

DIOCESE OF CLEVELAND FAMILY FESTIVAL

THE FEST

SUNDAY, AUGUST 5, 2018

BETHE

LIGHT
FEST2018



Your involvement in THE FEST is a high value that places your name and message before 40,000+ teens and young families across

WHAT IS THE FEST?

The FEST is an annual family FESTival sponsored by the Diocese of Cleveland. Now in its seventeenth year, it brings together well over 40,000+ people from across the region for a day of family, faith, and fun.

There are many components that come together for a great day! There is something for everyone at The FEST:

- Top national Christian Artists performing on an amazing Live Stage
- Family Friendly booths & displays
- Affordably priced food
- Junior High Adventure Area
- An incredible Children's Activity Area
- Marc's Mom's Relaxation Station
- Dad's Den
- **All for FREE**

The FEST has established itself as a summer highlight for thousands and thousands of people in the 8 counties that make up the Diocese of Cleveland -- Ashland, Cuyahoga, Geauga, Lake, Lorain, Medina, Summit and Wayne counties. Northeast Ohio is the base of The FEST attendance with strong contingents coming from Ohio, Pennsylvania, Kentucky and Michigan to celebrate this tremendous day of faith!

Diocese of Cleveland at a Glance:

- ★ 692,644 members (25% of the 8 county population)
- ★ 185 Catholic Parishes
- ★ 60 Catholic Preschools
- ★ 94 Catholic elementary schools
- ★ 20 Catholic secondary schools
- ★ A Total of 44,331 total students enrolled!
- ★ 3 Catholic colleges and universities
- ★ Over 39,000+ people at the FEST 2017

**statistics as of November 20, 2017*



TOP 10 FEST FRIENDLY CITIES IN 2017

Cleveland
Mentor
Parma/Parma Hts
Euclid
Wickliffe
Akron
Painesville
Brunswick
Strongsville
Medina

Who is coming to The FEST?

The FEST is free and open to all. There are many opportunities for us to 'track' who comes to The FEST. Based on those who registered at FEST 2017, here's who came to The FEST and where they live:

BE A SPONSOR!



FREE CONCERT & FESTIVAL! for King & Country Crowder Matt Maher Laura Story
Sunday, August 6

Sponsorship Name	Presenting	Main Stage	FEST Area Sponsor	Village Sponsor	Friends of the FEST
Sponsorship Cost*	\$20,000	\$14,000	\$11,000	\$9,000	\$4,500
Exclusivity	8	10	12	30	no limit
Inclusion on radio promos (over 100 on-air mentions)	x				
Inclusion on select FEST Billboards	x				
Inclusion on any Plain Dealer Advertisements	x	As negotiated			
Area Naming Rights as requested	x				
FEST Program Guide (Day-of Magazine)	Free 1/2 page advertisement. Discount on additional space	Free 1/4 page advertisement. Discount on additional space	35% off the cost of any advertisement space	25% off the cost of any advertisement space	10% off the cost of any advertising space
Jumbotron Commercial**	15 times	8 times	6 times	4 times	
Logos on Postcards***	x	x			
Logos on Raffle Brochures	x	x			
Logo Looping on Jumbotron	x	x	x	x	x
Logo on Posters	x	x	x	x	
Logo on 1/2 and full sheet flyers (over 250,000 printed)	x	x	x	x	Per piece basis
Logo on back of all FEST letters	x	x	x	x	x
Logo on other printed Materials	x	x	x	Per piece basis	Per piece basis
On-site banners	x	x	x	x	
Tent Size	Flexible	Flexible	15x15	15x15	10x10
Tent Location	Preferred	Preferred			
Logos on promo tshirts	x	x	x	x	
VIP Parking Passes	x	x	limited	limited	limited
VIP Passes (Includes Food)	x	x	limited	limited	limited
Backstage and Meet & Greet Passes (as permitted by artist)	x	x			
Website banners on FEST Website	x	x	x		
Mention in FEST Eblast	x	x	x	Select	
Mention in FEST Social Media Posts	x	x	x	Select	

- * Sponsorship payment/invoicing can be setup by request (Quarterly, Monthly, Annually etc.). Payment schedule must be established prior to any commitment upon the part of <The FEST>
- ** ALL logos must be received by June 10, 2018 and in .ai, .jpeg, .eps and PDF formats to ensure highest quality of all materials
- ***ALL Commercials must be received by July 15th in .mov format





WHY SHOULD YOU BE INVOLVED IN THE FEST?

