

DIOCESE OF CLEVELAND FAMILY FESTIVAL

THE FEST

AUGUST 7, 2022

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.

Homecoming
THE FEST 2022



What is The FEST?

The FEST is an annual family FESTival hosted by the Diocese of Cleveland. Now in its twenty-second year, it will once again bring together 40,000+ families from across northeast Ohio and beyond for a day of faith, family 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 other start up events like it across the country.

DIOCESE OF CLEVELAND AT A GLANCE:

- ★ 677,219 members (24% of the 8-county population)
- ★ 185 Catholic Parishes
- ★ 71 Catholic Preschools
- ★ 87 Catholic Elementary Schools
- ★ 22 Catholic Secondary Schools
- ★ A total of 42,000 students enrolled!
- ★ 3 Catholic Colleges and Universities
- ★ Over 15,000 joined us as we came back together in 2021

**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 2021, we can see people from all over our region, and beyond, attend The FEST!

Become a Sponsor!

Sponsorship Name	Presenting	Main Stage	FEST Area Sponsor	Village Sponsor	Friends of the FEST
Sponsorship Cost*	\$20,000	\$14,500	\$11,500	\$9,500	\$5,000
Exclusivity	10	12	14	40	no limit
MARKETING AND PROMOTIONAL OPPORTUNITIES					
Inclusion on radio promos (100+ on-air mentions)	x				
Inclusion on Print Advertising	x	x	As negotiated	As negotiated	Per piece basis
Logos on all print material	x	x	x	x	Per piece basis
Logos on promo tshirts	x	x	x	x	
Mentions in FEST eblasts	x	x	x	Select	
Mentions in FEST Social Media Posts	x	x	x	Select	
Partnered Social Media Posts and Promotion	x	x	As negotiated		
Pre-Event Promo Video	As negotiated	As negotiated			
Logo on backside of FEST letters	x	x	x		
Banner on website	x	x	x	Select	
Ads embedded throughout FEST website	x	As negotiated			
IN-PERSON FEST EXPERIENCE					
Area naming rights as requested	x				
On-site banners	x	x	x	x	x
On-site booth space	x	x	x	x	x
Preferred booth location	x	x			
Booth size	Flexible	Flexible	15x15	10x10	10x10
VIP Passes (food)	Flexible	Flexible	8	6	4
VIP Parking Passes	Flexible	Flexible	4	4	2
Backstage and Meet & Greet passes (as permitted by artist)	8	4			
Logo looping on jumbotron	x	x	x	x	x
Commercials aired on jumbotron	15	8	6	4	n/a
Inclusion in day-of event program	As negotiated	As negotiated	35% off cost of advertisement space (facilitated by third party)	25% off cost of advertisement space (facilitated by third party)	10% off cost of advertisement space (facilitated by third party)

**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.



"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)

"It is hard for me to describe the feelings that I get from the FEST... uplifting, faithful, personal, thankful, together, the words just are not big enough. You get feelings like no other... renew, rejoice, RETURN for another FEST next year. We are all a piece of the puzzle; we all have a purpose."

- MARCIA A.

WHY SHOULD YOU BE INVOLVED IN THE FEST?

The FEST is great for the families across our region who attend, and it is great 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.
- ★ The FEST works hard to make sure our attendees know the event is only possible because of our sponsors and our sponsors experience that loyalty year-round.

The pandemic and current events make us mindful of the importance of family, community and coming together. There is more that unites us than divides us and The FEST celebrates what is best in our region. Northeastern Ohio is a great place to live and raise a family. This is experienced and on full display 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 concludes. 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 all of these outreach programs:

OneHopeNEO OneHopeNEO.com

OneHopeNEO (formally Alpha Village) is a community outreach movement working in the Clark-Fulton neighborhood of 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 8 years.



OneHopeNEO - The Warmth Project

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 6 years, we've collected and distributed over 6,000 coats and other winter gear to children and families in need.



Greater Than Heroin GreaterThanHeroin.com

The heroin crisis has struck our region particularly hard. 5 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 MissionPossible.us

Mission Possible is now its own nonprofit organization serving the poorest of the poor in the Dominican Republic. Over the past 13 years, Mission Possible has built over 60 homes, 3 community centers, a school, medical clinic, baseball field 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 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 (\$75.00 x 5)	\$375.00
Parking	\$25.00
Food at The FEST (you can bring your own or purchase) ...	\$75.00
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 \$600!



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.



THE FEST

More than an event: a complete marketing experience

The FEST | Marketing

We utilize a variety of marketing to reach our audience:

RADIO: We have a strong relationship with 95.5 The FISH. We are one of their premier promotions partner each year.

TV: We have relationships with Channels 3, 5 and 8, running commercials, promotional ads on their website and utilizing their news anchors to do 'live remotes' from The FEST as well as emceeing the event.

PRINT: The FEST prints thousands of flyers, posters and brochures each year to promote the event and all it offers. Our sponsors benefit from this brand exposure throughout the region.

BILLBOARDS: With local partners, The FEST utilizes several area billboards along I-71 and I-480 to promote the event – and your company.

CORPORATE PARTNERS: The FEST is a win-win-win scenario for all of our sponsors. We work with you to provide you with the materials to invite your employees and their families to the event. It's a high quality, family friendly event your employees and their families can attend for free. We've had numerous companies tell us how grateful their employees were that their company sponsored such an event and that they were able to attend because of it.

WEB & EMAIL: Our email distribution list and web traffic have almost *doubled in the past 2 years*, and we look forward to see the impact it has on our in-person FEST this year!

SOCIAL MEDIA: We have a strong, highly engaged following on Facebook and are working to develop our Instagram, TikTok and other platforms.

DIOCESE OF CLEVELAND: By utilizing the Diocese of Cleveland's strong infrastructure, The FEST is able to work with a network of over 185 churches, schools and organizations to spread the word about the event and invite attendees.

The FEST | Brand Loyalty

The FEST audience is *extremely loyal* to the event and because it is free, our audience is also extremely loyal to our sponsors who help achieve the ongoing success and growth of The FEST each year. Business Partners of The FEST can expect to realize a strong halo effect. Throughout the entire year our sponsors receive emails and letters of thanks for their participation to make such a great event possible.

Performance for your post	
5,427 People Reached	
212 Reactions, Comments & Shares	
75 Like	71 On Post
25 Love	23 On Post
93 Comments	90 On Post
19 Shares	19 On Post
369 Post Clicks	



WWW

430,000+

Website Views

16,641



FACEBOOK
FRIENDS

Are you one of them?
Like The FEST today!



23,240

on our Email List!

Open rates of 28-33%
Click thru rates of 3-9%
Average of 4%



1,278

VOLUNTEERS

50,000+

Flyers, brochures and posters

400+

Signs and Banners on
FEST grounds promoting
your company!

THANK YOU TO OUR 2021 SPONSORS!



Kimberly-Clark



Kurtz Bros., Inc.
"We make the good earth better!"



MERITECH
TECHNOLOGY TO EMPOWER YOUR BUSINESS



SISTERS of CHARITY
HEALTH SYSTEM

A Ministry of the Sisters of Charity of St. Augustine



The Holy Name Society



Aladdin Rents
Matt Forkapa

CMD Graphics
Christie Cereschno

Hughie's Event
Production Services
Dave Wheeler

Black Valve Media
Evan Prunty

Repros
Dan LaGuardia

Vincent Lighting
Chris Shick