CITY OF MENTOR

2027 EVENT SPONSORSHIP OPPORTUNITIES

The City of Mentor proudly hosts dozens of family-friendly events each year, fostering civic pride and strengthening community bonds. From high-energy concerts under summer stars to festive winter gatherings, these celebrations draw tens of thousands of residents and visitors alike.

Over 150,000 people attended Mentor events in 2026. By partnering as a sponsor, your organization gains prominent visibility across diverse, well-attended platforms while directly supporting the vibrant experiences that make Mentor a premier place to live, work, and play.

MENTOR ROCKS: AMPHITHEATER MAIN STAGE

17 Dates - Including Mentor Rocks, Independence Day Concert & Fireworks, and Mentor CityFest

The Mentor Rocks concert series features national recording artists and North America's top tribute acts, running for 13 weeks from June 1 through August 31, 2027, with an average weekly attendance of 9,036 music lovers! Mentor's Independence Day Celebration attracts over 25,000 spectators for music and fireworks. Mentor CityFest (August 13-14, 2027) is Lake County's premier family festival, packed with activities, entertainment, and food.

Each event delivers a festival atmosphere with premier entertainment and top food trucks.

Level	Price	Qty	Sponsor Benefits
Title Sponsor	N/A	N/A	• Category exclusivity • Logo integrated into Mentor Rocks branding • Top logo placement on all marketing • 55 minimum :15 video-board impressions per event • Permanent 10' × 10' display space at every main-stage event • Promo-item distribution (sponsor-supplied)* • Acknowledgment in the season recap video
Presenting Sponsor	$10,500	~~3~~ **1**	• 28 minimum :15 video-board impressions per event • Secondary logo placement on all marketing • 10' × 10' display space at every main-stage event – space assigned weekly on a first-come/first-served basis • Promo-item distribution (sponsor-supplied)* • Acknowledgment in the season recap video
Supporting Sponsor	$7,000	~~7~~ **1**	• Logo placement on all marketing • 22 minimum :15 video-board impressions per event • 10' × 10' display space at every main-stage event – space assigned weekly on a first-come/first-served basis • Promo-item distribution (sponsor-supplied)* • Acknowledgment in the season recap video
Videoboard (IMAG) Ad	$1,950	~~5~~ **2**	• 7 minimum :15 videoboard impressions on per event • No booth or logo placement on marketing

**All sponsor giveaway items must be approved by the City of Mentor. No throwables – beach balls, frisbees, squeeze toys, etc.*

MENTOR CHILL OUT – January 16, 2027

Chill Out moves to Springbrook Gardens Park for 2027. The day includes ice sculptures and live carving, an outdoor rink with free skate rental, winter crafts, a trackless train, the Chilly Chili Cook-Off at 2:00 p.m., and an Ice & Fire finale. Please note that Chill Out is no longer bundled into the main-stage package, but 2026 Main Stage Sponsors will be represented to honor 2026 agreement.

Level	Price	Qty	Sponsor Benefits
Title	N/A	N/A	• Top logo on all marketing • 6' indoor table top • PA recognition
Presenting Sponsor	N/A	N/A	• Premium logo on all marketing • PA recognition
Supporting Sponsor	N/A	N/A	• Logo on all marketing • PA recognition
Outdoor Ice Rink Sponsor	$1,500	1	• "Skate presented by" on rink signage • Logo on the event page and social posts about the rink • PA recognition during public-skate windows
Fire & Ice Sponsor	$3,000	1	• Logo incorporated into the ice block • PA recognition
Fireworks Sponsor	$3,500	1	• PA recognition
Horse & Carriage Ride	$1,500	1	• Signage near pickup location and along trail.
Chilly Chili Cookoff Sponsor	N/A	N/A	• Logo on trophy and ballot • PA recognition • Table space near judging area

MENTOR CRUISE-IN – August 7, 2027

A regional favorite since 2001, featuring classic cars, food, entertainment, and family activities. Cruise-In attracts upwards of 800 cars and 2,500 spectators each year to Civic Center Park!

Level	Price	Qty	Sponsor Benefits
Title Sponsor	$2,000	1	• Premium logo on all marketing • Logo on trophies • 10' × 20' display space • Frequent PA recognition
Supporting Sponsor	$1,000	~~5~~ 2	• Logo on all marketing • 10' × 10' display space • Regular PA recognition

TUNES AT THE LAGOONS

Six Concerts, June–August

Family-friendly waterside shows with local bands, food trucks, and refreshments at Mentor Lagoons Marina. Estimated 1,000 per week.

Level	Price	Qty	Sponsor Benefits
Presenting Sponsor	$2,500	N/A	• Premium logo position on marketing • 10' × 10' display space • PA acknowledgment
General Sponsor	$850	~~8~~ 5	• Logo on all marketing • PA acknowledgement • No display space

MENTOR FARMERS MARKET

Fridays, June–September

Over 1,800 weekly visitors browse 30+ vendors offering local produce, crafts, and more at Garfield Park. 14 Fridays.

