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Rockville Events Sponsorship Opportunities



www.rockvillemd.gov/events

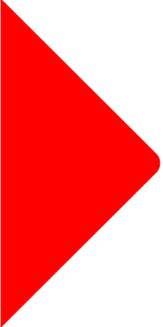


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Letter from the Rockville Mayor



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 2026, 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 2026.

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

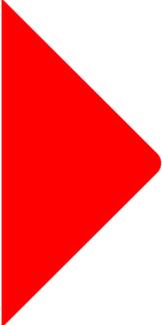
22% Asian

15% Hispanic or Latino

11% Black or African American

4% Mixed race

Source: 2020 Census



Martin Luther King Jr. Celebration

Monday, January 19, 2026 | F. Scott Fitzgerald Theatre

Held in honor of Dr. Martin Luther King Jr., “Reclaiming the Dream: Justice, Equity, and Action” is a free event uniting leaders and changemakers to advance equity and justice. Event discussions inspire collective action toward a more just, inclusive, and equitable future for all through powerful conversations and collaboration.

Event Demographics

- **Audience:** Ages 35 - 65 from all backgrounds
- **Attendee count:** 100
- **Interests:** Social justice, equity, inclusion, arts and culture

Level	Benefits
Major \$1,000	<ul style="list-style-type: none"> • One sponsor-provided banner to be displayed at the venue • Company name featured on various print materials and on the MLK Celebration webpage • City-provided on-site booth space, a 6-foot-long table and two chairs
Benefactor \$500	<ul style="list-style-type: none"> • Company name featured on various print materials and on the MLK Celebration webpage • City-provided on-site booth space, a 6-foot-long table and two chairs
Patron \$250	<ul style="list-style-type: none"> • Company name featured on various print materials and on the MLK Celebration webpage



Lunar New Year Celebration

Sat. Feb. 21, 2026 | Richard Montgomery High School

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

Event Demographics

- **Audience:** Asian-American families and community groups of all ages
- **Attendee count:** 800+
- **Annual website views:** 1,600
- **Interests:** Arts, culture, music, family activities

Level	Benefits
Major \$1,000	<ul style="list-style-type: none"> • 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 webpage • City-provided on-site booth space, a 6-foot-long table and two chairs
Benefactor \$500	<ul style="list-style-type: none"> • Company name featured on various print materials • City-provided on-site booth space, a 6-foot-long table and two chairs
Patron \$250	<ul style="list-style-type: none"> • Company name featured on various print materials • Company name featured on the Lunar New Year webpage



Hometown Holidays

Sat. May 23 and Sun. 24, 2026 | Rockville Town Center

Hometown Holidays at Rockville Town Center has two stages of music from a variety of genres, including rock, pop, country, blues and more. Food and beverages from local restaurants and vendors are available for purchase. An artisan shopping area features sales from local small businesses. Outreach booths connect attendees with festival sponsors, community groups and city services. Kids activities are also available.

Event Demographics

- **Audience:** Ages 22- 56
- **Attendee count:** 10,000 daily
- **Annual website views:** 90,000
- **Facebook page likes:** 5,400
- **Interests:** Music, family activities

Level	Benefits
Major \$7,500	<ul style="list-style-type: none"> • Naming rights to an on-site music stage limited to one sponsor • Sponsor-provided banner to be displayed on an entertainment stage and one additional banner displayed on grounds • Company name featured on various print materials, HTH on-site guide and webpage • A minimum of three mentions on the HTH Facebook page • City-provided on-site booth space, 10'x10' tent with 8-foot table and 2 chairs
Benefactor \$5,000	<ul style="list-style-type: none"> • One sponsor-provided banner displayed on grounds • Company name featured on various print materials, HTH on-site guide and HTH webpage • A minimum of two mentions on the HTH Facebook page • City-provided on-site booth space, 10'x10' tent with 8-foot table and 2 chairs
Patron \$2,000	<ul style="list-style-type: none"> • Company name featured on various print materials and HTH on-site guide • A minimum of two mentions on the HTH Facebook page • City-provided on-site booth space, 10'x10' tent with 8-foot table and 2 chairs



Suds & Soles 5K

Sat. June 13, 2026 | Rockville Town Center

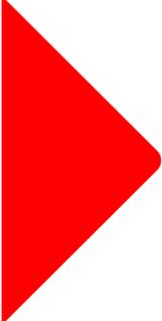


Suds & Soles is an exciting 5K race produced in partnership with the Montgomery County Road Runners Club (MCRRC) and the City of Rockville. Proceeds from Suds & Soles benefit the Rockville Eat Fresh Program and the MCRRC youth and beginning running programs.

