

DIOCESE OF CLEVELAND FAMILY FESTIVAL

# THE FEST

AUGUST 9, 2020

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

*Glorious*  
THE FEST 2020



# What is The FEST?

The FEST is an annual family FESTival hosted by the Diocese of Cleveland. Now in its twentieth year, it brings together well over 40,000+ people from across northeast Ohio for a day of family, faith, and fun all for FREE. There are many components that come together to make it a great day for our attendees and our sponsors!

## 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
- Man Cave
- Opportunities for prayer and reflection
- **All for FREE**

The FEST has established itself as THE 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!

The FEST has set itself apart from other events and festivals by the fact that it is high quality, family friendly, one day and completely free. It has served as the template for start up events like it across the country.

## DIOCESE OF CLEVELAND AT A GLANCE:

- ★ 677,219 members (25% of the 8-county population)
- ★ 185 Catholic Parishes
- ★ 71 Catholic Preschools
- ★ 87 Catholic Elementary Schools
- ★ 20 Catholic Secondary Schools
- ★ A Total of 39,250 students enrolled!
- ★ 3 Catholic Colleges and Universities
- ★ Over 40,000+ people at The FEST 2019

*\*statistics as of January 2020*



## 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 2019, here's who came to The FEST, and where they live.



# Become a Sponsor!

Sponsorship Name	Presenting	Main Stage	FEST Area Sponsor	Village Sponsor	Friends of the FEST
Exclusivity	10	12	14	40	no limit
Inclusion on radio promos (100+ on-air mentions)	x				
Inclusion on Print Advertising	x	As negotiated			
Area Naming Rights as requested	x				
FEST Program Guide (Day-of Magazine)	As negotiated	As negotiated	35% off the cost of any advertisement space (facilitated by 3rd party)	25% off the cost of any advertisement space (facilitated by 3rd party)	10% off the cost of any advertising space (facilitated by 3rd party)
Jumbotron Commercial**	15 times	8 times	6 times	4 times	None
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			
Banners on FEST Website	x	x	X		
Mentions in FEST eblasts	x	x	x	Select	
Mentions in FEST Social Media	x	x	x	Select	
Pre-Event Promo Video	As negotiated	As negotiated			



\* 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 Commercials must be received by July 15th in .mov format  
 \*\*\* ALL logos must be received by June 10th and in .ai, .jpeg, .eps and PDF formats to ensure highest quality of all materials



**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.**



*"I would just like to thank everyone who helped put together the whole event. I really had such a great time and I wouldn't have been able to celebrate and worship with everyone had it not been free. So thank you for that too."*  
- JASMINE

*"First time visitor to The FEST and to Ohio from Ontario, Canada. Loved the whole event and the music. The atmosphere was so amazing and this is the first experience being able to sit in a chair to listen to great bands and also to experience a outdoor mass at night was beautiful. Definitely coming back again. Thanks again for hosting this event."*  
- SUSAN T.

# 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 value based, 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 will 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.**



# MORE THAN JUST A DAY

- ▶ The mission, values and impact of The FEST carry over long after the event finishes. Each year we identify and 'address' a social cause or issue that is relevant and work to address the underlying causes of these issues while also focusing on the immediate needs. As such, The FEST sponsors and supports several ongoing outreaches throughout the region and in the Dominican Republic.

**When you sponsor The FEST you are not only making this incredible day possible, but also all of these ongoing outreaches:**

## **Alpha Village** [www.AlphaVillage.us](http://www.AlphaVillage.us)

Alpha Village is a community outreach movement working in the Ohio City and Clark-Fulton neighborhoods (Cleveland). The focus of this program is to provide community support by way of neighborhood cleanup days, food distribution, community engagement and leadership training. We've made great progress in these areas over the past 5 years.



## **Alpha Village - The Warmth Project**

[www.AlphaVillage.us/ProjectWarmth](http://www.AlphaVillage.us/ProjectWarmth)

The Warmth Project is an extension of our efforts in the same Alpha Village neighborhoods. We partner with local organizations to collect new and gently used coats, hats, gloves and scarves to distribute to our partners in the community. Over the past 3 years, we've collected and distributed over 2,800 coats and other winter gear to children and families in need.



## **Greater Than Heroin** [www.GreaterThanHeroin.com](http://www.GreaterThanHeroin.com)

The heroin crisis has struck our region particularly hard. 4 years ago, The FEST started 'Greater Than Heroin', a website of information and resources surrounding the heroin and opioid crisis. We've also promoted community awareness of the issue by facilitating and sponsoring ongoing civic, faith and community leader luncheons to distribute information and resources.



## **Mission Possible - Dominican Republic** [www.MissionPossible.us](http://www.MissionPossible.us)

Mission Possible is now its own nonprofit organization serving the poorest of the poor in the Dominican Republic. Over the past 12 years, Mission Possible has built over 50 homes, 3 community centers, a school, medical clinic and church. We've drilled several wells and collaborated with the government to install 2 septic treatment plants. Our medical outreach team has served thousands of needy folks in the 'tin cities' and 'bateye' communities.



## **John 17** [www.John17NEO.com](http://www.John17NEO.com)

The John 17 Movement is a group of local pastors and faith leaders in the region, working together for the common good. Our goal is that we all be one as the Father has called us to be.







# Why you should invest:

- ★ Event attendees know **the event is made possible by your business** and will support you because of this. We get testimonies year-round from sponsors and their customers expressing this.
- ★ 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.

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

Nationally known band concert tickets (\$60.00 x 5) .....	\$300.00
Parking .....	\$25.00
Food at The FEST (you can bring your own or purchase) ...	\$60.00
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.....	\$60.00+

# OVER \$550.00



**Business partners of 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 | Marketing

### We utilize a variety of marketing 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.

# 162,948

Website Views

# 13,293



FACEBOOK  
FRIENDS

Are you one of them?  
Like The FEST today!

# 7,538



Moms' Relaxation Station  
Giveaway Bags

# 40,000+

People in Attendance



# 1,278

VOLUNTEERS

# 12,147

P&G Giveaways



# 475+

Signs and Banners



# THANK YOU TO OUR 2019 SPONSORS!



Aladdin Rents  
Matt Forkapa

CMD Graphics  
Christie Cereszko

Hughie's Event  
Production Services  
Rick Kish

Black Valve Media  
Evan Prunty

Repros  
Dan LaGuardia

Vincent Lighting  
Chris Shick