



## SPONSORSHIP OPPORTUNITIES

### **Presenting Sponsor** **\$4,000**

The Presenting Sponsor will be recognized as a primary sponsor of *Summer in the 614* and will receive priority placement in all advertising involved with the event. The Presenting Sponsor will be acknowledged in all of *Summer in the 614* promotions (must adhere to Worthington Parks & Recreation Department Sponsorship Guidelines).

\*Must be filled by April 1<sup>st</sup>; if not, back cover will be filled with other interested sponsors.

#### Advertising

- Primary placement of name and/or logo in all print advertising
- Company name and/or logo listed on city website
- Name recognition on city Facebook page

#### Collateral Materials

- Placement of ½ page ad on back cover of program guide
- Year round recognition in the Activity Brochure
- Company name and/or logo in program guide under sponsors
- Primary placement of company name and/or logo on official event poster

#### Event Exposure

- Mentioned during public-address announcements
- Primary placement of company name on event t-shirt (staff)
- Premier booth space in the main event area (10x10 tent provided by vendor)
- Primary placement of company name on Sponsorship List inserted into all event Goody Bags

#### Public Relations

- Inclusion in all media materials, including press releases, media talking points and backgrounders

### **Lead Sponsor** **\$2,000**

The Lead Sponsor achieves excellent visibility, but at less cost than a Presenting Sponsor. Inclusion of your company name and/or logo on most promotional materials will ensure that Lead Sponsors benefit from widespread visibility throughout the *Summer in the 614* event.

#### Advertising

- Secondary placement of name or logo in print advertising
- Company name or logo listed on city website
- Name recognition on city Facebook page

#### Collateral Materials

- Placement of 1/4 page ad in program guide
- Recognition in the Activity Brochure (for two quarters)
- Company name or logo in program guide under sponsors

#### Event Exposure

- Mentioned during public-address announcements
- Secondary placement of company name on event t-shirt (staff)
- Booth space in main event area (10x10 tent provided by vendor)
- Company name on Sponsorship List inserted into all event Goody Bags

#### **Supporting Sponsor**

**\$1,000**

Supporting Sponsors of *Summer in the 614* allows you to develop your brand awareness. Some supporting sponsors available are: Stage, Entertainment, Kids Zone, Food and Beverage.

#### Advertising

- Company name or logo listed on city website
- Name recognition on city Facebook page

#### Collateral Materials

- Placement of 1/8 ad in program guide
- Name recognition in the Activity Brochure (for one quarter)
- Company name or logo in program guide under sponsors

#### Event Exposure

- Company name listed on event t-shirt (staff)
- Booth space in Expo area (10x10 tent provided by vendor)
- Company name on Sponsorship List inserted into all event Goody Bags

#### **Vendor Booth Only**

**\$200**

#### Advertising

- Name recognition through city Facebook page

#### Event Exposure

- Booth space is placed as space allows in main expo area
- Option of adding on a 1/4 or 1/8 page ad in program guide (additional \$200/\$100; limited number of ads available)
  - \*Cost for 1/4 or 1/8 page ad in program guide without purchasing booth space is \$300/\$150

#### **Food Truck Vendors**

**\$125**

- General Concession Permit must be filled out
- Option of adding on a 1/4 or 1/8 page ad in program guide (additional \$200/\$100; limited number of ads available)
  - \*Cost for 1/4 or 1/8 page ad in program guide without purchasing booth space is \$300/\$150