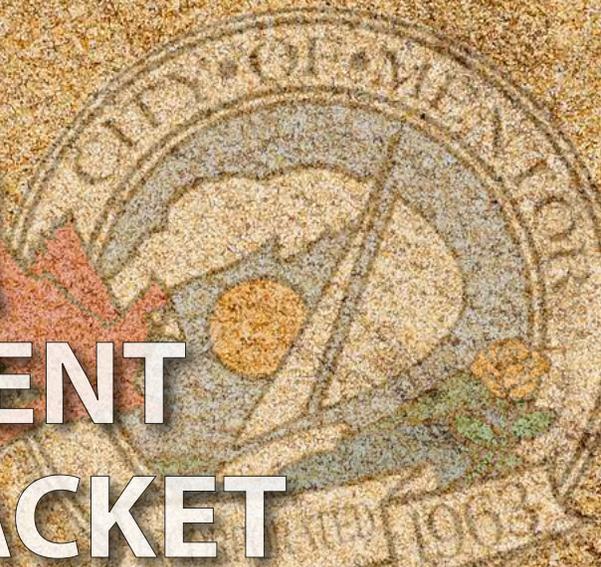




CITY OF MENTOR 2016 SPECIAL EVENT SPONSORSHIP PACKET



A Letter to our Sponsors

Dear Sponsor,

Thank you for taking a few minutes to review the City of Mentor Special Event Sponsorship Guide.

The City of Mentor offers a full calendar of wonderful special events each year.

We create opportunities for community engagement, social interaction and discovery both large and small. Many of these popular programs are made possible through the corporate sponsorship and generosity of local businesses.

Our experienced staff will work with your business to craft a sponsorship package that meets your marketing and engagement goals, and maximizes your exposure to our event guests through print, digital and social media, on-site interaction, and more.

Mentor events are well-managed, well-attended, and well-covered by local and regional media ensuring positive brand exposure. We welcome the opportunity to make you a part of it.

Contact me today at (440) 974-5720 or korsok@cityofmentor.com to learn more about these and other exciting opportunities.

Sincerely,



Jill Korsok
Recreation Superintendent
korsok@cityofmentor.com
(440) 974-5720





Don't miss your chance to be part of the 4th Headland's Beach Fest! Our family-friendly event on Ohio's longest beach features sand sculpture artists, art vendors, food trucks, entertainment, kites, and a family sand castle building contest.

Attendance: 20,000 +
Primary Market: Families
July 16

Title Sponsor \$7,000

1 Available

- Naming rights for the 2016 Beach Fest: Beach Fest presented by your company
- :30 PA sponsorship acknowledgment every hour during the event
- Company logo displayed prominently on all Beach Fest materials
- 10 x 20 tented vendor space
- Special recognition on the Mentor Channel
- 500 word article in a color two page spread with company logo and photos in program
- On Beach signage at main gate, the busiest location
- Premium presence on Beach Fest web site as "Presenting Sponsor"
- VIP Parking
- Invitation to our Meet the Sand Sculptors event on Thursday, July 14

World Champion Sand Sculpture Sponsor \$3,000

5 Available

- Logo placement on all visual advertising
- Large signage by the sand sculpture area
- 10 x 10 vendor space (placed by the sculpture area if you prefer)
- Full color ad in event program
- 250 word article in a one page spread with company logo and photos in program
- :30 PA acknowledgment every two hours as the sand sculpture sponsor
- High presence on Beach Fest website
- VIP Parking
- Invitation to our Meet the Sand Sculptors event on Thursday, July 14

Performance Stage Sponsor \$2,500

1 Available

- Logo placement on all visual advertising
- Large company sponsor thank you sign by main performance stage
- 10 x 10 vendor space
- Full color ad in event guide
- 250 word article and company logo in program
- :20 PA acknowledgment every two hours as the performance sponsor
- Presence on Beach Fest website
- A thank you acknowledgment every time a new performer comes on stage
- VIP Parking
- Invitation to our Meet the Sand Sculptors event on Thursday, July 14



Contact:

Maggie Kuyasa

(440) 974-5720

kuyasa@cityofmentor.com

Headlands Beach Fest



Kids Art & Activities Sponsor \$1,500

1 Available

- Logo placement on all visual advertising
- Large company sponsor thank you sign in Arts tent
- 10 x 10 vendor space
- 3/4 page color ad in event program
- 150 word article and company logo in the program
- Presence on the Beach Fest website
- :20 PA acknowledgment three times during Beach Fest
- VIP Parking

**Attendance: 20,000 +
Primary Market: Families
July 16**

Shade Tent Sponsor \$700

2 Available

- Logo placement on all visual advertising
- Large company sponsor thank you sign by the 10 x 20 shade tent which will have table and chair seating for 36 people
- Presence on Headlands Beach Fest website
- 10 x 10 vendor space
- Full color 1/3 page ad in event program
- VIP Parking

Patrons \$350

10 Available

- Reserved 10 x 10 vendor space
- Acknowledgment and thank you at least twice during event
- Listing on Headlands Beach Fest website
- Full color quarter page ad in event guide

Program Advertising

Our event program will feature a 50/50 split of advertising and feature content. Perfect opportunity to advertise your business with coupons and special offers to over 20,000 visitors!

| | |
|-------------------------|---------|
| 2 Page Spread | \$1,250 |
| Full Page Ad-Back Cover | \$1,500 |
| Full Page Ad | \$750 |
| 1/2 Page Ad | \$500 |
| 1/4 Page Ad | \$275 |
| 1/8 Page Ad | \$175 |

Sponsorship deadline: June 10, 2016



Contact:
Maggie Kuyasa
(440) 974-5720
kuyasa@cityofmentor.com

Headlands Beach Fest



Don't miss your chance to be a part of this year's Mentor CityFest - Lake County's premier, family-friendly event features live entertainment, food, fun & games! Your business will enjoy direct access to over 20,000 visitors over 2 days.

Attendance: 20,000 +
Primary Market: Families
August 26 & 27

Gold (Title) Sponsor **\$15,000**

1 Available

- Naming rights for the 2016 Mentor CityFest
- Entrance area booth space in Main Street tent
- Company logo displayed prominently on all festival materials and festival grounds signage
- Special recognition on The Mentor Channel
- VIP concert seating for 25 guests
- 30 wristbands for inflatable activities
- Eight VIP parking passes
- :30 PA sponsorship acknowledgment every hour during the festival
- Two page spread and 500 word article in event program

Silver Sponsor **\$10,000**

1 Available

- Stage Pillar Wraps on amphitheater with your company logo
- Opportunity to announce the band both evenings
- Onstage recognition of your company
- Special recognition commercial on The Mentor Channel
- Reruns of concert performance on the Mentor Channel, Sept-Dec
- 10 x10 booth space in Main Street tent
- Company logo on all festival materials
- Full page ad and 350 word article in event program
- :30 PA sponsorship acknowledgment every hour during the festival
- 20 wristbands for inflatable activities

Bronze Sponsor **\$7,500**

1 Available

- Exclusive presence in Family Fun Zone consisting of 8-10 inflatables/activities
- Special recognition commercial on The Mentor Channel
- 10 x10 booth space in Main Street tent
- Company logo on all festival materials
- Full page ad and 350 word article in event program
- :30 PA sponsorship acknowledgment every hour during the festival
- 20 wristbands for inflatable activities.

Fireworks Sponsor **\$3,500**

1 Available

- Company logo on all festival materials.
- Includes half page ad
- Recognition onstage during concert and reruns of concert performances on the Mentor Channel, Sept-Dec.
- 20 wristbands for inflatable activities

Mentor CityFest



Contact:
Jill Korsok
(440) 974-5720
korsok@cityofmentor.com



Beer & Wine Garden Sponsor **\$2,500**

2 Available

- Sponsorship of the beer tent or wine tent
- Includes half page ad.
- Company logo on all festival materials and in the beer/wine garden area.
- 20 wristbands for inflatables

Attendance: 20,000 +
Primary Market: Families
August 26 & 27

Pavilion Seating Area **\$2,500**

1 Available

- Sponsorship of centrally located 2,400 square foot tent
- Includes half page ad, company logo on all festival materials and in the pavilion seating area
- 20 wristbands for inflatables

Entertainment Tent **\$2,500**

1 Available

- Sponsorship of the new 2,400 sq.ft. entertainment tent
- Includes half page ad
- Company logo on all festival materials
- Naming of tent
- 20 wristbands for inflatables

