$1,000

Movies in the Parks Series |

Wednesdays, July 30-Aug. 20

☐ Presenting Sponsor: \$6,000

Rocktoberfest | Sept. 27

☐ Major: \$5,000 ☐ Benefactor: \$2,500 ☐ Patron: \$1,000

Rockville Antique and Classic Car Show | Oct. 18

☐ Major: \$5,000 ☐ Benefactor: \$2,500 ☐ Patron: \$1,000

REQUIRED ITEMS:

- A Certificate of Insurance (COI) will need to be submitted before a sponsorship agreement can be prepared. Please submit a COI listing the additionally insured as: *The Mayor and Council of Rockville, 111 Maryland Ave., Rockville, MD 20850.*
- If your on-site display is a trailer, include a photo and trailer specifications with your application. Indicate below the vehicle to be used for on-site setup.

Car or Truck size: _____ ☐ Truck and trailer size: _____

COMMENTS AND SPECIAL REQUESTS: (Share any other pertinent information.)

SUBMIT APPLICATION: Submit this application by email to cmcquitty@rockvillemd.gov or by mail to City of Rockville, c/o Special Events Manager, 6 Taft Court, Rockville, MD 20850.

QUESTIONS? CONTACT: Colleen McQuitty, special events manager, 240-314-8606, cmcquitty@rockvillemd.gov. Additional event info at www.rockvillemd.gov/events.



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