



**CITY OF MENTOR
2018
EVENT
SPONSORSHIPS**



UPDATED!



The City of Mentor hosts a number of events each year to encourage social interaction and bind our community. Most of these events are free to the public and made possible through corporate sponsorship and the generosity of local businesses.

2017 was a banner year for Mentor events; especially with the unveiling of the state-of-the-art Mentor Civic Amphitheater. We can't wait for 2018!

As you know, Mentor events are well-managed, well-covered by local media, and most importantly, well-attended with over 100,000 guests each year. Major events include:

- **Mentor Rocks** is Northeast Ohio's Premier Free Summer Concert Series
- **Headlands BeachFest** is the Ultimate Beach Party
- **Mentor CityFest** offers two days of entertainment, food, activities and fun
- **Mentor Cruise-In** attracts 800 classic cars to Civic Center Park
- **Mentor OnTap & Uncorked** showcases the best beers & wines that Ohio has to offer
- **Mentor Cultural Arts Series** offers opera, theater, classical performances and spoken word

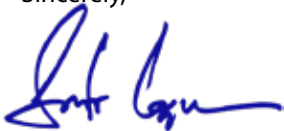
In addition, over 25 minor events draw folks of all ages and interests from across the area.

You've attended the events. You've seen the media coverage. We hope this year, you'll be a part of it.

Sponsorship opportunities are limited so please contact me today to learn more at (440) 974-5794 or logarusic@cityofmentor.com.

Thank you in advance for your consideration.

Sincerely,



Ante Logarusic

Community Relations Administrator

MENTOR ROCKS

Nearly 40,000 people attended Mentor Rocks in 2017. Northeast Ohio's most popular free concert series is being expanded to 11 weeks.

TITLE SPONSOR

SOLD!

- 1 available
- Company incorporated onto Mentor Rocks logo
- On-stage acknowledgment
- Premium presence on video intro & preshow roll
- Premium presence on all advertising
- 10 x 10 vendor space / promo items
- 10 reserved parking spaces
- 20 complimentary meal tickets per concert
- 2-Page spread & 500-word article in Event Program
- Premium presence on Mentor Rocks website

PRESENTING SPONSOR

SOLD!

- 3 available
- Presenting sponsorship rights to the concert series
- Significant presence on video intro & preshow roll
- Significant presence on all advertising
- 10 x 10 vendor space / promo items
- 5 complimentary meal tickets per concert
- Full-page ad & 250-word article in Event Program
- High presence on Mentor Rocks website

SUPPORTING SPONSOR

SOLD!

- 3 available
- Logo on print advertising
- Presence on pre-show roll
- 10 x 10 vendor space / promo items
- Half-page ad in Event Program
- Presence on Mentor Rocks website

REFRESHMENT VENDORS

SOLD!

- 9 available
- Reserved space to serve food and non-alcoholic beverages for entire season
- Presence on pre-show roll
- Quarter-page ad in Event Program
- Listing on Mentor Rocks web page

NON-FOOD VENDOR

- Call for Info
- Arts, crafts, jewelry, t-shirts
- 10 x 10 Vendor Space

ADVERTISING

- | | |
|--------------------------------------|---------|
| • Video Board Pre-Show Roll (Season) | \$1,375 |
| • Program Full Page (5½" x 8½") | \$1,100 |
| • Program Half Page (5½" x 4¼") | \$550 |
| • Program Quarter Page (2¾" x 4¼") | \$275 |

MENTOR ON TAP & UNCORKED

Featuring over 30 of Ohio's best brewers and vintners, gourmet food trucks, live music, activities & more! 600 attendees.

PRESENTING SPONSOR

SOLD!

- 1 available
- Logo on main entry archway
- 10 x 10 canopy & table top next to main seating area
- Logo presented in primary position on all advertising
- Regular acknowledgements from Main Stage
- 12 tasting passes and 12 meal vouchers

SUPPORTING SPONSOR

SOLD!

- 3 available
- Logo presented on website, promo video and social media posts, secondary position
- Logo on a banner with other sponsors
- Regular acknowledgments from Main Stage
- 6 tasting passes and 6 meal vouchers

ACTIVITIES SPONSORS

\$500

- Photo Booth / Trivia (SOLD!) / Cornhole (SOLD!) / Other
- 2 tasting passes and 2 meal vouchers

MENTOR CITYFEST

Mentor CityFest is Lake County's premier family-friendly festival with activities, games, entertainment, food and more! Your business will enjoy direct access to over 20,000 visitors over 2 days.

