



CITY OF MENTOR

2023 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!

AMPHITHEATER MAIN STAGE EVENTS

INCLUDES MENTOR ROCKS, INDEPENDENCE DAY, CHILL OUT, COMEDY NIGHT, MOVIE NIGHTS, AND MORE!

Over 100,000 people attended an event at the Mentor Civic Amphitheater in 2022. Mentor Rocks, Northeast Ohio's most popular free concert series, drew an average of 5,800 music lovers each week. Each year's line-up features a selection of national recording artists as well as the top tribute acts in North America. The series will run for 13 weeks in 2023 from June 6 – August 29. Mentor's Independence Day Celebration draws over 20,000 spectators each year for a fun evening of music and fireworks. Mentor Chill Out is a wonderful winter event. Each of these events offers a festival-like atmosphere with top-level entertainment, the area's best food trucks, and great family fun! Value added bonus – sponsor presence at most other main stage events including comedy nights, movie nights, and more! (Excludes Mentor CityFest and Mentor Cruise In.)

TITLE SPONSOR \$50,000 SOLD!

- Two-year term (\$25K per year – 2023/24)
- Company logo incorporated onto Mentor Rocks logo
- Premium presence on video boards
 - :15 per impression
 - Avg. 118 impressions per event
- Premium presence on marketing materials
- 20 x 10 display space each week
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

PRESENTING SPONSOR \$7,500 SOLD!

- ~~3 available~~
- Significant presence on video boards
 - :15 per impression
 - Avg. 46 impressions per event
- Secondary logo placement all marketing materials
- 10 x 10 display space each week
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

SUPPORTING SPONSOR \$4,500 SOLD!

- ~~5 available~~
- Logo on marketing materials
- Presence on video boards
 - :15 per impression
 - Avg. 28 impressions per event
- 10 x 10 display space each week
- Promo item distribution (You supply)
- Acknowledgement in recap video to air on the Mentor Channel and social media

VIDEOBOARD AD \$1,500

- :15 per impression
- Avg. 13 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

- Tunes at the Lagoons presented by YOUR COMPANY
- 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 AT WILDWOOD

Support select events as well as musical, spoken word, and theatrical performances at Wildwood Cultural Center year round. Includes Music at the Manor, Fall for the Classics, Shakespeare in the Park, Wildwood Fine Arts & Wine Festival, Mysteries at the Manor Hayride, Santa's Wild Workshop, as well as the Little Princess Dance, Mother-Son Dance held at the Mentor Senior Center.

PRESENTING SPONSOR \$3,500

- Premium presence on marketing materials and onsite signage
- Acknowledgement in recap video to air on the Mentor Channel and social media

SUPPORTING SPONSOR \$1,750

- Presence on marketing materials and onsite signage
- 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 approximately 20,000 visitors over 2 days. August 18-19, 2023

PRESENTING SPONSOR \$10,000

- 10' inline display space in Main Street Tent
- Premium logo placement on all marketing materials and onsite signage
- Company logo displayed regularly on video screens
- PA acknowledgement every hour during the festival
- Entry in Mentor CityFest Parade and logo on grandstand
- Acknowledgement in recap video to air on the Mentor Channel

SUPPORTING SPONSORS \$3,500

- 10' inline display space in Main Street Tent
- Logo placement on marketing materials and onsite signage
- Company logo displayed on video boards
- Regular PA acknowledgement during the festival
- Entry in Mentor CityFest Parade and logo on grandstand

- Acknowledgement in recap video to air on the Mentor Channel

HEADLANDS BEACHFEST

Since 2014, Headlands BeachFest has been the “the ultimate beach party”. This family-friendly event on Ohio’s longest beach features world champion sand sculpture artists, art vendors, food trucks, and a full schedule of entertainment and activities. BeachFest attracts visitors from across the region. July 15, 2023

PRESENTING SPONSOR \$5,000

- 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

- Regular PA acknowledgements
- Logo placement on marketing materials

MENTOR CRUISE-IN

Mentor Cruise-In has been wowing crowds for the past three decades! You’ll find over 800 cool classics as well as food, entertainment, and family-friendly activities. August 12, 2023.

TITLE SPONSOR \$1,500 SOLD!

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

SUPPORTING SPONSOR \$750

- Logo placement on all marketing materials
- 10 x 10 display space

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.

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: April 5, 2023

- Regular acknowledgement on PA & video boards

MENTOR FARMERS MARKET

An average of over 1,800 visitors shop under the trees at Garfield Park each Friday afternoon from June through September at the Mentor Farmers Market. The Market features over 30 vendors offering locally grown fare as well as quality arts and crafts.

PRESENTING SPONSOR \$1,500 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 \$750

- ~~5 available~~ 2 available!
- 10 x 10 display space
- Logo placement on all marketing materials
- Acknowledgement on the Mentor Channel

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. Now included as part of Main Stage events.

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

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