



## PARTNERSHIP OPPORTUNITIES

### *Where People Gather, Stay, and Return*

**Historic Roscoe Village draws people in and keeps them here.**

Visitors come for the atmosphere, activity, and sense of place and they stay to explore, participate, and return throughout the year. It is one of the region's primary drivers of visitation and community activity, attracting thousands of visitors annually.

That matters.

For businesses, it means visibility where people are engaged.

For the community, it strengthens a place people choose to visit, live in, and invest in.

From its earliest days as a canal town, Roscoe functioned through participation goods were made, traded, and exchanged, and relationships sustained the community.

That pattern continues today.

Maintaining and activating this place requires ongoing support. From its restoration forward, Roscoe has depended on committed partners to sustain its buildings, programs, and long-term future.

**Partnership with Roscoe Village places your business within a setting where history comes to life drawing people, holding their attention, and strengthening the surrounding community.**



# Why Businesses Partner with Roscoe Village

Partnership with Roscoe Village provides advantages that extend beyond traditional sponsorship.

## ACCESS TO CONCENTRATED AUDIENCES

Events and programs bring together visitors who spend meaningful time in the village—creating consistent opportunities to reach people in an environment where attention is high.

## A PLATFORM FOR BUSINESS ENGAGEMENT

Roscoe offers more than visibility. Partners can host events, invite clients, and engage employees in a setting designed for connection and shared experience.

## CREDIBILITY THROUGH ASSOCIATION

Partnership signals alignment with a place recognized as part of the region’s identity and ongoing activity.

## CONTRIBUTION TO A STRONGER BUSINESS ENVIRONMENT

Roscoe supports tourism, local commerce, and community vitality—factors that influence workforce attraction, customer activity, and long-term regional strength.

Businesses partner with Roscoe not only to be seen, but to be connected to a place that consistently generates attention, participation, and community value.



## Signature Events & Programs

Historic Roscoe Village hosts signature events and programs that activate the village throughout the year and create meaningful opportunities for visitor engagement.

### Apple Butter Stirrin' Festival | October 16 – 18, 2026

Each fall, Historic Roscoe Village hosts one of Ohio's most beloved autumn traditions. Copper kettles simmer over open fires while blacksmiths send sparks flying in the forge. Historic interpreters share stories of canal-era life as visitors explore the village's preserved buildings—now home to unique shops and restaurants.

New experiences include craft beer from Wooly Pig Brewery, wine tastings, charcuterie displays, and entertainment from Columbus Whirlybirds and Friends.



### CHRISTMAS in CANAL TOWN



### Christmas in Canal Town – November and December 2026

During the holiday season, Historic Roscoe Village transforms into a glowing canal-era Christmas village filled with lights, music, and traditions.

Highlights include the Christmas Candlelighting Ceremony, horse-drawn carriage rides, lantern walks, festive shopping in historic buildings, and hot chocolate stations throughout the village.

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### Canal Day – August 22, 2026

Canal Day celebrates the ingenuity and entrepreneurial spirit that built Ohio's canal system. Visitors experience canal boat rides with Captain Reynolds, Towpath Walks, historic interpreters, music, and demonstrations.

A highlight is the creation of a mural by internationally recognized muralist Benjamin Swatez.



### America 250 Celebration | July 19, 2026

In 2026, Historic Roscoe Village will participate in the nationwide celebration of the 250th anniversary of the United States.

Interpreter Chris Hart will bring early American stories to life while historic buildings throughout the village are activated with immersive storytelling experiences. Canal boat experiences are free on this special day.

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## SIGNATURE PROGRAMS

### Trailblazers Youth Adventures

Trailblazers Youth Adventures invite children and families to explore Roscoe Village through interactive experiences inspired by canal-era roles—Builders, Traders, and Trailblazers—connecting hands-on activity with how the village functioned.



### Time Travelers Tales

Time Travelers Tales is an immersive storytelling series bringing canal-era history to life through experiences within Roscoe Village's historic spaces.



