



**SPONSORSHIP
OPPORTUNITIES**





48,000+
DOWNTOWN
WORKERS



7,200+
DOWNTOWN
RESIDENTS



8,000+
TOTAL ATTENDANCE
LAST YEAR

WHAT

Midtown EATS brings the diverse flavors of Rochester’s best restaurants and chefs to Midtown, the heart of downtown Rochester. This seasonal event draws hungry crowds of visitors, residents, and workers to sample unique offerings from noteworthy local eateries that truly “push your palate.”

WHEN

Midtown EATS will be held on the following dates, with lunch service from 11:30 am - 1:30 pm on Thursday and Friday, and dinner service on Fridays only from 5:00 pm to 9:00 pm.

June 6	Lunch
June 7	Lunch & Dinner
June 20	Lunch
June 21	Lunch & Dinner
July 11	Lunch
July 12	Lunch & Dinner
July 18	Lunch
July 19	Lunch & Dinner
August 1	Lunch
August 2	Lunch & Dinner
August 15	Lunch
August 16	Lunch & Dinner

NEW FOR 2019

**2x THE LUNCHES =
DOUBLE THE EXPOSURE
FOR YOUR BUSINESS!**

WHERE

This year, Midtown EATS will take place along Elm Street in the heart of the Midtown District.

WHY

As investors in our city, it is more important than ever to continue building momentum downtown and to demonstrate our shared commitment to a vibrant city center. Thousands of workers and residents surround the festival site who are eager to share this enthusiasm. Midtown EATS allows developers, companies, and individuals to reinforce the positive energy in the heart of our city, while celebrating Rochester’s exciting and progressive food scene.



Midtown
EATS
push your palate



12 LUNCHESES // 6 DINNERS
THROUGHOUT
THE SUMMER



FROM
11:30 AM - 1:30 PM
+ FRIDAY DINNERS
5:00 - 9:00 PM

2019 SPONSORSHIP OPPORTUNITIES

WEEKLY PRESENTING BANNER SPONSOR // \$5,000 LEVEL // (6 AVAILABLE)

- “YOUR NAME presents this week’s Midtown EATS” on all press releases, social media promotions, and on-site DJ mentions for one festival week of your choosing (first come, first served)
- 10’ x 10’ booth to promote your business on your selected festival date at the entrance
- Logo on light pole banner from June to August 2019
- Name mention in all press releases throughout the season
- Social media promotion
- Large logo and link on event website
- Logo on entrance signage

BANNER-ONLY SPONSOR // \$3,500 LEVEL

- Logo on light pole banner from June - August 2019
- Name mention in all press releases throughout the season
- Social media promotion
- Logo and link on event website
- Logo on entrance signage

COMMITTED TO DOWNTOWN SPONSOR // \$1,500 LEVEL

- Social media promotion
- Logo and link on event website
- Logo on entrance signage
- Logo on napkins





2019 SPONSORSHIP FORM

COMPANY NAME

CONTACT NAME

EMAIL

ADDRESS

PHONE

SPONSORSHIP LEVEL (CHECK ONE)

WEEKLY PRESENTING BANNER SPONSOR \$5,000

BANNER-ONLY SPONSOR \$3,500

COMMITTED TO DOWNTOWN SPONSOR \$1,500

METHOD OF PAYMENT

CHECK

Please make check payable to Springut Group, Inc., Attn: Midtown Eats, 26 S. Goodman St., Suite A, Rochester, NY 14607

CREDIT CARD (3.5% processing fee will be added)

CC#: _____

Exp. Date: ____/____

Security Code: _____

Signature: _____

Date: _____

Please mail completed sponsorship form along with payment to Springut Group, Inc., Attn: Midtown Eats, 26 S. Goodman St., Suite A, Rochester, NY 14604. Please email logo (.eps preferred) to js@rochesterevents.com.