



SHARE SOME ROC LOVE *PARTNERSHIP OPPORTUNITIES*

About Share Some ROC Love

[Share Some ROC Love](#) (SSRL) is one of Rochester's most joyful holiday traditions, a citywide celebration that blends surprise, community, and local pride. Every season, we hide curated gift baskets across the region, host online giveaways, and spotlight the incredible small businesses that make Rochester shine. Thousands of residents follow along for clues, shares, and "found it!" moments that drive real engagement and genuine excitement. This year, we're proud to deepen our impact through a [new partnership with Free Art Collective](#), helping ensure that creativity and art supplies reach youth and emerging artists across the city. By partnering with SSRL, your business becomes part of something bigger: a feel-good movement that supports local shops, fuels creativity, brings people together, and spreads joy throughout Rochester. It's meaningful visibility with heart, and a chance to connect with a community that loves to support the businesses who make this season special.

Benefits of Partnerships

Partnering with Share Some ROC Love gives your business the chance to stand out during the busiest shopping season of the year while aligning with a beloved Rochester tradition. Each basket and giveaway puts your brand directly in front of an active, local audience that loves discovering new shops, sharing posts, and supporting the businesses that support their community. Our drops spark real excitement, organic word-of-mouth, and high engagement across Instagram and Facebook, creating meaningful visibility that feels fun, authentic, and memorable. And with this year's expanded community impact through Free Art Collective, partners also become part of a larger mission to uplift local youth, artists, and neighborhoods. It's not just marketing, it's joining a movement that brings people together, celebrates Rochester's creative spirit, and highlights the businesses that make this city feel like home.

Choosing a partnership level also gives your business several promotional opportunities designed to maximize your visibility throughout the season:

- **Stories** offer quick, high-impact exposure that lasts for 24 hours, making them perfect for timely updates, product highlights, or flash promotions.
- **Posts** live permanently on our feed and continue generating long-term visibility through hashtags, searches, and shares, ideal for sustained brand awareness and ongoing discovery.
- **Choose your day/week for giveaways:** Higher-tier partners may also select the week or theme their gift appears in, allowing you to align your spotlight with your busiest sales periods, special events, or holiday promotions so your partnership directly supports your business goals.
- **Choose between Online or Physical Gift Drops:** Higher-tier partners have the ability to choose between an online giveaway or a physical hidden gift drop. Together, these options ensure your participation is not only meaningful for the community but also strategically valuable for your business, offering visibility, engagement, and goodwill throughout the holiday season.
 - **Online giveaways** typically lead to more followers and broader engagement, making them a great option for businesses focused on digital growth. Our online giveaway partners usually receive a minimum of 100 new followers, on average. Liking your page is required for online giveaways.
 - **Physical drops** create memorable in-person experiences that encourage community exploration and can drive foot traffic near your storefront or neighborhood. Having your business tagged in a post also allows people to follow you if desired.



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PARTNERSHIP OPPORTUNITIES

2025-2026 Partnership Levels

Spark of Joy Partner

Single Item Up to \$39

- Name listed on partnership page (text only)
- Name mention (text) in group thank-you story
- Name mention in “Gift Found!” recap

Delight Maker Partner

Single Item \$40–\$74

- Linked logo on partnership page
- Tagged mention in group thank-you story
- Logo included in one pre-season group story and post
- Included in one group pre-drop post
- Tagged mention in “Gift Found!” recap

Spirit of Festivity Partner

Single Item \$75–\$149

- Linked logo on partnership page with elevated placement
- One individual thank-you story
- One dedicated pre-drop post with tag and business summary
- Tagged mention in “Gift Found!” recap
- Option for online giveaway or physical drop

Champion of Cheer Partner

Single Item \$150–\$249

- Premier logo placement on partnership page
- One individual thank-you story
- Dedicated IG/FB Reel about the business + gift
- Named basket partner (“Find a surprise from [Business]!”)
- Custom posts: pre-drop, drop-day, and Gift Found!
- Option for branded items inside basket
- Option for online giveaway or physical drop, combined with other items



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Premiere Partner

Single Item \$250+

- Linked logo on homepage AND partnership page (hero placement)
- One individual thank-you story
- Dedicated IG/FB Reel about the business + gift
- Exclusive in-season feature post spotlighting business + donation
- Custom posts: pre-drop, drop-day, and Gift Found!
- Priority mention for any press opportunities
- Named basket partner with choice of week
- Option for branded items inside basket
- Option for online giveaway or physical drop, as a standalone item

Multi-Gift Partner

For donations of multiple items or gift cards (totaling \$50+)

- Linked Logo on website under “Multi-Gift Partners”
- Tagged logo on group thank-you story
- Tagged mention in drop-day posts where items appear
- Tag in every “Gift Found!” post where their items appear
- One item will be included in an online giveaway
 - Items \$75 or under will be included in a giveaway with other items
 - Items Over \$75 will be given away on their own

2025 PARTNERSHIP COMPARISON CHART

Benefit	Spark of Joy	Delight Maker	Spirit of Festivity	Champion of Cheer	Premiere Partner	Multi-Gift Partner
Single Item Value	<i>Up to \$39</i>	<i>\$40-\$74</i>	<i>\$75-\$149</i>	<i>\$150-\$249</i>	<i>\$250+</i>	N/A
Linked logo on homepage	X	X	X	X	✓	X
Logo on partnership page	text	✓	elevated	premier	hero	✓
Individual thank-you story	X	X	✓	✓	✓	X
Group thank-you story	text	tagged	tagged	X	X	tagged
Dedicated pre-drop post	X	X	✓	✓	✓	X
Drop-day post	X	X	X	✓	✓	tagged
Gift Found! recap	name	tagged	tagged	custom	custom	tagged
Reel about business	X	X	X	✓	✓	X
Feature post	X	X	X	X	✓	X
Named basket partner	X	X	X	✓	✓	X
Branded items allowed	X	X	X	✓	✓	X
Choice: online giveaway/drop	X	X	✓	✓	✓	1 item inc. online