

DIOCESE OF CLEVELAND FAMILY FESTIVAL

THEFEST

AUGUST 6, 2023

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.



What is The FEST?

The FEST is an annual family FESTival hosted by the Diocese of Cleveland. Now in its twenty-third year, it will 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
- An incredible Children's Activity Area
- Marc's Mom's Relaxation Station
- Man Cave
- Opportunities for prayer and reflection
- Education Village, highlighting the wonderful schools in our region
- **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:

- ★ 612,072 members (22% of the 8-county population)
- ★ 234,496 households
- ★ 185 Catholic Parishes
- ★ 71 Catholic Preschools
- ★ 87 Catholic Elementary Schools
- ★ 22 Catholic Secondary Schools
- ★ Over 38,000 students enrolled!
- ★ 3 Catholic Colleges and Universities
- ★ Over 35,000 people joined us in 2022

**statistics as of January 2023*



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 2022, we can see people from all over our region, and beyond, attend The FEST!



YOUR SUPPORT FOR THE FESF MAKES ALL THE DIFFERENCE.

It allows The FESF to be **FREE** and open to everyone in our region along with your customers and employees.



"We love The FESF! 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 FESF... uplifting, faithful, personal, thankful, together, the words just are not big enough. You get feelings like no other... renew, rejoice, RETURN for another FESF next year. We are all a piece of the puzzle; we all have a purpose."

- MARCIA A.

WHY SHOULD YOU BE INVOLVED IN THE FESF?

The FESF is great for the families across our region who attend, and it is great for you and your business. At the FESF, 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 FESF show their appreciation and gratitude to our sponsors by creating a 'halo-effect' that lasts long after the event is over. The FESF is an end of the summer celebration that will have a positive impact for your business throughout the whole year.

The FESF 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 FESF 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 FESF 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 attractions and affordably priced food to make this a perfect, affordable family day.
- ★ The FESF 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.

More than ever, we are reminded of the importance of family, community, and coming together. There is more that unites us than divides us and The FESF 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 FESF. Those who attend The FESF 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 FESF.

Your support for The FESF makes all the difference. It allows The FESF 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:**

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.



OneHopeNEO OneHopeNEO.org

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 9 years.



OneHopeNEO - The Warmth Project

OneHopeNEO.org/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.



Talitha Cumi Unnati TCUindia.org

YOUNG GIRL, RISE

Human trafficking, poverty, sexism, exploitation and unemployment are rampant issues for young girls in India. TCU fights back against these systemic problems to protect God-given basic human rights by building connections, providing resources and creating opportunities to pave a path to a remarkable future.



Talitha Cumi Unnati
Arise Together

Greater Than Heroin GreaterThanHeroin.com

The heroin crisis has struck our region particularly hard. Six 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.



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 leading up to the event and on the day of The FEST.
- ★ The FEST also offers you an excellent opportunity and value for your **marketing and advertising dollars**. Complete packages are available that include: social media, digital advertising on our website, 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.

THEFEST

More than an event:
a complete marketing experience



The FEST | Marketing

We utilize a variety of marketing tactics 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 and 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.

430,000+

Website Views

17,000+



FACEBOOK
FRIENDS

Are you one of them?
Like The FEST today!



34,079

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 2022 SPONSORS!



Aladdin Rents
Matt Forkapa

CMD Graphics
Christie Cereszko

Repos
Dan LaGuardia

Hughie's Event Production
Dave Wheeler

NPI Audio Visual Solutions
Chris Shick

Production Assistance
Tommy Stazzone

WWW.THEFEST.US