## *Activating the Village Through Partnership*

**These events and programs do not happen on their own.  
They are activated through partnership.**

Support from businesses and individuals makes it possible to operate events, expand programming, and maintain a level of activity that continues to draw people to the village throughout the year.

Partnership places your business within these experiences—where visibility, interaction, and community presence naturally occur.

# Partnership Opportunities



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Roscoe Village offers multiple ways to engage based on your goals and level of involvement.

Ongoing partnerships provide consistent, year-round presence.

Event and community sponsorships offer targeted opportunities tied to specific experiences.

## VILLAGE PARTNERSHIP OPPORTUNITIES

### Legacy Partner — \$10,000

A leadership role in sustaining and elevating Roscoe Village.

Legacy Partners are integrated across the village's events, programs, and experiences throughout the year, maintaining a consistent and highly visible presence.

#### Includes:

- **Recognition across all Signature Events & Programs** — your partnership includes ALL six — Apple Butter Stirrin' Festival is your anchor event, plus America 250, Canal Day, Christmas in Canal Town (Candlelighting, Hallmark, All month), Trailblazers Youth Adventures, and Time Travelers Tales
- **Speaking opportunity on stage at any event and/or program**
- **On-site event signage at all events** — we work with you to align signage opportunities with your brand | Premier signage on stage and entrance areas
- **Named sponsor panel in Visitor Center & Village Kiosk** — permanent display for the full 2026 season
- **Featured placement on [roscoevillage.com/partners](https://roscoevillage.com/partners) and event pages** — logo + link at top of partner page, linked from homepage
- **6 dedicated social media posts per year** — original content to 21,000+ followers across Facebook and Instagram
- **Featured recognition in RVF e-newsletter** — dedicated partner spotlight in one issue; logo in footer all year

# Partnership Opportunities

Custom Packages available at every level.



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## VILLAGE PARTNERSHIP OPPORTUNITIES

### Legacy Partner — \$10,000 (cont.)

#### Includes:

- **Name and logo on maps and/or marketing materials for all events/programs** — full logo placement, Legacy tier position
- **Canal boat experience** — up to 20 clients, employees, or guests — one time per year
- **Private after-hours historic village tour** — up to 20 guests with historic interpreter
- **Host a private event on village grounds** — approved spaces, up to 75 guests, one time per year
- **Team-building group history experience** — up to 25 participants
- **20 complimentary event admission passes** — valid for any ticketed event during the 2026 season
- **Tax-deductible contribution** — Roscoe Village Foundation is a registered 501(c)(3) nonprofit
- **Custom package available** — designed to meet your marketing, branding, and philanthropic goals

# Partnership Opportunities

Custom Packages available at every level.



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## VILLAGE PARTNERSHIP OPPORTUNITIES

### Heritage Partner — \$5,000

A significant role in supporting key experiences and programs.

#### Includes:

- **Recognition at Apple Butter Stirrin' Festival — included at this level** — Roscoe's signature event, ~20,000 attendees over three days
- **Choose 3 additional Signature Events & Programs** — select from America 250, Canal Day, Christmas in Canal Town, Trailblazers Youth Adventures, and Time Travelers Tales
- **On-site event signage at Apple Butter and your 2 chosen events** — we work with you to align signage opportunities with your brand | premier signage at stage and/or entrances
- **Named on Visitor Center sponsor board and Village Kiosk** — for the full 2026 season
- **Logo + link on [roscoevillage.com/partners](https://roscoevillage.com/partners) and event page** — second-tier placement, linked to your website
- **4 dedicated social media posts per year** — original content to 21,000+ followers, timed to your chosen events
- **Recognition in RVF e-newsletter** — logo included in event preview issues for your chosen events
- **Name on map and/or marketing materials for 4 events/programs**
- **Private after-hours historic village tour** — up to 12 guests with historic interpreter
- **Team-building group history experience** — up to 15 participants — guided village walk with interpreter stations
- **10 complimentary event admission passes** — valid for any ticketed event during the 2026 season
- **Tax-deductible contribution** — Roscoe Village Foundation is a registered 501(c)(3) nonprofit
- **Custom package available** — designed to meet your marketing, branding, and philanthropic goals

# Partnership Opportunities

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## VILLAGE PARTNERSHIP OPPORTUNITIES

### Community Partner — \$2,500

An accessible way to actively participate in Roscoe Village.

