



**ROSLINDALE VILLAGE
MAIN STREET**

Invest in Roslindale RVMS Sponsor Benefits

Sponsor support is vital to Roslindale Village Main Street's (RVMS) community and economic development work. Since 1985, RVMS has served as the bedrock of the thriving Roslindale commercial district, promoting the neighborhood as an appealing destination and dynamic center.

Benefits are cumulative; in addition to the opportunities listed under each level, benefits from the previous tiers are included. All sponsors have the opportunity to purchase discounted tickets to the RVMS Gala for \$50, one-third of the listed price.

\$15,000 - RVMS Partner

- Table, or other meaningful presence, at 8 RVMS signature events or Farmers Markets
- Logo included alongside RVMS' logo on one piece of swag (i.e., canvas bag, water bottles), distributed at the Summer Farmers Market
- Name and logo on lawn signs or banners posted at the farmers market throughout the summer season

\$10,000 - Lead Sponsor

- Opportunity to table at 6 RVMS Signature Events or Farmers Markets
- Logo included on printed banners for RVMS signature events, including the Winter and Summer Farmers Markets, which are hung at Adams Park
- Logo included on Community Calendar webpage

\$5,000 - Co-Sponsor

- Opportunity to table at 4 RVMS signature events or Farmers Markets
- Name and logo included in the general RVMS info brochure, printed January following the contract start date, until the end of that calendar year
- Logo included on printed promotional materials for RVMS signature events and Farmers Markets
- Thanked publicly by name at RVMS signature events by the event emcee

\$2,500 - Community Collaborator

- Opportunity to table at 2 RVMS signature events or Farmers Markets
- Logo included on printed promotional materials for RVMS signature events (excluding Farmers Markets)
- Name, @mention, and link to the sponsor website in one exclusive social media post
- A Sponsor Highlight in the RVMS weekly newsletter

\$1,000 - Community Supporter

- Name and logo on RVMS Sponsor and Supporter Webpage
- Name and logo included in RVMS Annual Report
- Name and logo included in the footer of weekly RVMS e-newsletters
- Name and @mention in a twice-yearly “thank you sponsors” social media post

\$600 - Community Champion *(Only available to Roslindale businesses)*

*Community Champion benefits are limited to this level and do not apply to higher tiers

- Name and logo on RVMS Sponsor and Supporter Webpage
- Name and logo included in RVMS Annual Report
- Monthly recurring payment option (\$50 per month) by credit card only
- Inclusion in a #ROSLove social media post in February, thanking all Community Champions
- A Sponsor Highlight in the RVMS weekly newsletter (business responsible for submitting their feature, including graphics and content; up to 125 words and 2 images)

Sponsor Impact

RVMS is a trusted community resource. Sponsors enjoy outreach opportunities through partnership with RVMS, including:

Events

- Presence and brand placement at RVMS signature events, including:
 - Summer Farmers Market, voted top five in MA in 2024, which boasts approx 30 vendors and 3,000+ attendees each week
 - The Winter Farmers Market
 - Chick-or-Treat Egg Hunt, RVMS Annual Meeting, Halloween Business Trick-or-Treating, Tree Lighting, Small Business Saturday, and the Holiday Market.
- RVMS Signature events are frequently attended by city and state elected officials, including Boston Mayor Wu, and attract attention from media outlets

Online and Print Marketing

- RVMS is a trusted community resource on community happenings, events, and shopping
 - The RVMS newsletter is sent directly to 8,000+ subscribers weekly, with an open rate 25% higher than the industry average.
 - Our social media accounts are well-maintained, attractive, and growing at a fast pace.

Thank you for your interest in RVMS Sponsorship! Please reach out to Emma Blaxter, Executive Director, to learn more about the benefits of sponsoring RVMS at director@roslindale.net.

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4236 A Washington Street Roslindale MA 02131

Tel: 617.327.4065 www.roslindale.net

Community Design Promotion Revitalization Volunteerism Small Business Resources