

ROSE ARTS

FESTIVAL

Partner Invite

2025



THE FIRST ROSE ARTS FESTIVAL LAUNCHED IN 1965
AND WE ARE HONORED TO CONTINUE THE TRADITION
OF THE CHERISHED FESTIVAL 60 YEARS LATER.

OUR PURPOSE

The Rose Arts Festival returned in 2017 full of love and ready to grow with the belief that creativity can invigorate and empower a community. The festival is a call to the community to celebrate Norwich yesterday, today and tomorrow. Our team of volunteers work countless hours to bring this inclusive event to our community year after year.

HOW? BECAUSE OF YOU



155+

MUSICAL PERFORMANCES



75+

CREATIVE EXPERIENCES



1K+

ART INFUSIONS

ROSE ARTS DOWNTOWN

06.27.25

ROSE ARTS AT CHELSEA PARADE

06.28.25



15K+

ENGAGED PEOPLE

OUR PARTNERS MAKE IT POSSIBLE FOR THE
ROSE ARTS FESTIVAL TO BE INCLUSIVE TO ALL.

ROSE ARTS FESTIVAL

PRESENTING PARTNER

\$50,000+

Your partnership is exclusive and your company would be the official presenter of the Rose Arts Festival.

IT'S YOUR FESTIVAL

You present Rose Arts Festival in print and digital promotions as well as over the radio waves.

Your partnership brings local, regional and national musical acts together as one of the largest free musical festivals in New England.



WHAT YOU GET:

- Your logo on the Main Stage side banner.
- Your logo with a click-thru link displayed on our website footer.
- Your logo precedes the mobile websites welcome screen.
- Your name in festival radio announcements.
- A full page "Thank You" in our festival program.
- Your logo with a click-thru link displayed on the Partners page in the festival program.
- Your logo on all festival newspaper advertisements.
- A prominent thank you including your logo in newspaper/print publication.
- A festival highlights video thanking you.
- Your logo with a click-thru link displayed on our website Partners page.
- Recognition on all social media channels with your account tagged.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo on festival signage.
- Your logo on the festival volunteer shirts.

LET'S PARTNER!
EMAIL: INFO@ROSEARTSFESTIVAL.COM

CENTRE STAGE

EXCLUSIVE PARTNER

\$25,000+

It's YOUR stage! Imagine your name on this year's Main Stage.

1ST IMPRESSIONS COUNT

This package brings our partnership front and center for all to see. Your partnership provides an enclosed stage, a programmed light show, sound system and weather-proof LED wall which features visual art during performances and your logo in between band sets.



WHAT YOU GET:

- Your name in festival radio announcements.
- Naming option for the Main Stage.
- Your logo displayed across the top banner on the Main Stage.
- A full page "Thank You" in our festival program.
- Your logo with a click-thru link displayed on the Partners page in the festival program.
- A prominent thank you including your logo in newspaper/print publication.
- Appearance in our festival highlights video.
- Your logo with a click-thru link displayed on our website Partners page.
- Recognition on all social media channels with your account tagged.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo on festival signage.
- Your logo on the festival volunteer shirts.

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POWERED UP

EXCLUSIVE PARTNER

\$12,500+

Rose Arts runs on this partnership!

LIGHT IT UP

Your partnership will provide the power that makes the magic of the festival come to life. All electrical lights, sounds and other needs will be “powered by” you. Your logo will be prominently displayed in key festival materials and be featured on the LED screen on stage. Our digital maps will house your logo with click-thru directly to your website. Thanks to you – Rose Arts Festival won’t be left in the dark!



WHAT YOU GET:

- Your logo with a click-thru link displayed on the festival maps.
- A half page “Thank You” in our festival program.
- Your logo with a click-thru link displayed on the Sponsors page in the festival program.
- A prominent thank you including your logo in newspaper/print publication.
- Appearance in our festival highlights video.
- Your logo with a click-thru link displayed on our website Partners page.
- Recognition on all social media channels with your account tagged.
- Your logo displayed on the Main Stage LED backdrop between music sets.
- Your logo on festival signage.
- Your logo on the festival volunteer shirts.

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Presenting Partner \$50,000 +
Centre Stage Partner \$25,000 +
Powered Up Partner \$12,500 +
Rose Partner \$10,000 +
Bouquet Partner \$7,500 +
Blossom Partner \$5,000 +
Petal Partner \$2,500 +
Budding Partner \$1,000 +
Community Partner \$250 +

Exclusive Benefits

Logo on Main Stage side banner	•								
Logo with click-thru on website footer	•								
Logo precedes mobile website welcome screen	•								
Name in radio announcements	•	•							
Naming option for the Main Stage		•							
Name across top banner of Main Stage		•							
Click-thru logo on festival maps			•						

