

Enhance Your Brand Visibility: Sponsorship Proposal

4th Annual

RONDO

BLOCK PARTY

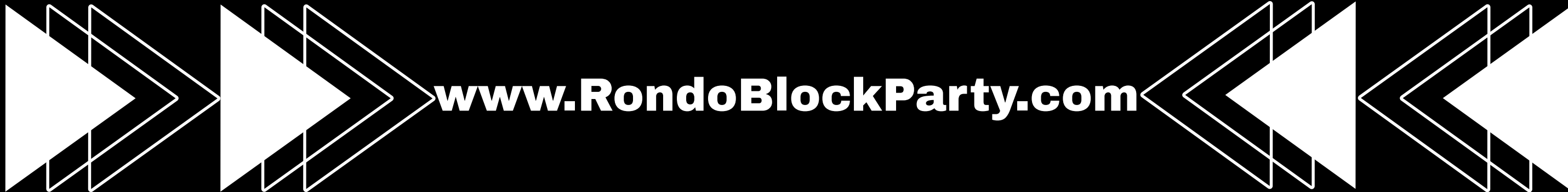
'Our Block, Our Legacy'

Sat
Aug
1st
2026

11am
-
6pm



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Rondo Community Coalition



www.RondoBlockParty.com

Build the Block: Partnerships in Action

Date: Saturday, August, 1, 2026

Time: 11:00AM until 6:00PM

Location: Rondo Commemorative Plaza

820 Rondo Ave, St. Paul, MN 55104



BLOCK PARTY

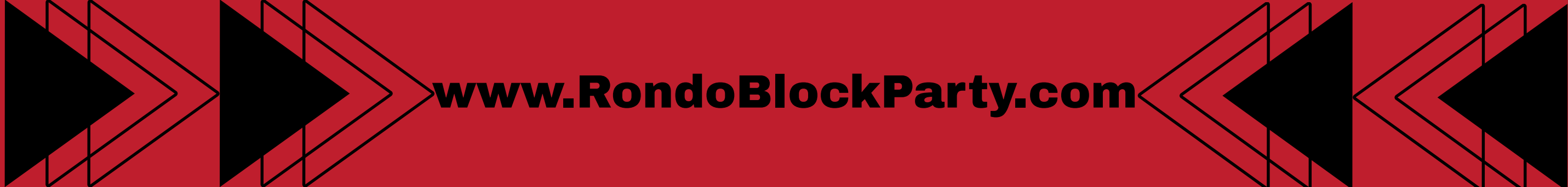
'Our Block, Our Legacy'



Build the Block: Partnerships in Action is a community-powered theme that turns the Rondo Block Party into more than a celebration. It becomes a living showcase of what's possible when residents, local businesses, nonprofits, schools, and corporate partners collaborate. Through hands-on activations, shared resources, and real-time commitments, the concept highlights partnerships that strengthen youth development, expand access to opportunity, and invest in the cultural and economic vitality of Rondo. Every booth, performance, and activity reflects a shared goal: building a stronger block together, through action, not just conversation.

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RBP Event Metrics & Impact

The 2025 Rondo Block Party, held at the historic Rondo Commemorative Plaza in Saint Paul, welcomed an ***estimated 4,000+ attendees throughout the day***, making it the largest attended Rondo Block Party celebration to date. The event highlighted the enduring spirit and cultural legacy of the Rondo neighborhood through a powerful combination of inclusivity, creativity, and community pride.

The Block Party featured broad participation from individuals across all racial, age, economic, and demographic backgrounds, reflecting Rondo's identity as a place of unity and shared heritage. Residents, families, and visitors engaged in the festivities alongside ***more than 70 food, merchandise, and service vendors***, showcasing the depth of local entrepreneurship and culture.

Community engagement remained a central focus, with strong representation from Rondo residents as well as businesses and nonprofit organizations deeply rooted in the neighborhood. ***Over 20 sponsors*** contributed to the event's success, supporting a wide range of activities and gaining direct visibility and interaction with community members

The intro of the Health & Wellness Zone at the 3rd Annual Rondo Block Party, sponsored by Blue Cross MN, Saint Paul – Ramsey County Public Health, and Medtronic's African Descent Network, played a vital role in addressing the health disparities and wellness needs of the Rondo community. This dedicated space provided access to essential screenings, preventive care resources, and wellness education in a setting that is culturally familiar, trusted, and rooted in community celebration. Plans are in the works to expand on this much needed feature for August 1st.

