



Roosevelt Row First Friday Arts Market

6:00pm – 11:00pm

Roosevelt Row serves as a hub for art, culture, creative expression and innovation in downtown Phoenix. Explore Roosevelt Row on First Fridays and experience a curated selection of over one hundred artists who create unique, one-of-a-kind handmade art objects, crafts and specialty items.

During each monthly First Friday event, Roosevelt Row curates creative collaborators including Full Moon festival, featuring a 100+ person silent disco and art installations, and Zen Nights, the state's largest plant-based food and lifestyle festival. These core anchor events attract an audience of young people who are shaping lifestyle choices through participation in a creative hands-on cultural festival environment.

First Fridays attracts diverse visitors of all ages and backgrounds from throughout the Valley and beyond. The 20,000-30,000 monthly attendees for First Fridays have catalyzed the launch of hundreds of new businesses in the district and attracted over one billion dollars in private investment for new housing, making the area one of the most vibrant and densely-populated neighborhoods in Arizona.

Roosevelt Row is a growing center for foodie culture featuring award-winning chefs and restaurants. Every First Friday, food trucks bring new culinary artistry to the district and feature farm to table and fusion cuisine that appeals to all tastes.

Roosevelt Row was named a Great Place in America by the American Planning Association and has been highlighted by USA Today as one of "[The Top 10 City Arts Districts in the US.](#)" Experience the vibrant ambiance the Roosevelt Row Arts District has to offer! (Read other USA Today [coverage here.](#))

Please see following page for sponsorship levels. Thank you for your consideration



First Friday Block Party Market Sponsorship

\$2000 First Friday Special Event Title Sponsor

- Exclusive industry rights*
 - Branding featured in Event Title
 - Branding featured on projection screen
 - Individual booth space for product placement / information table
 - Logo placement on all partner websites, social media and all print materials
Logo placement on all event websites, social media and all print materials
 - Roosevelt Row e-newsletter sent to 7,600+ opt-in subscribers biweekly
 - 15,000+ Roosevelt Row Facebook followers
 - 8,000+ Twitter followers
 - 16,000+ Instagram followers
 - Exclusive social media mentions
- *Restrictions may apply to certain industries

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\$500 First Friday Block Party Booth Sponsors

- Individual booth space for product placement / information table
- Logo placement on all partner websites, social media and all print materials
- Exclusive social media mentions

\$250 Friends of First Friday Block Party Sponsors

- Signage at Roosevelt Row information table
- Logo placement on Roosevelt Row website, social media and all print materials
- Exclusive social media mentions

For questions about custom sponsor packages please email amy@rooseveltrow.org

Roosevelt Row Community Development Corporation (CDC) is a 501(c)3 nonprofit organization established to further the unique character and assets of the area, to advocate for the continuing role of the arts in the revitalization of downtown Phoenix, and to foster a dense, diverse and walkable urban environment.