Program Benefits

Full Page "Thank You" in program	•	•							
Half Page "Thank You" in program			•	•					
Quarter Page "Thank You" in Program					•	•			
Click-thru logo on Partners page in program	•	•	•	•	•				
Logo on Partners page in program						•	•		
Listed on Partners page in program								•	•

Newspaper Benefits

Logo on all newspaper ads	•								
"Thank you" with logo in newspaper ad	•	•	•	•					

Digital Benefits

Festival Highlights video thanking you	•								
Appear in Festival Highlights video		•	•	•					
Click-thru Logo on Partners page on website	•	•	•	•	•	•	•		
Listed on Partners page on website								•	•
Recognition and account tagged on social media	•	•	•	•	•	•	•	•	•

Onsite Benefits

Logo on Main Stage LED screen	•	•	•	•	•	•			
Logo on Festival signage	•	•	•	•	•	•			
Logo on volunteer shirt	•	•	•	•	•	•			
Listed on Main Stage LED screen							•	•	
Listed on Festival signage							•	•	
Listed on volunteer shirt							•		

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THANK YOU TO OUR 2024 PARTNERS

Edward & Mary Lord Foundation
Norwich Public Utilities
Foxwoods Resort & Casino
Public Art for Racial Justice Education
Hall Communications
Byrnes Agency Insurance
Liberty Bank
Mystic Museum of Art
Centreville Bank
Hartford Healthcare
Derell Wilson for State Rep
Eastern Regional Tourism District
Salem ArtSpace
Davon Gomez Design
Erik Lorch Photography
Norwich Rotary Foundation
Everly After Floral
Sessions Wellness Center
Old Tyme's Restaurant

LaStella Italian Bakery & Market
Brick & Basil Wood Fired Pizza Co
D'Elia's Bakery & Grinder Shop
Billy Wilson's Ageing Still
Big Y World Class Market
Stop & Shop
Camaro Signs
Frito Lay Food Supply & Distribution
Norwich Camera Company
Mohegan Sun
Cellucci Printing Solutions, LLC
Dan & Cherie Ruffo
Bill Bartnicki
Kelly August
Mark Cook
Marshall Touponse, Attorney at Law
Danielle Dubro
Ellen Gunther

Belli Maintenance
The Day
McKenna's Flower Shop
Reflexology Associates of CT
Uncle D's Blazin BBQ
Tara Lee Interior Design
Strange Brew Pub
Over AndOver
Norwich Free Academy
Slater Museum
Hyde's Home & Farm
City of Norwich
Custom Works Drum Co.
CWPM
Harp & Dragon
Dixie Donuts
VOC's Westside
Jerry's Appliance & Repair
Norwich Wine & Spirits

THE DAY, NEW LONDON, CONN., FRIDAY, JUNE 25, 1985

NORWICH NEWS

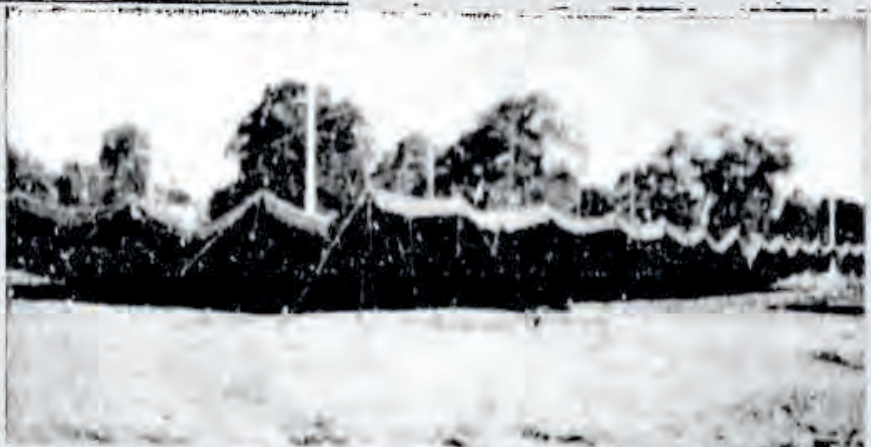
Raymond K. Bordner
Tel. 889-7163
Office: 43 Broadway,
Norwich

Rose-Arts Festival To Open Tomorrow

NORWICH — The first Norwich Rose-Arts Festival, expected to attract thousands of persons to the city in the next ten days, opens tomorrow with an afternoon lumberjacks show and a grand rose ball.

Vincent Lopez and his orchestra providing music for dancing.

Among those scheduled to participate in the grand march are Gov. and Mrs. John N. Dempsey and U. S. Sen. and



FESTIVAL BIG TOP—Workers began early this morning erecting a huge tent at Chelsea Parade, Norwich, to house events at the ten-day Norwich Rose-Arts Festival.

Noank To Hear

Artist Harvey St., Noank, is the new Ledge Studio's chairman.

Stein, a children's book professor of the Dept. of the Rhode Island Ledge Studio Noank.

Stein's center was approved last year, will be

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