The FEST is good for the families across our region who attend and it is good for you and your business. At the FEST you will find thousands of young families (parents and children) who want to interact with family-focused sponsors. Those who come to the FEST show their appreciation and gratitude to our sponsors by creating a 'halo-effect' that lasts long after the event is over. The FEST is an end of the summer celebration that can have a positive impact for your business throughout the whole year.

The FEST is a highlight of the summer season and a great day for families in our region. It is organized by a team of 1,200+ volunteers who work together with energy and passion to create a day that is welcoming for all people.

Everything about The FEST is unique and extraordinary:

- ★ It is completely FREE and open to all!
- ★ There are activities, games, and interactive displays which reinforce family values, faith, and character.
- ★ The tents, signs and grounds at The FEST create a clean, comfortable, safe and energetic atmosphere for 40,000+ people to gather together.
- ★ The music by national artists reflects many styles with a positive message of faith and family values.
- ★ There are free things and affordably priced food to make this a perfect, affordable family day.

In a culture and era that talks a lot about supporting and promoting family life, The FEST truly celebrates what is best in our region. Northeastern Ohio is a great place to raise a family. This is evidenced and experienced at The FEST. Those who attend The FEST are loyal and grateful. Our sponsors share with us the deep appreciation and gratitude they receive from their customers in appreciation for their support of The FEST.

Your support for The FEST makes all the difference. It allows The FEST to be FREE and open to everyone in our region along with your customers and employees.

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Thank, you King Nut Company! I worked with King Nut at the East entrance [at The FEST] this year and had a blast chatting it up with all The FEST visitors! They were excited to be at The FEST, and so many people commented that they loved the FREE peanuts that King Nut so generously donated.
- Jodi Carroll

**This was actually one of biggest events this year! We had 590 people come through the tent (adults and children)!
- Liz, Eventive Marketing, Tour Manager**

THE FEST AT A GLANCE

DYNAMIC	2017: a free event which an estimated 40,000+ people attended	2018: a free event which an estimated 45,000+ people will attend
YOUNG PEOPLE	2017: estimated over 19,000 to participated	2018: estimated over 20,500 to participate
THEIR PARENTS	over half of the participants were comprised of young families (husband/wife in their 30's-40's with young children)	
REGIONAL	from the Northeast Ohio area and beyond	
DIVERSE	brings together people from different areas and religions – different ages and backgrounds	
ACTIVE	day-long Christian music by Christian Contemporary bands attractions for teens and adults of all ages kids activities area	
ENGAGING	70+ corporate and select retail vendors on hand whose displays enhance the quality and value of this family-based event.	
LIFE CHANGING	activities and opportunities to encourage personal prayer and reflection followed by a truly inspirational religious service in the language of our time	

What would the FEST cost for a family of FIVE if it was not FREE?

Nationally known band concert tickets (\$50.00 x 5)	\$250.00
Parking	\$15.00
Food at The FEST (you can bring your own or purchase) ...	\$50.00
Ride tickets for attractions, and other games	\$85.00
Fee for crafts, giveaways, entertainment	\$50.00
Value of giveaways from Sponsors, Marc's Moms Relaxation Station and others.....	\$40.00

OVER \$450.00



“We have gone to The FEST 3 years in a row! We love all the family friendly activities and entertainment! We are thankful for the wonderful memories we have made at the FEST each year.” - Tonya Scott





WHY YOU SHOULD INVEST!

