



CITY OF MENTOR

2021 SPONSORSHIP OPPORTUNITIES

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. Mentor events are well-managed, well-covered by local media, and most importantly, well-attended. We hope you can be a part of it!

MENTOR ROCKS / LIVE ON THE MAIN STAGE

Mentor Rocks is Northeast Ohio's most popular free concert series and runs for 14 weeks, June 1 – August 31, 2021. Value added bonus – presence at all other main stage events including comedy nights, movie nights, and more!

TITLE SPONSOR ~~\$15,000~~ SOLD!

- Company logo incorporated onto Mentor Rocks logo
- Premium presence on video boards
- Premium presence on marketing materials
- 10 x 10 display space
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

PRESENTING SPONSOR \$6,500

- 3 available
- Significant presence on video boards
- Secondary logo placement all marketing materials
- 10 x 10 display space
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

SUPPORTING SPONSOR \$3,500

- 5 available
- Logo on marketing materials
- Presence on video boards
- 10 x 10 display space
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

ADVERTISING

- Videoboard Pre-Show Roll \$1,400

TUNES AT THE LAGOONS

Six family-friendly concerts featuring some of the area's favorite local bands, food trucks, and refreshments at Lake County's premier marina! Estimated attendance of 1,500+ each week.

PRESENTING SPONSOR \$1,500

- Tunes at the Lagoons presented by YOUR COMPANY
- Logo on Stage Backdrop
- Premium presence on event banners, signage, marketing materials, web page, social media, and promo video.
- 10 x 10 display space each week
- Promo item distribution (You supply)

SUPPORTING SPONSOR \$250

- Logo on event banners, signage, marketing materials, web page, social media, and promo video.

MENTOR CULTURAL ARTS SERIES

Support Opera, Theater, and Classical performances at the Mentor Civic Amphitheater and Wildwood Cultural Center. May – Oct 2020.

PRESENTING SPONSOR \$3,500

- Premium presence on video boards at Amp and on A-Frame at Wildwood
- Premium presence on marketing materials
- Acknowledgement in recap video to air on the Mentor Channel and social media

SUPPORTING SPONSOR \$1,750

- 3 available
- Premium presence on video boards at Amp and on A-Frame at Wildwood
- Acknowledgement in recap video to air on the Mentor Channel and social media

FOURTH OF JULY CELEBRATION

Live performance by country music star Darryl Worley followed by a spectacular 25-minute fireworks display. July 4, 2021

PRESENTING SPONSOR \$20,000

- Premium presence on video boards
- Premium presence on marketing materials
- 10 x 10 display space
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

SUPPORTING SPONSOR \$1,500

- 5 available
- Presence on video boards
- 10 x 10 display space
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

MENTOR ON TAP & UNCORKED

Featuring 30+ of Ohio's best brewers and vintners, gourmet food trucks, live music, activities & more! 600 attendees. June 19, 2021

PRESENTING SPONSOR \$3,500

- 10 x 10 display space in main seating area
- Premium logo placement on all marketing materials
- Logo on A-frames throughout grounds
- Regular acknowledgements from Main Stage. On stage intro & mic time.
- 12 tasting passes

SUPPORTING SPONSOR \$1,750

- 3 available
- Secondary logo placement on all marketing materials
- Logo on A-frames with other sponsors
- Regular acknowledgments from Main Stage
- 6 tasting passes

ACTIVITIES SPONSORS \$500

Photo Booth / Trivia / Cornhole / Other

MENTOR CITYFEST

Mentor CityFest is Lake County's premier family-friendly festival with activities, games, entertainment, food and more! CityFest attracts over 20,000 visitors over 2 days. August 20-21, 2021

PRESENTING SPONSOR ~~\$15,000~~ SOLD!

- 10' inline display space in Main Street Tent

- Premium logo placement on all marketing materials
- Company logo displayed regularly on video screens
- 30 wristbands for inflatables/activities
- PA acknowledgement every hour during the festival
- Entry in Mentor CityFest Parade
- Acknowledgement in recap video to air on the Mentor Channel

SUPPORTING SPONSORS \$3,500

- 5 available
- 10' inline display space in Main Street Tent
- Logo placement on marketing materials
- Company logo displayed on video boards
- Regular PA acknowledgement during the festival
- 10 wristbands for inflatables/activities
- Entry in Mentor CityFest Parade
- Acknowledgement in recap video to air on the Mentor Channel

COLOR DASH & WALK SPONSOR \$250

- 7 available
- Logo displayed at start/finish line
- Company logo on race materials and t-shirts

PARADE SPONSOR \$250

- Logo on Grandstand sign and parade vehicle
- Entry in Mentor CityFest Parade
- Acknowledgement in recap video to air on the Mentor Channel

HEADLANDS BEACHFEST

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 15,000 attendees. July 17, 2021

PRESENTING SPONSOR \$5,000

- 1 available
- Headlands BeachFest Presented by Your Company
- Premium logo position on all marketing materials
- PA acknowledgement every hour
- 20' display space in parking lot
- Special recognition on the Mentor Channel
- Prominent signage near main entry
- Premium presence on BeachFest webpage

SUPPORTING SPONSOR \$2,500

- 3 available
- Regular PA Acknowledgements
- Logo placement on marketing materials

MENTOR CRUISE-IN

Mentor Cruise-In is now in its 20th year! You'll find over 800 cool classics as well as food, entertainment, and family-friendly activities. August 7, 2021

TITLE SPONSOR \$1,500

- Premium logo placement on all marketing materials
- 10 x 20 display space
- Regular PA acknowledgement and video boards

SUPPORTING SPONSOR \$500

- 5 available
- Logo placement on all marketing materials
- 10 x 10 display space
- Regular PA acknowledgement and video boards

*Food service and vending opportunities available.
Contact us for more info.*

MENTOR FARMER'S MARKET

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

PRESENTING SPONSOR \$1,250 SOLD!

- 1 available
- 10 x 10 display space
- Recognized as presenting sponsor on all marketing materials, banners and website
- Special acknowledgement on the Mentor Channel

SUPPORTING SPONSOR \$500

- 5 available
- 10 x 10 display space
- Logo placement on all marketing materials
- Acknowledgement on social media
- Acknowledgement on the Mentor Channel

FACILITY SPONSORSHIPS

Select sponsorships and advertising opportunities are available at municipal facilities including the Mentor Ice Arena, Mentor Senior Center, Mentor Pools, Pickleball Courts, and the Mentor Lagoons Nature Preserve & Marina.

MEDIA SPONSORS / PARTNERS

Supporting sponsorships and lower levels available for all events. Total value based on participation. Trade of equal value for published rates. Call for details.

The City of Mentor reserves the right to decline sponsorship. Pricing and availability subject to change without notice. For additional information or to develop a combined/custom sponsorship package, contact Ante Logarusic at logarusic@cityofmentor.com or (440) 974-5794. Revised February 3, 2021.



CITY OF MENTOR

2021 EVENT SPONSORSHIP RESERVATION FORM

CONTACT INFORMATION

ORGANIZATION	
CONTACT PERSON	
STREET ADDRESS	
CITY, STATE, ZIP CODE	
PHONE	
EMAIL ADDRESS	

EVENT INFORMATION

EVENT	SPONSORSHIP LEVEL	AMOUNT

TOTAL	
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*This form is not a contract and does **not** guarantee reservation of space.
A contract and payment instructions will be sent to you.*

Please email completed form to Ante Logarusic at logarusic@cityofmentor.com or call (440) 974-5794 for additional information or to develop a custom sponsorship package.

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