

Taste of Rondo

Saint Paul

BLOCK PARTY

15
July
2023
Saturday

11 AM
to
06 PM

LIVE ENTERTAINMENT | FOOD & NON-FOOD VENDORS
CHILDREN'S & ADULT ACTIVITIES | PRIZES AND GIVEAWAYS



Taste of Rondo Bar & Grill
976 Concordia Avenue in St. Paul, MN 55104

www.TasteofRondo.com/BlockParty



SPONSORSHIP

PROPOSAL





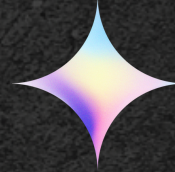
Join Us For The Taste of Rondo Block Party!

Date: Saturday, July 15, 2023

Time: 11:00AM until 6:00PM

Location: Taste of Rondo Bar & Grill

976 Concordia Ave, St. Paul, MN 55104



Join us for an afternoon of food, music, and fun at the INAUGURAL TASTE OF RONDO BLOCK PARTY. This event will close out the week of the Rondo Days 40 Year Anniversary Celebration (this event is not to be construed as the Rondo Days festival or its replacement). This FREE community event is open to all and is a great opportunity to connect with neighbors and celebrate the rich history of the Rondo neighborhood while highlighting what the Taste of Rondo Bar & Grill has to offer.

Featuring delicious food and beverages from the Taste of Rondo Bar & Grill and other local vendors, the Taste of Rondo Block Party is the perfect opportunity to sample some of the best of the local culinary scene. From savory BBQ to sweet treats, authentic soul food and mouth watering beverages, there's something for everyone!

Enjoy live music from local musicians and DJs, get energized from dance, drum and drill team performances, enjoy spoken word, poetry and more throughout the event. There will be plenty of space for to move around, so come ready to get your groove on!

In addition to food and entertainment, there will be plenty of fun activities for all ages at the block party. From face painting to games to hula hoop contests and much more, there's something for everyone to enjoy.

It wouldn't be the right kind of block party without having our seniors in attendance. As history of Minnesota weather has demonstrated, July is recorded as the hottest month of the state. Therefore, we believe it is important to make sure our seniors are as comfortable as we can possibly make it for them. We have identified an area where we will provide comfortable senior seating with coverage to mitigate the effects of the blazing sun that will also serve as an ideal placement for viewing the stage activities while mingling amongst their peers.

Street closures: Chatsworth between Carroll & Concordia and Concordia between Chatsworth & Milton



Taste of Rondo Saint Paul

BLOCK PARTY: TARGET AUDIENCE

The Taste of Rondo Block Party is designed to appeal to a diverse range of individuals and communities.

1. **Local Residents:** The event aims to engage and celebrate the local residents of the Rondo neighborhood in St. Paul, Minnesota. This includes individuals and families who live in or have a connection to the Rondo community.
2. **Food Enthusiasts:** The Taste of Rondo Block Party showcases a variety of culinary offerings, making it an attractive event for food enthusiasts who enjoy exploring different flavors and cuisines.
3. **Culture and History Enthusiasts:** The event highlights the rich culture and history of the Rondo neighborhood. It appeals to individuals interested in learning about the heritage, traditions, and stories of the local community.
4. **Music and Entertainment Lovers:** The Taste of Rondo Block Party often features live music, performances, and entertainment, making it an appealing event for those who appreciate diverse genres of music and engaging performances.
5. **Local Businesses and Professionals:** The event offers an opportunity for local businesses to showcase their products or services and engage with the community. Professionals from various industries can network and connect with potential customers or collaborators.
6. **Students and Educators:** The event can be of interest to students and educators who are studying or teaching about local history, culture, or culinary arts. It provides a hands-on experience and a chance to immerse themselves in the unique aspects of the Rondo neighborhood.
7. **Visitors and Tourists:** The Taste of Rondo Block Party may attract visitors and tourists who are interested in exploring the cultural and culinary offerings of the area. It offers an authentic experience and an opportunity to discover a vibrant community.

These are just a few examples of the target audience for the Taste of Rondo Block Party. The event aims to create an inclusive and welcoming atmosphere for individuals from various backgrounds to come together and celebrate the vibrant culture and history of the Rondo neighborhood.

www.TasteofRondo.com/BlockParty

Taste of Rondo Saint Paul

BLOCK PARTY: BUDGET

Expense Category	Estimated Cost
City Required Site Expenses	\$5,600
Entertainment Related Expenses	\$6,000
Marketing & Promotions	\$6,500
Misc Equipment Rental	\$3,800
Additional Staffing	\$1,000
TOTAL	\$22,650





MARKETING STRATEGY

Our marketing strategy will include a combination of online and offline efforts to reach our target audience.