- ★ The FEST provides direct access to thousands of people through local parishes, day schools, high schools and local businesses.
- ★ The FEST also offers you an excellent opportunity and value for your marketing and advertising dollars. Complete packages are available that include: media, direct mail, and day-of promotions.
- ★ The FEST has great value for both our local community and the advertisers/sponsors of the event. Thousands of people will see your participation in a consistent and overwhelmingly positive way.
- ★ The activities and the dynamic of the daylong event create a very strong and lasting impression among those in attendance.

"We love the Fest! It's a great time of worship and praise and feeling a part of the community of God. We all commented on the friendliness of the crowd little litter, lots of smiles, pleasant people. Again, thank you and may God continue to bless your good work!"

- JANET, MONACA, PA

"The FEST is one of the biggest highlights of our summer as a family. We are truly blessed to get to experience it each year."

- COURTNEY SCHMITZ

Business partners in The FEST can expect to realize a strong halo effect. You will be viewed in the most positive of terms by those people who associate you with helping achieve the ongoing success and growth of The FEST each year.



THEFEST MORE THAN AN EVENT: A COMPLETE MARKETING EXPERIENCE

The FEST | The Event:

The FEST is a one day family festival sponsored by the Diocese of Cleveland. This day-long celebration of faith, family, music and fun brings together over 40,000 people each summer from across Northeast Ohio. People of every age, faith, race and background join us for this incredible day filled with live national Christian bands, vendors, sponsors, activities, rock walls, BMX shows, displays and much, much more all for FREE. The entire event is completely free, making it the marquee family event in our region.

The FEST | Throughout the Year:

While The FEST itself is a one day event, it sponsors numerous concerts and service projects, keeping it relevant and visible to our audience throughout the entire year. As with most faith based audiences, The FEST audience is very engaged, loyal and appreciative. Additionally, The FEST works with local Catholic schools and churches to promote The FEST and its events year round.

The FEST | Marketing

The FEST utilizes a variety of marketing tactics to reach our audience:

Radio: Salem Communications and 95.5 The FISH are our primary radio partner. The FISH goes 'into the belly of the whale' of our audience – parents with families who want wholesome, family music and fun. We've developed a great relationship with The FISH over the years and together we work hard to drive tens of thousands of people to The FEST!

TV: We have relationships with Channels 3 & 5, running commercials and ads on their websites. Working with the local TV stations allows us to reach a wider audience, promoting the event and your business!

Print: We've had a great relationship with the Northeast Ohio Media Group over the past several years, running ads and stories to promote The FEST! The FEST also prints and distributes over 700,000 flyers, brochures, pamphlets and other items each year – all with your logo and company name!

Billboards: By working with local partners, The FEST utilizes several area billboards along I-71 and I-480 to promote The FEST. Thousands of impressions each day!

Corporate Partners: The FEST is a win-win-win scenario for all of our sponsors. We work with each of our sponsors to provide them with the materials to invite their employees and families to the event: It's a free, family friendly event their employees can come to, the employees feel good their company is involved in such a high quality event and the more people that are at the event, the more everyone wins!

Web & Email: With an email list of over 11,000 and web traffic in the tens of thousands throughout the summer months, The FEST effectively utilizes email and the web to promote the event and its sponsors.

Social Media: We have a strong following on Facebook and Twitter and are constantly working to expand our reach using video, social media, and cross-branding with our sponsors.

Diocese of Cleveland: By utilizing the Diocese of Cleveland's strong infrastructure, The FEST is able to work with a network of over 200 churches, schools and organizations to spread the word about the event and invite attendees. In the months leading up to The FEST, we will speak in over 80 churches, schools and camps to promote The FEST and offer our thanks to our sponsors.

The FEST | Brand Loyalty

The FEST audience is extremely loyal to the event and because it is free, they are extremely loyal to our sponsors. The FEST creates a strong halo effect for all the companies and organizations who are a part of the event. Throughout the entire year our sponsors receive emails and letters of thanks for their participation to make such a great event possible.

WE LOVE OUR 2017 SPONSORS!



Aladdin Rents
Matt Forkapa

CMD Graphics
Christie Cereszko

Hughie's Event
Production Services
Rick Kish

Pilot Signs
Ed Gonzales

Repros
Dan LaGuardia

Vincent Lighting
Chris Shick

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