



# Celebrate more

## MONROE COUNTY BICENTENNIAL

*A year-long celebration of events*

An extraordinary history. A future full of promise. Monroe County is home to a diversity of people, ideas, and culture. A welcoming, captivating place with so much more to offer its residents and businesses, as well as visitors near and far. It's been this way for 200 years. And to commemorate, we're launching the Monroe County Bicentennial — a party for the ages (and for all ages), featuring spectacular entertainment throughout the year.

Let's generate excitement for Monroe County's Bicentennial and create a greater sense of unity among us all. As community and business leaders, you are cordially invited to be part of this once-in-a-lifetime celebration. Your partnership is vital to our success, and it will help lay down the foundation to further bolster your business in the coming years.



# SPONSORSHIP PACKAGES

*How to get involved*

	Bronze \$1,500	Silver \$5,000	Gold \$7,500	Platinum \$20,000
Meet Our Partners logo inclusion on Visit Rochester's celebratemore200.com and clickable link to your organization's website	★	★	★	★
Seal of official Monroe County Bicentennial participation to be used at sponsor's discretion	★	★	★	★
"Proud sponsor of the Monroe County Bicentennial" window display	★	★	★	★
Digital banner ads demographically targeted to your business - estimated impressions	160,000	450,000	320,000	640,000
Inclusion in one public relation press release			★	★
Inclusion in Celebrate More vignette featuring business in advertising sponsorship package on broadcast TV and digital advertising*			★	★
Inclusion in 2 social media posts (Facebook/Instagram) from Visit Rochester			★	★
Celebratemore200.com Homepage Header Takeover for 1 week			★	★
Targeted email blast inclusion to Visit Rochester members			★	★
:15 business focused with :15 Celebrate More Bicentennial TV spot running on local channels and cable networks - estimated impressions			200,000	600,000

\*Optional productions include digital display ad promoting business and/or production of TV vignette highlighting business (:15 Bicentennial/:15 Business) - costs may vary depending on production needs and estimate will be provided separately.

Call 585-264-3660 or visit [celebratemore200.com](http://celebratemore200.com) to become a sponsor and join the Bicentennial team.