- Engaging Social Media Campaigns
- Collaboration with Influencers - Partner with local influencers, artists, and community leaders who have a strong presence on social media. Invite them to attend the event, perform, or simply promote it to their followers.
- Email Marketing Campaigns - Build an email list by encouraging event website visitors to subscribe to updates. Send regular newsletters highlighting featured artists, food vendors, and event highlights.
- Partner with Local Businesses and Organizations to display posters or flyers at strategic locations, such as coffee shops, libraries, community bulletin boards, and college campuses.
- Traditional Media Outreach (radio & printed media outlets)
- Street Team Promotions - a team of enthusiastic volunteers or brand ambassadors to distribute flyers, posters, and promotional materials in high-traffic areas, popular community events, and local gatherings.
- Event Listings and Directories - Submit the event to relevant online event listings, community calendars, and local directories.
- Collaborative Contests and Giveaways - Partner with local businesses or sponsors to host contests and giveaways leading up to the event.
- Engage Local Press Through Press Releases





PROMOTION SCHEDULE

Our promotion schedule will include regular updates on our social media channels, targeted advertising campaigns, and email newsletters to our subscriber list.

May 15 – May 31:

- Launch social media campaign across all platforms (Facebook, Instagram, Twitter).
- Create visually appealing posts featuring, art installations, and food vendors.
- Partner with local influencers to promote the event on their channels.
- Begin email marketing campaign, sending out newsletters to subscribers with TOR Block Party features
- Reach out to local newspapers, radio stations, and television channels to pitch the event for coverage.

June 1 – June 15:

- Collaborate with local businesses to display event posters and flyers.
- Launch a street team promotion, distributing promotional materials at community events, popular gathering spots, and high-traffic areas.
- Conduct interviews with event organizers, artists, and key stakeholders for press releases and media outreach.
- Host contests and giveaways on social media platforms in collaboration with sponsors.
- Send press releases to local media outlets, emphasizing unique performances and cultural significance.

June 16 – June 30:

- Finalize partnerships with food vendors, artists, and artisans.
- Continue social media campaign, focusing on sponsor spotlights and Block Party features
- Launch targeted online advertisements to reach wider audiences.
- Submit the event to relevant online event listings, community calendars, and local directories.

July 1 – July 15:

- Countdown to the event with daily posts featuring various aspects of the event.
- Highlight special performances, food tastings, and interactive activities.
- Increase engagement by sharing attendee testimonials and encouraging participants to invite friends.
- Send final reminders and updates to email subscribers.
- Conduct media interviews and facilitate press coverage leading up to the event.

Taste of Rondo Saint Paul

BLOCK PARTY: PLANNING TEAM



Ronald Charles Buford
Taste of Rondo



TaVanni Singleton
Live TV Events



Adrian Perryman
Events By MV



Asia L. Anderson
Taste of Rondo

Contributing Participants

- Brittany Wright
- Jens Werner
- Jerica Gomez
- Sarah Worrall
- Erica Valliant
- Lanesha Bryant
- Kirstin Burch
- Garyione Hollins
- Adora Land-Tolfree
- Timothy Claiborne

Interested in joining the team or serve as a contributing participant, please [click here and complete the Volunteer Form](#). A team member will contact you with the next steps.



www.TasteofRondo.com/BlockParty



Taste of Rondo Saint Paul

BLOCK PARTY: SPONSORSHIP

Sponsoring our event offers a unique opportunity to reach a diverse audience and align your brand with a positive and memorable experience. Sponsors will receive exposure through our marketing and promotional efforts, including social media posts, email newsletters, and targeted advertising campaigns. Additionally, sponsors will have the opportunity to showcase their brand through on-site activations and signage at the event.

Under the exclusive sponsorship, the sponsor gains the advantage of being the sole brand associated with the designated category. This exclusivity will allow the sponsor to maximize their visibility, brand recognition, and market share among the target audience.

