



**WHEN**

Saturday, August 26  
6PM - 10PM

**WHERE**

100 Block of  
North Main Street  
and Crute Stage

**WHAT**

An evening of music, pop-up shops,  
and great beer and food

**CONTACT INFO**

Farmville Downtown Partnership at  
manager@farmvilledowntown.com  
or 434.392.3060



Share your business message  
and celebrate our new

**ROCK THE BLOCK 2023**

with one of our SPONSORSHIP PACKAGES



**WHY SPONSOR?**

- Promote Your Business
- Entertain employees, friends and customers
- Welcome Longwood students back to Farmville
- Support your Main Street community
- Connect with the college community
- Have some fun!



PHOTOS BY TEDDY HODGES

**FARMVILLE**  
— DOWNTOWN —  
PARTNERSHIP

Invites you to be a part of



**ROCK THE  
BLOCK**  
downtown farmville  
**2023**

Sponsorship  
Opportunities

# SPONSORSHIP PACKAGES

## EXCLUSIVE CRUTE STAGE SPONSOR

One sponsorship available – \$5,000  
(Co-billed with Farmville Downtown Partnership)

**This premium package puts your company center stage!**

- Exclusive sponsor logo on Crute Stage
- Special near-stage seating for 10 guests including 2 tickets for each guest for Beer Garden
- Top co-billing with Farmville Downtown Partnership
- Introduction of band (on stage presence)
- Logo drink cup (co-billed with FDP)
- First tier logo placement on all marketing materials – social media and print
- Sponsorship mention on Rock the Block Facebook Event page
- Recognition throughout the evening as exclusive Rock the Block sponsor
- Newsletter/ Farmville Downtown Partnership web page recognition with logo and/or business name
- Farmville Swag Bags full of goodies and coupons (5 bags)

## EXCLUSIVE MAIN STREET EVENT SPONSORS

Two–three sponsorships available – \$2,500  
(Co-billed with Farmville Downtown Partnership)

- Branded pop-up banners at event entrances
- 10 tickets for Beer Garden
- Second tier logo placement on all marketing materials – social media and print
- Sponsorship mention on Rock the Block Facebook Event page
- Recognition by MC from the stage throughout the evening as an exclusive Main Street Event sponsor

## SWAG BAG SPONSOR

One sponsorship available – \$1,500

- Logo printed on one side of 250 canvas totes filled with goodies from Farmville Downtown Partnership and downtown retailers.
- Eight filled swag bags to share with customers or friends
- 6 tickets for Beer Garden
- Recognition by MC throughout the evening

## DOWNTOWN FRIENDS

Non-exclusive – \$500

- Pop-up banner on or near stage (co-billed with FDP) – all logos
- 6 tickets for Beer Garden
- Third tier logo placement on all marketing materials – social media and print
- Mention on Rock the Block Facebook Event page
- Recognition by MC throughout the evening

## EVENT SUPPORTER

Non-exclusive – \$250

- 2 tickets to Beer Garden
- Third tier logo on all marketing materials – social media and print
- Recognition by MC at least 3 times during the event

