



2024 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, MOVIE NIGHTS, AND MORE!

Over 115,000 people attended an event at the Mentor Civic Amphitheater in 2023. Mentor Rocks, Northeast Ohio's most popular free concert series, drew an average of 7,100 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 2024 from June 4 – August 27. Mentor's Independence Day Celebration draws over 20,000 spectators each year for a fun evening of music and fireworks. Mentor Chill Out (January 2025) 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 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~~

INDEPENDENCE DAY FIREWORKS SPONSOR

Fireworks Only \$25,000

Fireworks and Drone Display \$50,000

A fabulous 25-minute fireworks display will immediately follow the Independence Day concert on July 4, 2024. ~~We also have a special opportunity to precede the fireworks display with a 10-minute drone display if a sponsorship commitment can be secured by February 1, 2024.~~

- 1 available (July 4 only)
- Significant presence on video boards
- PA acknowledgement prior to and following fireworks
- 10 x 10 display space
- Promo item distribution (you supply)
- ~~• Company logo in sky w/ drone display option~~

PRESENTING SPONSOR \$8,500

- ~~3~~ 1 available
- Significant presence on video boards
 - :15 per impression
 - Avg. 40 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 \$5,500 ~~SOLD~~

- ~~• 5 available~~
- ~~• Logo on marketing materials~~
- ~~• Presence on video boards~~
 - ~~○ :15 per impression~~
 - ~~○ Avg. 20 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~~

WIFI SPONSOR

- To be determined

VIDEOBOARD AD \$1,500 ~~SOLD~~

- ~~• :15 per impression~~
- ~~• Avg. 10 impressions per event~~

TUNES AT THE LAGOONS

Six family-friendly concerts hosted June through August 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.

GENERAL SPONSOR \$750

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

CULTURAL ARTS AT WILDWOOD CULTURAL CENTER

Support select events as well as musical, dance, spoken word, and theatrical performances at Wildwood Cultural Center year round. Includes Art Cultural & Entertainment Series (A.C.E.), Earth Day, Fall for the Classics, Little Princess Dance, Mother-Son Dance, Wildwood

Wine & Arts FEST, Wildwood Theatre Performances, Holiday Boutique, as well as Santa's Wild Workshop.

PRESENTING SPONSOR ~~\$3,500~~ SOLD

- ~~• 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

UNVEILED ART SERIES

[unveiled] is a series of exhibitions and contests hosted by the Wildwood Cultural Center and the City of Mentor Community Arts Commission that showcase the work of local artists at the Wildwood Cultural Center and Mentor Municipal Center throughout the year. This includes the long running [unveiled] Art Exhibition, formerly known as the "Lake County Art Contest," the annual Student Showcase, and multiple solo exhibitions.

GENERAL SPONSOR \$750

- Acknowledgement on marketing materials, programs, social media posts, and onsite signage

MYSTERIES OF THE MANOR GOLF CART HAYRIDE

This unique fall festival includes a golf cart hayride through the trails of Wildwood Cultural Center, games, crafts, bounce houses, dancing, specially selected vendors and food trucks, an indoor movie, train layout, and other activities. 2,800 tickets are sold for this event held the last weekend in October. Family friendly during the daytime hours.

PRESENTING SPONSOR \$1,500

- Premium presence on marketing materials, programs, social media posts, and onsite signage

SUPPORTING SPONSOR \$750

- Presence on marketing materials, programs, social media posts, and onsite signage

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 two days. August 16-17, 2024

GENERAL SPONSOR \$3,500

- 10' inline display space in Main Street Tent
- Logo placement on marketing materials and onsite signage
- Company logo displayed on videoboards

FACILITY SPONSORSHIPS

Select sponsorships and advertising opportunities are available at municipal facilities including the new Mentor Community Recreation Center, Mentor Ice Arena, Mentor Senior Center, Mentor Pools, Pickleball Courts, and Mentor Lagoons Nature Preserve & Marina. Contact us for details.

MEDIA SPONSORS / PARTNERS

Media sponsorships available. Total value based on participation. Trade of equal value for published rates.

Sponsorship commitments must be confirmed by March 22, 2024. Final payment due by May 1, 2024. 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.

- 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

CITYFEST DRONE DISPLAY ~~\$15,000~~

A 10-minute drone display if a sponsorship commitment can be secured by February 1, 2024.

- ~~• 1 available~~
- ~~• Company logo in sky w/ drone display option~~
- ~~• 10' inline display space in Main Street Tent~~
- ~~• Logo placement on marketing materials and onsite signage~~
- ~~• Company logo displayed on videoboards~~
- ~~• 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~~
- ~~• PA acknowledgement prior to and following drone display~~

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 10, 2024

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
- Regular PA acknowledgement and 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~~ 1 available
- 10 x 10 display space
- Logo placement on all marketing materials
- Acknowledgement on the Mentor Channel