PRESENTING SPONSOR

SOLD!

- 1 available
- Mentor CityFest Presented by YOUR COMPANY
- Your choice of booth space in Main Street tent
- Company logo prominently displayed on all festival advertising and grounds
- Company logo displayed regularly on videoscreens
- Special recognition on the Mentor Channel
- 30 wristbands for inflatables/activities
- 8 VIP parking passes
- PA acknowledgement every hour during the festival

MAIN STAGE SPONSOR

\$5,000

- 1 available
- The YOUR COMPANY Main Stage
- Company logo on all advertising and festival grounds
- Company logo displayed regularly on Jumbotron
- Special recognition on the Mentor Channel
- Regular PA acknowledgement during the festival
- 20 wristbands for inflatables/activities

FAMILY FUN ZONE SPONSOR

\$2,500

- 1 available
- Exclusive presence in Family Fun Zone consisting of 10 inflatables/activities
- Special recognition on the Mentor Channel
- Company logo on all festival materials
- Company logo displayed regularly on Jumbotron
- Regular PA acknowledgement during the festival
- 20 wristbands for inflatables/activities

BEER & WINE GARDEN SPONSOR

\$2,500

- 2-1 available
- Logo or company banner displayed in beer & wine garden
- Company logo on all festival materials
- Company logo displayed regularly on Jumbotron
- Regular PA acknowledgement during the festival
- 10 wristbands for inflatables/activities

PAVILION SEATING AREA SPONSOR

SOLD!

- 2-available
- Logo or company banner displayed in pavilion seating area
- Company logo on all festival materials
- Company logo displayed regularly on Jumbotron
- Regular PA acknowledgement during the festival
- 10 wristbands for inflatables/activities

MAIN STREET TENT SPONSOR

SOLD!

- 1-available
- Logo or company banner displayed in pavilion seating area
- Company logo on all festival materials
- Company logo displayed regularly on Jumbotron
- Regular PA acknowledgement during the festival
- 10 wristbands for inflatables/activities

COLOR DASH & WALK SPONSOR

\$1,000

- 7-6 available
- Logo displayed at color station
- Logo displayed regularly, with other race sponsors, on Jumbotron
- Company logo on all race materials and race t-shirts



HEADLANDS BEACHFEST

Now in its fifth year, Headlands BeachFest is "the ultimate beach party". This family-friendly event on Ohio's longest beach features world champion sand sculpture artists, precision acrobatic kites, art vendors, food trucks, and a full schedule of entertainment and activities. BeachFest attracts an average of 20,000 attendees.

PRESENTING SPONSOR

SOLD!

- 1 available
- Headlands BeachFest Presented by Your Company
- PA acknowledgement every hour
- Company logo displayed prominently on all BeachFest marketing materials
- Special recognition on the Mentor Channel
- Prominent signage near front gate
- Premium presence on BeachFest website

ENTERTAINMENT SPONSOR

SOLD!

- 1 available
- Announcements from the YOUR COMPANY stage
- Logo placement on all visual advertising
- Logo banner on stage
- Logo on BeachFest website

KIDS ARTS & ACTIVITIES SPONSOR

\$2,500

- 1 available
- Logo placement on all visual advertising
- Large company thank you sign in Arts tent
- Logo on BeachFest website
- PA acknowledgements three times

MENTOR CRUISE-IN

Mentor Cruise-In is now in its 17th year! You'll find over 800 cool classics as well as food, entertainment, and family-friendly activities.

PRESENTING SPONSOR

SOLD!

- 1 available
- Recognized as presenting sponsor
- Logo placement on all Cruise-In material
- Company name on selected Cruise-In trophies
- 10 x 10 Vendor Space
- Listing on Cruise-In Website
- Listing on Cruise-In Banner
- First right of refusal in 2018

ENTERTAINMENT SPONSOR

\$500

- 2-1 available
- On Stage Acknowledgement
- Listing on stage banner
- Listing on Cruise-In banner

SUPPORTING SPONSOR**\$500**

- 5-3 available
- Logo placement on all Cruise-In material
- Company name on selected Cruise-In trophies
- 10 x 10 Vendor Space
- Listing on Cruise-In Website
- Listing on Cruise-In Banner

PATRON SPONSOR**\$250**

- 10 available
- Listing on Cruise-In website
- 10 x 10 Vendor Space
- Listing on Cruise-In banner

MENTOR CULTURAL ARTS SERIES

Support Opera, Dance, Theater and Classical performances at the Mentor Civic Amphitheater and Wildwood Cultural Center. Over 18 performances scheduled for the 2018 season.