Gateway Sponsor **\$2,500**

- Logo displayed at all three entryways
- Company logo on all festival materials.
- Half page ad in event program
- 20 wristbands for inflatables



Contact:
Jill Korsok
(440) 974-5720
korsok@cityofmentor.com



Main Street Tent **\$2,500**
 1 Available

Attendance: 20,000 +
Primary Market: Families
August 26 & 27

- Sponsorship of the 2,400 sq.ft. vendor tent
- Includes half page ad
- Company logo on all festival materials
- Naming of tent
- 20 wristbands for inflatables

Color Dash & Walk Sponsor **\$1,000**
 7 Available

- Logo displayed at one Color Station
- Includes 1/2 page ad in event program
- Company logo on all festival material

Program Advertising

Our event program will feature a 50/50 split of advertising and feature content. Perfect opportunity to advertise your business with coupons and special offers to over 20,000 visitors!

| | |
|-------------------------|---------|
| 2 Page Spread | \$1,250 |
| Full Page Ad-Back Cover | \$1,500 |
| Full Page Ad | \$750 |
| 1/2 Page Ad | \$500 |
| 1/4 Page Ad | \$275 |
| 1/8 Page Ad | \$175 |

Sponsor Deadline: July 22, 2016



Contact:
 Jill Korsok
 (440) 974-5720
korsok@cityofmentor.com



The Mentor Cruise-In showcases over 800 cars, 2500 spectators, vendors, music, food and refreshments.

Attendance: 2,500
Primary Market: Families
Men, Women, Seniors
August 13

Event Sponsor **\$500**

5 Available

- Logo placement on all Cruise-In material
- Company name on selected Cruise-In trophies
- 10x10 Vendor Space
- Listing on Cruise-In website

Patron Sponsor **\$250**

10 Available

- Listing on Cruise-In website
- 10x10 Vendor Space
- Listing on Cruise-In banner

Entertainment Sponsor **\$500**

2 Available

- On stage acknowledgment
- Listing on stage banner
- Listing on Cruise-In banner

The Cruise-In committee is accepting door prizes to be raffled off to registered cruisers, and promotional items for inclusion in goodie bags (**minimum 250**).

All door prizes and promotional items need to be received by **July 8, 2016**.

Informational Contact

Nick Standering
(440) 974-5735
standering@cityofmentor.com

Contact:
Wildwood
(440) 974-5735
Wildwood@cityofmentor.com





This year's summer concert series is going to be bigger and better than ever with 7 awesome bands, great food, refreshments and fun!

Attendance: 10,000
Primary Market: Families
June-August

Gold Sponsor **\$10,000**
 1 Available

- Presenting sponsorship rights to the concert series (Mentor Rocks Concert Series presented by Your Company)
- On stage acknowledgment at opening & close of all concerts
- Significant presence on all advertising
- Amphitheater Pillar Wraps featuring your company's logo
- 10 x 10 vendor space
- VIP Seating/Parking
- Complimentary refreshments for 20 guests per concert
- 2 page spread and 500 word article with photos in Event Program
- Premium presence on Mentor Rocks website

Silver Sponsor **\$3,500**
 3 Available

- Logo placement on all visual advertising
- Sign on front of stage
- 10 x 10 Vendor space
- Full page ad and 250 word article with photo in Event Program
- High presence on Mentor Rocks website

Bronze Sponsor **\$1,250**
 3 Available

- Logo placement on posters, rack cards and print ads
- Sign on front of stage
- 10 x 10 Vendor space
- Half page ad in event program
- 250 word article and company Logo in program
- Presence on Mentor Rocks website

Patrons **\$300**
 20 Available

- Reserved 10 x 10 vendor space (per season)
- Full Color Quarter page ad in event program
- Listing on Mentor Rocks website

Program Advertising

| | |
|------------------------------|-------|
| Full Page Ad (5 1/2 x 8 1/2) | \$500 |
| 1/2 Page Ad (5 1/2 x 4 1/4) | \$250 |
| 1/4 Page Ad (2 3/4 x 4 1/4) | \$150 |

Sponsorship deadline: April 30, 2016

Mentor Rocks



Contact:
 Nick Standering
 (440) 974-5720
 standering@cityofmentor.com



Mentor Farmers Market has grown into a weekly celebration of locally grown food and custom treats where visitors enjoy strolling under century-old shaded trees while purchasing fresh, local produce, baked goods, and arts & crafts!