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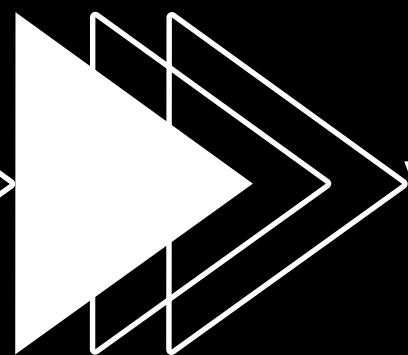
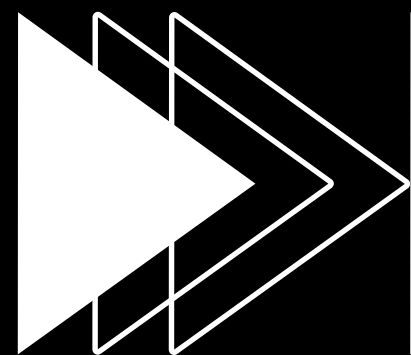


Partner With Us

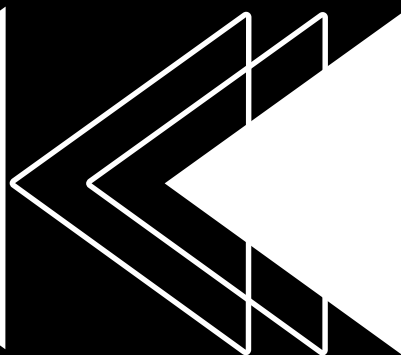
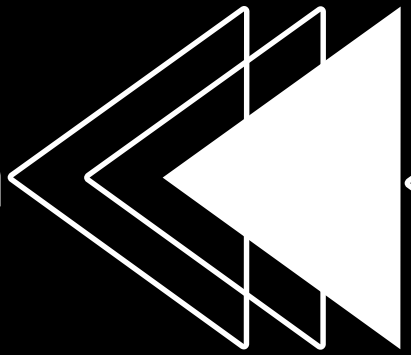
Joining forces with us at the 4th Annual Rondo Block Party on Saturday, August 1st, at the Rondo Commemorative Plaza provides your brand with unparalleled exposure. Our vibrant community celebration attracts diverse crowds, ensuring your sponsorship leads to increased visibility. By partnering with the Rondo Block Party, you will demonstrate your commitment to community engagement and become integrated with a platform to strengthen connections, celebrate diversity, and foster economic and cultural growth within the Rondo community.



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Audience Engagement

Together we will explore powerful ways to connect with audiences before, during, and after the 4th Annual Rondo Block Party. We will leverage pre-event social media campaigns and community spotlights to build anticipation and align your brand with Rondo values. On event day, visibility will be boosted through impactful on-site branding and activations. Afterward, extend the reach with recap content, sponsor highlights, and ongoing digital engagement to reinforce your community connection.



**Social Media
Promotion**

**Email Marketing
Campaigns**

**Traditional Media
(printed & radio)**

**Street Team Promotions
(flyers & posters)**

**On-Site
Branding**

**Eye-catching banners
around the site**

**Interactive booths with
free giveaways**

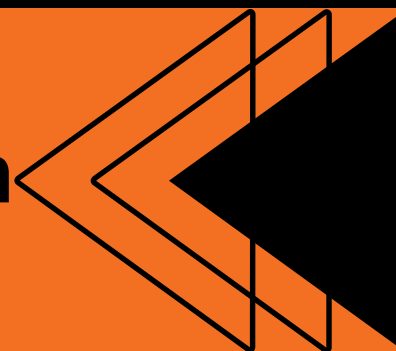
**Branded merchandise for
attendees to keep**

Select Video Interviews For Post Event Branding Based On Partnership Tier Level

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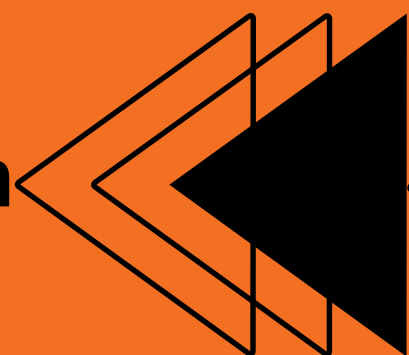
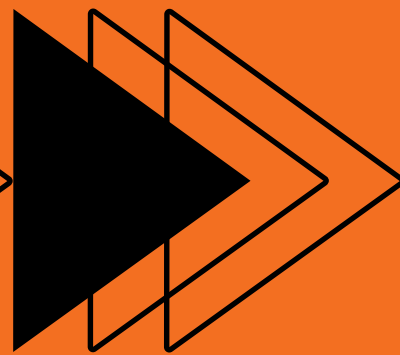
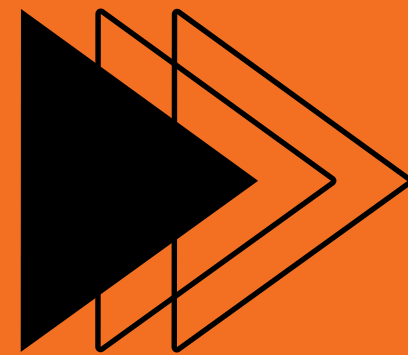


