



CITY OF MENTOR

2022 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 13 weeks, June 7 – August 30, 2022. Value added bonus – presence at most 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 – Approx 96 impressions per event~~
- ~~• 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 – Approx 48 impressions per event
- 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 – Approx 24 impressions per event
- 10 x 10 display space
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

VIDEOBOARD AD \$1,200

- Pre-Show Roll
- Approx 12 impressions per event

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 \$3,000 SOLD!~~

- Tunes at the Lagoons presented by YOUR COMPANY
- Logo on Stage Banner
- 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 \$500

- 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 through October.

PRESENTING SPONSOR \$3,500

- Premium presence on video boards at Amp and on A-frames 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 musical performance followed by a spectacular 25-minute fireworks display. July 4, 2022

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 \$2,500

- 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 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 19-20, 2022

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

- 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 16, 2022

PRESENTING SPONSOR ~~\$5,000~~ **SOLD!**

- ~~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 21st year! You'll find over 800 cool classics as well as food, entertainment, and family-friendly activities. August 13, 2022.

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~~ 4 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!~~

- ~~• 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, Mentor Lagoons Nature Preserve & Marina, and the new Mentor Civic Recreation Center.

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: March 22, 2022

MENTOR CHILL OUT

Mentor's winter festival celebration is held on the grounds of Civic Center Park featuring winter family activities, food trucks, beverage tastings, and more. January 21, 2023

PRESENTING SPONSOR \$1,500

- 1 available
- Mentor Chill Out Presented by Your Company
- Premium logo placement on all marketing materials
- Regular PA acknowledgement and video boards

SUPPORTING SPONSOR \$500

- 5 available
- Logo placement on all marketing materials
- Regular PA acknowledgement and video boards

ICE SCULPTURE SPONSORS Sizes, styles and costs vary.
Call for details!