#### Includes:

- **Recognition at Apple Butter Stirrin' Festival ( included at this level)** — Roscoe's signature event, ~20,000 attendees over three days
- **Choose 2 additional Signature Event or Program** — select from America 250, Canal Day, Christmas in Canal Town, Trailblazers Youth Adventures, and Time Travelers Tales
- **On-site event signage at Apple Butter and your chosen event** — we work with you to align signage opportunities with your brand
- **Logo + link on [roscoevillage.com/partners](https://roscoevillage.com/partners)** — standard placement, linked to your website
- **3 dedicated social media posts per year** — original content to 21,000+ followers, timed to your chosen events
- **Recognition in RVF e-newsletter** — name and logo in event preview issue for your chosen events
- **Name and logo on map and/or marketing materials for 3 events/programs**
- **Team-building group history experience** — up to 10 participants — self-guided BTT trail with character cards
- **4 complimentary event admission passes** — valid for any ticketed event during the 2026 season
- **Tax-deductible contribution** — Roscoe Village Foundation is a registered 501(c)(3) nonprofit
- **Custom package available** — contact us to discuss options

# Partnership Opportunities

Custom Packages available at every level.



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## VILLAGE PARTNERSHIP OPPORTUNITIES

### Village Partner — \$1,000

A foundational level of support that maintains presence in the village.

#### Includes:

- **Recognition at Apple Butter Stirrin' Festival (included at this level)** — Roscoe's signature event, ~20,000 attendees over three days
- **On-site event signage at Apple Butter** — we work with you to align signage opportunities with your brand
- **Choose 2 additional Signature Event or Program** — select from America 250, Canal Day, Christmas in Canal Town, Trailblazers Youth Adventures, and Time Travelers Tales
- **Logo + link on [roscoevillage.com/partners](https://roscoevillage.com/partners) and event page** — annual listing, linked to your website
- **1 dedicated social media posts per year** — original content to 21,000+ followers, timed to your chosen events
- **2 complimentary event admission passes**
- **Tax-deductible contribution** — Roscoe Village Foundation is a registered 501(c)(3) nonprofit

# Partnership Opportunities

Custom Packages available at every level.



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## **EVENT & COMMUNITY SPONSORSHIP OPPORTUNITIES**

Roscoe Village has long been supported by local businesses and individuals through event-level sponsorships.

These opportunities remain an important way to participate, offering visibility during key festivals while supporting the continued activity of the village.

### **Apple Butter Stirrin' Festival + Candlelighting Ceremony — \$500**

Recognition at two of Roscoe Village's most beloved events.

#### **Includes:**

- **On-site recognition at Apple Butter Stirrin' Festival** — we work with you on signage placement and all sponsor signage on stage
- **On-site recognition at the Candlelighting Ceremony** — the emotional centerpiece of Christmas in Canal Town — all sponsor signage on stage
- **Name in printed programs for both events**
- **1 dedicated social media post per event** — 21,000+ reach
- **Name listed on [roscoevillage.com/partners](https://roscoevillage.com/partners)**
- **Tax-deductible contribution** — Roscoe Village Foundation is a registered 501(c)(3) nonprofit

# Partnership Opportunities

Custom Packages available at every level.