Attendance: 300-500/wk
Primary Market: Families Men, Women
Fridays June-September

Event Sponsorship **\$400**

1 Available

- Listing on Mentor Farmers Market website
- Listing on weekly handout
- Reserved 10 x 10 vendor space 2 weeks during market season

Contact:

Marcey Bryant
(440) 974-5735

bryant@cityofmentor.com

Farmers Market



Fireworks

Fourth of July Fireworks attract 25,000+ people to Mentor's Civic Center Park and surrounding open spaces to view an extraordinary show.

Attendance: 25,000+
Primary Market: Families Men, Women, Seniors
July 4

Title Sponsorship **\$10,000**

1 Available

- Naming rights to appear as City of Mentor Fireworks Display Presented by Your Company
- Special recognition on the Mentor Channel

Contact:

Jill Korsok
(440) 974-5720

korsok@cityofmentor.com

Fireworks





This lively and robust event will feature up to 35 breweries, live entertainment, local food vendors selling delicious food, and a great opportunity to sample hundreds of types of craft beer.

Attendance: 2,500-3,500
Primary Market: 21 & Over
June 18

Title Sponsor **\$2,500**
 3 Available

- This level features banner placement on either main stage, tasting tent or entry arch
- Company logo featured prominently on all festival material
- Booth space inside the tasting tent
- Recognition on Mentor Channel 12 and during the event
- 2 VIP parking passes and 4 complimentary admissions

Premier Sponsor **\$1,000**
 1 Available

- Sponsor at this level and we'll include your company logo on the keepsake beer tasting mugs distributed to every attendee

Partner Sponsor **\$500**
 Unlimited

- Our partner sponsors will find their company name featured on festival materials, banner (you provide) on grounds and 4 complimentary admissions

Associate Sponsor **\$250**
 Unlimited

- Sponsor at this level and have your company logo on all festival material

On Tap



Contact:
 Jill Korsok
 (440) 974-5720
 korsok@cityofmentor.com



OTHER EVENTS

Little Princess Valentines Dance

Description: Dads will treat their little princess to an evening of dancing, games and refreshments.

CONTACT: Marcey Bryant at (440) 974-5735 or bryant@cityofment.com

Attendance: 220

Primary Market: Dad & Daughter

February 5

Christmas in July

The annual Christmas in July party at Garfield Pool is a tradition you won't want to miss! Enjoy an afternoon of special games, activities, and prizes, and even a summer-time visit from Santa. Activities are free with regular admission.

CONTACT: The Mentor Recreation Department at (440) 974-5720

Attendance: 200-300

Primary Market: Families, Children 7-12

July 25

Springtime Egg Hunt

Imagine the delight in the children of your community when they search for eggs with prizes that your company supplies! Parents will be thrilled to see the name of your company connected to this event which will bring joy to their children!

CONTACT: Maggie Kuyasa at (440) 974-5720 or kuyasa@cityofmentor.com

Attendance: 100

Primary Market: Children
March

Adult Flashlight Dash

Over 3,000 eggs will be filled with wonderful prizes that your company can sponsor! This event draws 400 adults yearly and they are ready to support YOU, our sponsor!

CONTACT: Maggie Kuyasa at (440) 974-5720 or kuyasa@cityofmentor.com

Attendance: 400

Primary Market: 21 & Over
April

Music at the Manor

Guests will enjoy an evening of music on Wildwood's garden patio. This 4 week concert series will feature orchestra music to classic rock.

