



2025 SPONSORSHIP OPPORTUNITIES



National recording artists featured on the main stage include Cracker, Everclear, Fastball, Finger Eleven, Firehouse, Gin Blossoms, LeAnn Rimes, Lita Ford, Maddie & Tae, Parmalee, Raelynn, Soul Asylum, Spin Doctors, and Verve Pipe!

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

MINIMUM OF 17 EVENTS INCLUDING MENTOR ROCKS, INDEPENDENCE DAY, CITYFEST, CHILL OUT, MOVIE NIGHTS, AND MORE!

119,550 people attended a Main Stage event at the Mentor Civic Amphitheater in 2024 with an average of over 7,400 music lovers per performance! 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 2025 from June 3 – August 26.

Mentor's Independence Day Celebration draws over 20,000 spectators each year for a fun evening of music and fireworks. 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 15-16, 2025. Mentor Chill Out (January 2026) 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! (Does NOT include Mentor Cruise-In)

TITLE SPONSOR \$60,000

- Two-year term (\$30K per year – 2025/26)
- Company logo incorporated onto Mentor Rocks logo
- Premium presence on video boards - :15 per impression
- Premium presence on marketing materials
- 10 x 10 display space at each Main Stage event
- 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 & Drone Display \$50,000

A fabulous 25-minute fireworks display will immediately follow the Independence Day concert on July 4, 2025. 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, 2025.

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



PRESENTING SPONSOR \$9,500

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



SUPPORTING SPONSOR \$6,000

- 7 available
- Logo on marketing materials
- Presence on video boards - :15 per impression
- 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 TBD

Mentor Rocks guest wifi access provided by YOUR COMPANY. YOUR COMPANY logo and graphic on terms acknowledgement / splash page.

VIDEOBOARD AD \$1,750

- :15 per impression





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 9, 2025

TITLE SPONSOR \$1,750

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

SUPPORTING SPONSOR \$800

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

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 \$850

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



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 \$1,750

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

SUPPORTING SPONSOR \$850

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



CULTURAL ARTS | WILDWOOD CULTURAL CENTER

Support cultural arts events including musical, dance, spoken word, and theatrical performances year-round at Wildwood Cultural Center, Springbrook Gardens Park, and the Mentor Municipal Center. Includes Art Cultural & Entertainment Series (A.C.E.), Dances, Performances, Wildwood Wine & Arts FEST, Holiday Boutique, Unveiled Art Series, and Santa's Wild Workshop. All cultural art initiatives are in conjunction with the MENTOR COMMUNITY ARTS COMMISSION. The commission provides direction and assistance to the Parks, Recreation & Public Facilities Department in developing cultural programs to suit the needs of the community.

PRESENTING SPONSOR \$4,250

- 1 available
- Premium presence on marketing materials, web page, social media posts, and onsite signage.
- Acknowledgement in recap video to air on the Mentor Channel and social media

SUPPORTING SPONSOR \$1,750

- Presence on marketing materials, web page, social media posts, and onsite signage.
- Acknowledgement in recap video to air on the Mentor Channel and social media

GENERAL SPONSOR \$750

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

PUBLIC ART INSTALLATION

Sponsorship opportunities are available for art pieces to be displayed throughout the city in 2025. Contact Linda Wintersteller at wintersteller@cityofmentor.com or (440) 974-5735 for details.





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

Contact Ante Logarusic at logarusic@cityofmentor.com or (440) 974-5794 to discuss which event(s) you are interested in supporting or for additional information.

Sponsorships are accepted on a first-come/first-served basis. Commitments must be confirmed by 5:00 PM on March 14, 2025. Final payment is due May 1, 2025. The City of Mentor reserves the right to decline sponsorship. Pricing, details, and availability subject to change without notice.