Event Demographics

- **Attendee count:** 1,500
- **Annual website views:** 60,000
- **Interests:** Fitness, sports and beer

Level	Benefits
Pub Owner \$5,000	<ul style="list-style-type: none"> • 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 6-foot 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 and premium placement in virtual race bags • Promotional message via text or email to race participants • Six complimentary race entries
Brew Master \$2,500	<ul style="list-style-type: none"> • Company logo on registration website and print materials • Premier on-site booth space, 10'x10' tent, with a 6-foot 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 and placement in virtual race bags • Promotional message via text or email to race participants • Four complimentary race entries
Brewer \$1,000	<ul style="list-style-type: none"> • 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 and placement in virtual race bags • Three complimentary race entries
Brewer's Assistant \$500	<ul style="list-style-type: none"> • 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 and placement in virtual race bags • Two complimentary race entries
Bartender \$250	<ul style="list-style-type: none"> • Company logo on registration website and print materials and placement in virtual race bags • Minimum of one mention on the race Facebook page • One complimentary race entry



Independence Day Celebration

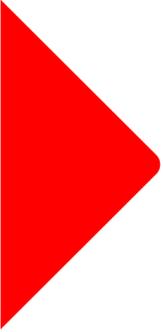
Sat. July 4, 2026 | Mattie J.T. Stepanek Park

Entering its 57th 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.

Event Demographics

- **Audience:** Families and groups of all ages
- **Attendee count:** 30,000
- **Annual website views:** 40,700

Level	Benefits
Major \$5,000	<ul style="list-style-type: none"> • 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 6-foot table and two chairs
Benefactor \$2,500	<ul style="list-style-type: none"> • One sponsor-provided banners to be displayed on the grounds • Company name featured on the Independence Day webpage and various print materials • City-provided on-site booth space, 10'x10' tent with a 6-foot table and two chairs
Patron \$1,000	<ul style="list-style-type: none"> • 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 a 6-foot table and two chairs



Movies in the Parks Series

Thursdays, July 30 - August 20, 2026

Entering its ninth 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.

Event Demographics

- **Audience:** Families with young children
- **Attendee count:** 200-300 per movie
- **Annual website views:** 10,900

Level	Benefits
Presenting \$6,000	<ul style="list-style-type: none"> • 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 6-foot 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

Sat. September 26, 2026 | Rockville Town Center

The City of Rockville's Rocktoberfest celebrates German culture with beer, bands, bratwurst and more! This Oktoberfest festival began in 2017 as part of the 60th Anniversary Celebration of Rockville's sister city relationship with Pinneberg, Germany, and has continued ever since. This free festival includes two stages of live music, food, beer sales by local breweries, an artisan shopping area, and activities for kids.

Event Demographics

- **Audience:** Ages 21 - 55
- **Attendee count:** 8,000
- **Annual website views:** 14,700

Level	Benefits
Major \$5,000	<ul style="list-style-type: none"> • 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 an 8-foot table and two chairs • Company logo featured on on-site event handout
Benefactor \$2,500	<ul style="list-style-type: none"> • One sponsor-provided banners to be displayed on the grounds • Company name featured on the Independence Day webpage and various print materials • City-provided on-site booth space, 10'x10' tent with an 8-foot table and two chairs
Patron \$1,000	<ul style="list-style-type: none"> • 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 an 8-foot table and two chairs



Rockville Antique and Classic Car Show

Sat. October 17, 2026 | Rockville Town Center

For 63 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.

Event Demographics

- **Audience:** Families and car enthusiasts ages 35 - 75
- **Attendee count:** 12,000
- **Annual website views:** 19,600

Level	Benefits
Major \$5,000	<ul style="list-style-type: none"> • Exclusivity in category • Two sponsor-provided banners to be displayed on site • Company name featured on the car show webpage • City-provided on-site booth space, 10'x10' tent with a 6-foot 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	<ul style="list-style-type: none"> • 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 6-foot table and two chairs • A minimum of two mentions on the car show Facebook page
Patron \$1,000	<ul style="list-style-type: none"> • Company name listed on the car show webpage • City-provided on-site booth space, 10'x10' tent with 6-foot table and two chairs

2026 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 Phone _____ Contact Email _____
 Address _____ City _____
 State ____ ZIP _____ Type of Business _____ Facebook/X/Instagram _____
 Website _____ Signatory Name _____
 Signatory Title _____ Signatory Email _____

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

Martin Luther King Jr. Celebration | Jan. 19

- Major (\$1,000) Benefactor (\$500) Patron (\$250)

Lunar New Year | Feb. 21

- Major (\$1,000) Benefactor (\$500) Patron (\$250)

Hometown Holidays | May 23 and May 24

- Major (\$7,500) Benefactor (\$5,000) Patron (\$2,000)

Suds and Soles 5K | June 13

- Pub Owner (\$5,000) Brew Master (\$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 | Thursdays July 30 - Aug. 20

- Presenting Sponsor (\$6,000)

Rocktoberfest | Sept. 26

- Major (\$5,000) Benefactor (\$2,500) Patron (\$1,000)

Rockville Antique and Classic Car Show | Oct. 17

- 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.
- Indicate below if you need us to provide a tent or if you will provide your own.
 - City tent rental Company branded tent
- If your on-site display is a trailer, include a photo and trailer specifications with your application. Indicate the vehicle to be used for on-site setup and list the width and length in feet of any trucks (list total dimensions of any pick-ups hitched to a trailer).
 - Car Truck (list dimensions: ____ L x ____ W) Truck and trailer (list combined dimensions: ____ L x ____ W)

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

APPLICATION SUBMISSION AND QUESTIONS

Submit applications by email to cmcquitty@rockvillemd.gov or by mail to City of Rockville, c/o Special Events Manager, 6 Taft Court, Suite 301, Rockville, MD 20850. Contact Colleen McQuitty, special events manager, with any questions at 240-314-8606 or cmcquitty@rockvillemd.gov.



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