



SPONSORSHIP PACKAGES:

		Partner	Headliner	Supporter+	Supporter	Opener
Awareness	Digital Festival Guide	Ad + Logo	Ad + Logo	Ad + Logo	Logo	Logo
	Link on Event Webages	Logo	Logo	Logo	Logo	--
	Social Media Feature	Individual	Individual	Individual	Group	Group
	Logo on Festival Poster	Yes	Yes	Yes	--	--
	Newsletter Feature	Yes	Yes	Yes	--	--
	Main Stage Shoutout	Yes	Yes	--	--	--
Signage	Signage at Festival Hub	Yes	--	--	--	--
	Venue Signage	Main Stage Venue	Small Stage Venue	--	--	--
Table / Booth	Table / Booth	Festival Hub	Festival Hub	--	--	--
Additional Perks	Thaw Merch Pack	Yes	Yes	--	--	--
	Comp Tickets	10	8	6	4	2
Investment Amount:		\$6,000	\$4,000	\$1,750	\$800	\$300

All signage to be provided by the sponsor.

What is the Rochester Thaw Music Festival?

The Rochester Thaw Music Festival is an annual celebration of live music, founded in 2019. After a brief hiatus during the COVID-19 pandemic, the festival joined forces with local live music organizer My Town My Music, LLC, uniting an even broader audience from across Southeast Minnesota. In 2023, The Thaw expanded to a six-venue, 30-band format, drawing thousands of attendees to downtown Rochester over the years, and solidifying its place as one of the region's premier music events.

For 2026, MTMM is proud to present the festival's fifth year, and we're making it our biggest and best yet. We're adding a seventh venue and continuing to elevate the experience for our artists, partners, and attendees.

How will my business be seen?

Since its inception, The Rochester Thaw has become one of Minnesota's most beloved grassroots music festivals—known for its intimate, community-driven atmosphere and the meaningful connections it fosters between musicians, audiences, and local partners. We invite you to join us in supporting this homegrown celebration of music, creativity, and community.

What if one of these packages doesn't quite work for me?

We get it, not all of these options will work for everyone. If you'd still like to be involved in some form or another, let us know what you're thinking, we're open to ideas and other options! You can always reach out to the Thaw Festival founder Nick Novotny with thoughts and questions at sponsorships@mytownmymusic.com.