PRESENTING SPONSOR**\$5,000**

- 1 available
- Acknowledgement from stage and video boards before and after performance
- Primary logo placement on all advertisements, posters, social media posts, web page and event program
- Acknowledgement in recap video to air on the Mentor Channel

SUPPORTING SPONSOR**\$1,250**

- 3-1 available
- Acknowledgement from stage and video boards before and after performance
- Secondary logo placement on posters, web page and event program
- Acknowledgement in recap video to air on the Mentor Channel

PATRON**\$100**

- Listing on video boards and event program

AMPed MUSIC FESTIVALS

Three all-day music festivals (rock, country and blues) to be held at the Mentor Civic Amphitheater.

PRESENTING SPONSOR**\$2,000**

- AMPed Rock Festival - 1 Available
- ~~AMPed Country Festival SOLD!~~
- AMPed R & B Festival - 1 Available
- Logo on main entry archway
- 10 x 10 canopy & table top next to main seating area
- Logo presented in primary position on all advertising
- Regular acknowledgements from Main Stage
- 12 tasting passes and 12 meal vouchers

SUPPORTING SPONSOR

\$750

- AMPed Rock Festival - 3-2 available
- AMPed Country Festival - 3-2 available
- AMPed R & B Festival - 3-1 available
- Logo presented on website, promo video and social media posts, secondary position
- Logo on a banner with other sponsors
- Regular acknowledgments from Main Stage
- 6 tasting passes and 6 meal vouchers

MENTOR FARMER'S MARKET

Over 800 visitors shop under the trees at Garfield Park every Friday for 18 weeks at the Mentor Farmers Market. The Market features over 30 vendors offering locally grown fare as well as arts and crafts.

PRESENTING SPONSOR

SOLD

- 1 available
- Recognized as presenting sponsor on all marketing materials, banners and website
- Recognition on social media every week throughout the season (18x)
- Special acknowledgement on the Mentor Channel

SUPPORTING SPONSOR

\$500

- 5-4 available
- Logo placement on all marketing materials, banners and website
- Acknowledgement on social media
- Acknowledgement on the Mentor Channel

PLEASE NOTE

The City of Mentor reserves the right to decline sponsorship. Availability subject to change without notice. Other sponsorship opportunities may exist. For additional information or to develop a combined/custom sponsorship package, contact Ante Logarusic at (440) 974-5794 or logarusic@cityofmentor.com.

Rev: 5/3/18



2018 EVENTS CALENDAR

JANUARY

Mentor Skate Day
Lake County Chili Open

FEBRUARY

Little Princess Valentine's Dance
Mentor Family Feud
WinterWeave

MARCH

Murder/Thriller at Wildwood

APRIL

Flashlight Dash Egg Hunt
Senior Center Garage Sale

MAY

Wildwood Singers Spring Concert
Wildwood Garden Club Plant Sale
Just Kids Stuff Garage Sale
Memorial Day Parade & Ceremony

JUNE

Mentor Rocks Concert Series
Mentor Farmers Market
Mentor AMPed Country Music Festival
Wildwood Fine Arts & Wine Festival
Mentor On Tap & UnCorked

JULY

Headlands Beach Fest
Mentor AMPed Rock Music Festival
Roar off the Shore Superboat Race
Christmas in July

AUGUST

Mentor Cruise-In
Mentor AMPed Blues Music Festival
Doggie Dip
Mentor CityFest

SEPTEMBER

Arts Commission Art Contest Reception
Mentor Movie Nights
Just Kids Stuff Garage Sale

OCTOBER

Back to School Bash
Howl-O-Ween Party for Dogs
Pumpkin Derby
Mysteries of the Manor Trail Ride
Halloween Haunted Skate

NOVEMBER

Wildwood Quilter's Show & Sale
Veteran's Day Commemorative Ceremony
Veteran's Day Breakfast
Senior Center Arts & Crafts Sale
Turkey Bowl
Garfield Gallop 5K

DECEMBER

Wildwood Holiday Display & Craft Show
Community Tree Lighting
Wildwood Singers Holiday Show
Santa's Wild Workshop
Lunch with Santa
Christmas Ice Show



City of Mentor Public Information Office

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