CONTACT: Nick Standering at (440) 974-5735 or standering@cityofmentor.com

Attendance: 100

Primary Market: Men, Women, Seniors, Families
4 weeks May-June

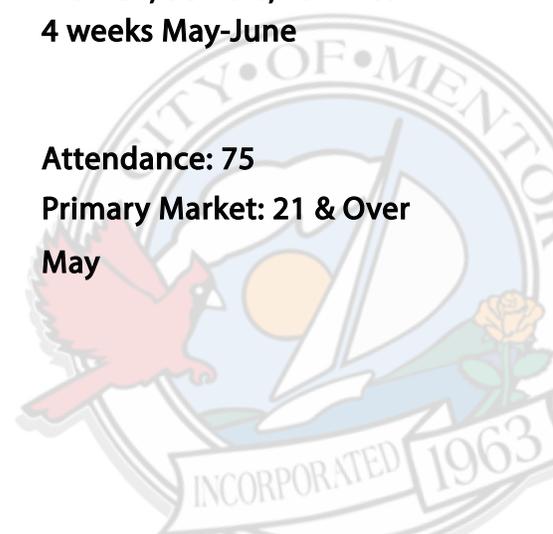
Community Scavenger Hunt

What a great way for adults to get to know their community! In this fun filled week we will give clues to participants which will take them to different businesses throughout Mentor. At the end we will have a closing party with prizes from you!

CONTACT: Maggie Kuyasa at (440) 974-5720 or kuyasa@cityofmentor.com

Attendance: 75

Primary Market: 21 & Over
May





OTHER EVENTS

Howl-O-Ween Party for Dogs

Are you a dog lover or is your business associated in some way with our furry four legged friends? If so be sure to be a part of our Halloween party for dogs!
CONTACT: Maggie Kuyasa at (440) 974-5720 or kuyasa@cityofmentor.com

Attendance: 150

Primary Market: Dogs & their Owners

October 14

Pumpkin Derby

On your mark, get set, go! Our Pumpkin Derby is one of our newest events! Participants make their own Pumpkin Racer at home and then bring it to challenge others from the community. We can see this event growing each year so you are going to want to be a part of this one!
CONTACT: Maggie Kuyasa at (440) 974-5720 or kuyasa@cityofmentor.com

Attendance: 150

Primary Market: Families

October 15

Mysteries of the Manor Trail

Guests will enjoy a family friendly hayride with a story teller guiding them through the woods. Families will enjoy games, bonfire, pumpkin hunt, DJ and refreshments.
CONTACT: Nick Standering at (440) 974-5735 or standering@cityofmentor.com

Attendance:300

Primary Market: Families

October 28-29

Community Tree Lighting Ceremony

Help bring the community together to start off the holiday season. Santa arrives on a horse drawn carriage and guests are in awe over our beautiful lighting display! Each year more decorations are added which will bring more guests to this event.
CONTACT: Maggie Kuyasa at (440) 974-5720 or kuyasa@cityofmentor.com

Attendance: 300

Primary Market: Families

December 1

Wildwood Holiday Display & Craft Show

Many wonderful holiday items for sale from over 25 vendors including wreaths and swags, live greenery, ornaments, baked goods and much more!
CONTACT: Nick Standering at (440) 974-5735 or standering@cityofmentor.com

Attendance: 600-700

Primary Market: Women

December 4

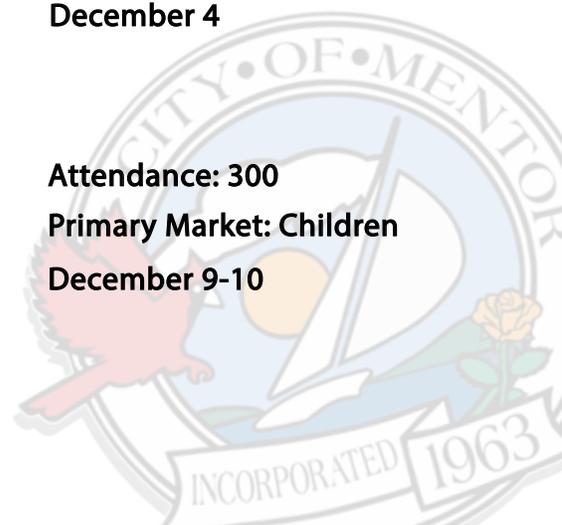
Santa's Wild Workshop in the Woods

Kids will experience the magic of the holiday season at the Wildwood Cultural Center. At Santa's Wild Workshop children will get to make a toy with the Wildwood elves and help Mrs. Claus decorate cookies and visit with Santa Claus.
CONTACT: Nick Standering at (440) 974-5735 or standering@cityofmentor.com

Attendance: 300

Primary Market: Children

December 9-10





The Mentor Ice Arena is the only indoor ice skating complex in Lake County. Boasting two regulation-size ice rinks, a studio rink, locker rooms, and a snack bar; the Arena has something for everyone who enjoys the sport of skating.