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## *EVENT & COMMUNITY SPONSORSHIP OPPORTUNITIES*

### **Friend of Roscoe — \$250**

Recognition at one event of your choice — Apple Butter Stirrin' Festival or the Candlelighting Ceremony

#### **Includes:**

- **On-site recognition at your chosen event** — we work with you on signage placement and all sponsor signage on stage
- **Name in printed program for your chosen event**
- **Name listed on [roscoevillage.com/partners](http://roscoevillage.com/partners)**
- **Tax-deductible contribution** — Roscoe Village Foundation is a registered 501(c)(3) nonprofit

# Partnership Benefits at a Glance

All packages can be customized to meet your marketing, branding, and philanthropic goals.

|   | Legacy<br>\$10,000 | Heritage<br>\$5,000     | Community<br>\$2,500    | Village<br>\$1,000      |
|---|--------------------|-------------------------|-------------------------|-------------------------|
| <b>SIGNATURE EVENTS &amp; PROGRAMS</b>  |                    |                         |                         |                         |
| Recognition for Signature Events & Programs:  | <b>ALL</b>         | Apple Butter + Choose 3 | Apple Butter + Choose 2 | Apple Butter + Choose 1 |
| <i>Apple Butter Stirrin' Festival (Oct 16-18) — included at all levels</i>  |                    |                         |                         |                         |
| <i>America 250 Celebration (July 19)</i>  |                    |                         |                         |                         |
| <i>Canal Day (August 22)</i>  |                    |                         |                         |                         |
| <i>Christmas in Canal Town (Nov-Dec)</i>  |                    |                         |                         |                         |
| <i>Trailblazers Youth Adventures</i>  |                    |                         |                         |                         |
| <i>Time Travelers Tales</i>   |                    |                         |                         |                         |
| <b>SIGNAGE &amp; DIGITAL RECOGNITION</b>  |                    |                         |                         |                         |
| On-site event signage — prominent locations for all sponsor signage + we work with you to align opportunities with your brand   Logo on map | All events         | Apple Butter + 3 events | Apple Butter + 2 events | Apple Butter + 1 event  |
| Visitor Center sponsor panel + Village Kiosk (full 2026 season)   | ✓                  | ✓                       |                         |                         |
| Logo + link on <a href="https://roscoe.village.com/partners">roscoe.village.com/partners</a> and specific event/program                     | Featured           | ✓                       | ✓                       | ✓                       |
| Dedicated social media posts (21,000+ reach)  | 6 / yr             | 4 / yr                  | 3 / yr                  | 1 / yr                  |
| Recognition in RVF e-newsletter   | Featured           | ✓                       | ✓                       |                         |
| <b>PARTNER EXPERIENCES</b>  |                    |                         |                         |                         |
| Canal boat experience (up to 20 guests)   | ✓                  |                         |                         |                         |
| Private after-hours historic village tour   | ✓                  | ✓                       |                         |                         |
| Team-building group history experience  | ✓                  | ✓                       | ✓                       |                         |
| Host private event on village grounds   | ✓                  |                         |                         |                         |
| <b>ADDITIONAL BENEFITS</b>  |                    |                         |                         |                         |
| Complimentary event admission passes  | 20 / yr            | 10 / yr                 | 4 / yr                  | 2 / yr                  |
| Tax-deductible contribution (501(c)(3))   | ✓                  | ✓                       | ✓                       | ✓                       |

Event-level recognition also available — \$500: Apple Butter Stirrin' Festival + Candlelighting Ceremony | \$250: one event of your choice | See partnership details for recognition specifics



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## *Join Us in Sustaining and Elevating Roscoe Village*

**Roscoe Village exists because people choose to invest in it.**

Through partnership, businesses and individuals support the preservation of historic structures, the activation of events and programs, and the continued role of the village as a place where people gather and engage.

As Roscoe Village continues to grow and evolve, partnership plays a critical role in elevating the visitor experience, expanding programming, and strengthening its impact across the region.

We welcome the opportunity to work with you to identify the level of partnership that best aligns with your goals.

### **About Roscoe Village Foundation**

Roscoe Village Foundation stewards Historic Roscoe Village, a preserved 19th-century canal district located in Coshocton, Ohio. Inspired by the restoration vision of Edward and Frances Montgomery in the 1960s, the Foundation carries forward the canal-era values of commerce, connection, and community through preservation, interpretation, and strategic partnerships. Today, Historic Roscoe Village serves as a cultural and economic anchor for the region and a distinctive destination for immersive canal-era experiences.