EXCLUSIVE SPONSORSHIP OPTIONS

STAGE PARTNER

- Exclusive Stage Branding
- Sponsor Announcements
- Product/Service Giveaways
- VIP Hospitality Tent
- 30 Days of Branding Leveraging TOR Traffic
- Logo placement on all marketing & promotions
- Branded social media posts

\$7,500

INVESTMENT

FOOD COURT PARTNER

- Exclusive Food Court Branding & Placement
- Product/Service Giveaways
- 20 Days of Branding Leveraging TOR Traffic
- Logo placement on all marketing & promotions
- Branded social media posts

\$5,000

INVESTMENT

KIDZ ZONE PARTNER

- Exclusive Kidz Zone Branding & Placement
- Product/Service Giveaways
- 15 Days of Branding Leveraging TOR Traffic
- Logo placement on all marketing & promotions
- Branded social media posts

\$3,500

INVESTMENT

www.TasteofRondo.com/BlockParty



Non-exclusive sponsorship offers a shared platform for sponsors to gain exposure, promote their brand, and engage with the target audience. While they may not have exclusive rights, non-exclusive sponsors still receive recognition and visibility through branding, signage, promotional materials, and various marketing channels associated with the sponsored entity.

NON-EXCLUSIVE SPONSORSHIP OPTIONS

ENTERTAINMENT PARTNER

- Entertainment Partner Branding
- Sponsor Tent
- Product/Service Giveaways
- Logo placement on all marketing & promotions
- Branded social media posts

\$2,500

INVESTMENT

COMMUNITY PARTNER

- Community Partner Branding
- Sponsor Tent
- Product/Service Giveaways
- Logo placement on all marketing & promotions
- Branded social media posts

\$1,500

INVESTMENT

CULTURAL HERITAGE PARTNER

- Cultural Heritage Partner Branding
- Sponsor Tent
- Logo placement on all marketing & promotions
- Branded social media posts

\$500

INVESTMENT

SPONSORSHIP HAS ITS PRIVILEGES!



THANK YOU

Thank you for considering our Taste of Rondo Block Party Sponsorship proposal. We are excited about the opportunity to bring together people from the Rondo Community and abroad to create a memorable experience for all.

We believe that the Taste of Rondo Block Party will be a unique and exciting event that offers everyone involved the opportunity to connect with the Rondo neighborhood, showcase their brand to a diverse audience and contribute to a redeveloping community. We hope that you will join us in making this year's event a success.

Please complete the Sponsorship Commitment Form on the next page by printing the form page or it can be completed electronically. Please submit via email to Sponsors@TasteofRondo.com or mail to,

TORBP
173 McKnight Rd. N - #217
St. Paul, MN 55119

A planning team member will make contact with you to confirm and finalize sponsorship arrangements.

Thank you again for your time and consideration.

Sincerely,

Ronald Charles Buford

Taste of Rondo Block Party Committee
651-334-1209 or Sponsors@TasteofRondo.com

SPONSOR COMMITMENT FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed form (this page only) can be emailed to Sponsors@TasteofRondo.com. Please don't hesitate to contact us with any questions at (651) 334-1209.

- Yes! I would like to be a Sponsor of the Inaugural Taste of Rondo Block Party**
- I am unable to be a Sponsor, but would like to:**

- Make a donation
- Volunteer
- Donate non-cash items
- Be contacted next year

Company Name: _____

Company Contact: _____ Title: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

<p>Sponsorship Supporter Levels</p> <ul style="list-style-type: none"><input type="checkbox"/> \$10,000 – Stage Partner (20 shirts)<input type="checkbox"/> \$7,000 – Food Court Partner (15 shirts)<input type="checkbox"/> \$3,500 – Kidz Zone Partner (10 shirts)<input type="checkbox"/> \$2,500 – Entertainment Partner (5 shirts)<input type="checkbox"/> \$1,500 – Community Partner (3 shirts)<input type="checkbox"/> \$500 – Cultural Heritage Partner (1 shirt) <p><small>(All packages are customizable and in-kind sponsorship investments are welcome)</small></p>	<p>Please select your T-Shirt sizes and provide quantity based off your level of sponsorship.</p> <ul style="list-style-type: none"><input type="checkbox"/> 3X # _____<input type="checkbox"/> 2X # _____<input type="checkbox"/> XL # _____<input type="checkbox"/> L # _____<input type="checkbox"/> M # _____<input type="checkbox"/> S # _____
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PAYMENT INFORMATION

- Please send me an invoice
- I will send a check made payable to Taste of Rondo
- ACH
- Call me for credit card payment over the phone.

\$ _____		
Total Sponsorship Commitment	Authorized Sponsor First & Last Name	Date

PLEASE EMAIL YOUR HIGH RESOLUTION (300 dpi) COLOR and or BLACK & WHITE LOGOS (.EPS or vector format) TO SPONSORS@TASTEORONDO.COM. CALL 651-334-1209, IF YOU HAVE QUESTIONS OR FOR PAYMENT ARRANGEMENTS. THANK YOU!