Level	Price	Qty	Sponsor Benefits
Presenting Sponsor	N/A	N/A	• Premium logo on all marketing • 10' × 10' display space at every Farmers Market date
Supporting Sponsor	$1,000	5	• Logo on all marketing • 10' × 10' display space on Fantastic Fridays (4 dates)
General Sponsor	$500	5	• Logo on all marketing

CULTURAL ARTS | WILDWOOD CULTURAL CENTER

Year-round programming (music, dance, theater, spoken word) at Wildwood Cultural Center, Springbrook Gardens Park, and Mentor Municipal Center. Includes Summer Nights on the Patio, Wildwood Wine & Arts Fest, Unveiled Art Series, and more. Minimum of 14 events. Cultural Arts programming presented in partnership with the Mentor Community Arts Commission.

Level	Price	Qty	Sponsor Benefits
Presenting Sponsor	N/A	N/A	• Premium logo position on all marketing • 10' x 10' space at Wildwood Art & Wine Fest, Summer Nights on the Patio , and Unveiled Art Reception.
Supporting Sponsor	$2,000	5	• Secondary logo position on all marketing.
General Sponsor	$1,000	3	• Logo on all marketing

MYSTERIES OF THE MANOR FALL FESTIVAL & HAYRIDE – October 22-23, 2027

Each year, 2,700 guests attend this sell-out event at Wildwood Cultural Center. Guests enjoy a number of family-friendly activities including a self-drive golf cart journey past scare stations through the haunted forest. Sponsors who wish to host a scare station must decorate and staff their station. Theme must be approved by the City of Mentor. This is an all ages, family-friendly event.

Level	Price	Qty	Sponsor Benefits
Presenting Sponsor	N/A	N/A	• Logo on all marketing • Scare station space • 10' x 10' display space at festival • Logo on all golf carts
General Sponsor	$500	4	• Logo on all marketing • Scare station space

POP CULTURE SHOW – June 12, 2027

Now in its third year, the pop culture show features over 70 vendor tables and attracts over 600 guests. This all ages event showcases vendors from the world of video games, comic books, trading cards, collectibles, and more.

Level	Price	Qty	Sponsor Benefits
Presenting Sponsor	$600	1	• Company logo on all promotional materials including event flyer, A-frame signage, and badges • 10' x 10' display space near the show's entrance • :15 sec rotating spot on the facility's TVs for the duration of the event • (10) general admission tickets to the show • Clickable link via the rec center's social media posts • Advertising (yard sign size) outside the show's outdoor entrance
General Sponsor	$300	~~4~~ 3	• 10' x 10' display space • :15 sec rotating spot on the facility's TVs for the duration of the event

OTHER OPPORTUNITIES

PUBLIC ART INSTALLATION

Sponsorships available for 2027 art pieces displayed citywide. Contact Linda Wintersteller at (440) 974-5735 or wintersteller@cityofmentor.com for additional information.

FACILITY ADVERTISING

Banner advertising opportunities are available at the Mentor Community Recreation Center and the Mentor Ice Arena. Contact the Parks Department at (440) 974-5720 or parks@cityofmentor.com for additional information.

SPONSORSHIP COMMITMENT

- Sponsorships reservations are honored on a first-come, first-served basis. Reservation requests for filled positions will be placed on a waiting list in order they are received.
- Season packages are full-season only. Partial schedules and split sponsorships are not offered. No sharing or reassignment of display space.
- Final confirmation deadline: **March 15, 2027,** or until sponsorships sell out. Final payment due: **May 1, 2027**.
- Display space is a footprint, not a tent. Sponsors supply their own tent, table, weights, and staff
- Promotional items are sponsor-supplied and must be approved before distribution. No "throwables" including beach balls, stress balls, frisbees, etc.
- The City of Mentor may decline any sponsorship. Pricing, benefits, and availability may change without notice.

REVISED: November 20, 2026

CITY OF MENTOR

2027 SPONSORSHIP RESERVATION FORM

CONTACT INFORMATION

ORGANIZATION	
CONTACT PERSON	
STREET ADDRESS	
DAYTIME PHONE	
EMAIL	

EVENT INFORMATION

EVENT	SPONSORSHIP LEVEL	AMOUNT

SIGNATURE

DATE

ADDITIONAL INFORMATION

- Sponsorships reservations are honored on a first-come, first-served basis. Reservation requests for filled positions will be placed on a waiting list in order they are received.
- Final confirmation deadline: **March 15, 2027,** or until sponsorships sell out. Final payment due: **May 1, 2027**.
- The City of Mentor may decline any sponsorship. Pricing, benefits, and availability may change without notice.
- This form is not a contract. A contract and payment instructions will be sent to you

QUESTIONS: Contact Ante Logarusic at logarusic@cityofmentor.com or (440) 974-5794 with any questions or to develop a custom sponsorship package.