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Sponsor Activations Page 1 of 2

Premier Partner	Signature Partner	Kidz Zone Partner
<ul style="list-style-type: none"> • Premier Partner branding • Premier logo placement on all marketing promotions (premier placement) • Premier branded social media posts + story mentions throughout the promotion campaign • 1:30 min branded video feature (social media + event recap use) • Premier stage announcements (priority emcee mentions + option for brief welcome) • Premium activation space (prime location and advanced space allocation) • Product/Service giveaways from stage (included in sponsor announcements) 	<ul style="list-style-type: none"> • Signature Partner branding • High visibility logo placement on all marketing promotions (high placement) • Signature branded social media posts throughout the promotion campaign • 1:00 min branded video feature (social media + event recap use) • Signature stage announcements (emcee mentions) • 10x10 tent activation space (sponsors row) • Product/Service giveaways from stage (included in sponsor mentions) 	<ul style="list-style-type: none"> • Kidz Zone Partner branding (exclusive branding for youth/family area) • Logo placement on key Kidz Zone promotions (digital + event signage) • Select Kidz Zone branded social media posts (family/youth-focused) • :30 branded video spotlight • Kidz Zone stage announcements tied to Kidz Zone activities • 10x10 tent activation space in/near Kidz Zone • Youth-friendly giveaways from stage (approved items or interactive activity)
<p>\$10,000+ Investment</p>	<p>\$7,500 Investment</p>	<p>\$5,000 Investment</p>

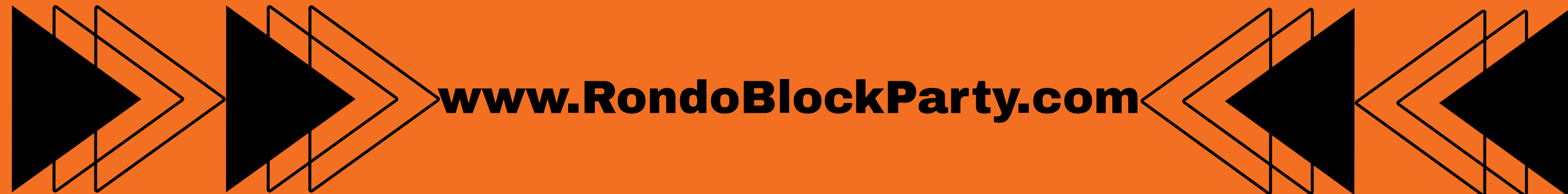


Sponsor Activations Page 2 of 2

Legacy Partner	Community Partner	Cultural Impact Partner
<ul style="list-style-type: none"> • Legacy Partner branding (heritage + community legacy recognition) • Limited logo placement on select promotions (digital + event signage) • Branded social media posts 30 days prior to event • Limited stage announcements/mentions (sponsor recognition block) • 10x10 tent activation space 	<ul style="list-style-type: none"> • Community Partner branding • Limited logo placement (select digital + event signage) • Branded social media posts 30 days prior to the event • Sponsor listing (event materials/signage where applicable) • Limited stage announcements/mentions (sponsor recognition block) • 10x10 tent activation space 	<ul style="list-style-type: none"> • Cultural Impact Partner branding (supports cultural programming elements) • Limited logo placement (select digital + event signage) • Limited branded social media posts 30 days prior to the event • Sponsor listing in event materials (where applicable) • 10x10 tent activation space
<p>\$3,000 Investment</p>	<p>\$2,000 Investment</p>	<p>\$1,000 Investment</p>

In-kind sponsorships may be accepted based on the type and fair-market value of the goods and/or services provided. Contributions below the \$1,000 sponsorship tier are also welcomed and will be recognized as appropriate. For additional details or to discuss a custom sponsorship exchange, please contact us at Sponsorship@RondoBlockParty.com or call 651-334-1209.

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Thank You In Advance

Thank you for considering our 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 Rondo Block Party will be a unique and exciting event that allows everyone involved 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 **BELOW** if you're viewing this from the website or at www.RondoBlockParty.com/sponsors in the middle of the page if you downloaded or received the proposal via email.

All sponsorship checks should be made payable to our Fiscal Sponsor, Rondo Center of Diverse Expression, with a memo to Rondo Block Party and mailed to:

Rondo Center of Diverse Expression
315 N Fisk
St. Paul, MN 55104

Sincerely,
Rondo Block Party Planning Team
651-334-1209 or Sponsorship@RondoBlockParty.com



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