Events held at the Arena attract nearly 400,000 visitors on an annual basis. Many visitors travel from across the region to attend or participate in tournaments and competitions.

Your business can be a part of the action by becoming a Mentor Civic Arena sponsor and be seen by all 400,000 guests in the "Coolest place in Town"!

We offer the following opportunities:

| | |
|--|------------|
| Dasher Board Sponsorship (30" x 84") | \$1,000.00 |
| Banner Sponsorship (4' x 6') | \$900.00 |
| Bundle Both (\$100.00 discount) | \$1,800.00 |

Call Bill Furman today at (440) 974-5730

Banners are full color on white vinyl and **will be displayed in both rinks** (October-September).
Design assistance is available.

Mentor Ice Arena



Contact:
Bill Furman
440-974-5730
furman@cityofmentor.com



2016 Sponsor Commitment Form

Beachfest

- Title Sponsor (\$7,000)
- Sand Sculpture Sponsor (\$3,000)
- Performance Stage Sponsor (\$2,500)
- Kids Art & Activities (\$1,500)
- Shade Tent Sponsor (\$700)
- Patrons (\$350)
- Program Sponsor (_____)

CityFest

- ~~Gold (Title) Sponsor (\$15,000)~~ **SOLD**
- Silver Sponsor (\$10,000)
- Bronze Sponsor (\$7,500)
- Fireworks Sponsor (\$3,500)
- Beer & Wine Garden Sponsor (\$2,500)
- Pavilion Seating Area (\$2,500)
- Entertainment Tent (\$2,500)
- Gateway Sponsor (\$2,500)
- Main Street Tent (\$2,500)
- Color Dash & Walk (\$1,000)
- Program Sponsor (_____)

Mentor Cruise-In

- Event Sponsor (\$500)
- Entertainment Sponsor (\$500)
- Patron Sponsor (\$250)

Mentor Rocks

- Gold Sponsor (\$10,000)
- Silver Sponsor (\$3,500)
- Bronze Sponsor (\$1,250)
- Patrons (\$300)
- Program Advertising (_____)

Mentor Farmers Market

- Sponsor (\$400)

Fireworks

- Title Sponsor (\$10,000)

On Tap

- Title Sponsor (\$2,500)
- Premier Sponsor (\$1,000)
- Partner Sponsor (\$500)
- Associate Sponsor (\$250)

Ice Arena

- Dasher Board Sponsor (\$1,000)
- Banner Sponsor (\$900)
- Bundle Both (\$1,800)

OTHER EVENTS

- Little Princess Valentines Dance
- Christmas in July
- Springtime Egg Hunt
- Adult Flashlight Dance
- Music at the Manor
- Community Scavenger Hunt
- Howl-O-Ween Party for Dogs
- Pumpkin Derby
- Mysteries of the Manor
- Community Tree Lighting Ceremony
- Wildwood Holiday Display & Craft Show
- Santa's Wild Workshop in the Woods

Our staff would be happy to work with you to reserve your sponsorship. Please contact:

| | | | |
|-------------------------|-----------------|----------------|---------------------------|
| Cruise-In | Nick Standering | (440) 974-5735 | standing@cityofmentor.com |
| Farmers Market | Marcey Bryant | (440) 974-5735 | bryant@cityofmentor.com |
| Fireworks | Jill Korsok | (440) 974-5720 | korsok@cityofmentor.com |
| Headlands Beach Fest | Maggie Kuyasa | (440) 974-5720 | kuyasa@cityofmentor.com |
| Ice Arena Opportunities | Bill Furman | (440) 974-5725 | furman@cityofmentor.com |
| Mentor CityFest | Jill Korsok | (440) 974-5720 | korsok@cityofmentor.com |
| Mentor Rocks | Nick Standering | (440) 974-5735 | standing@cityofmentor.com |
| On Tap: | Jill Korsok | (440) 974-5720 | korsok@cityofmentor.com |
| A Craft Beer Experience | | | |





Department of Parks, Recreation & Public Lands
8500 Civic Center Boulevard
Mentor, OH 44060
(440) 974-5720
www.cityofmentor.com
recreation@cityofmentor.com