

DIOCESE OF CLEVELAND FAMILY FESTIVAL

THEFEST

AUGUST 3, 2025



The **FEST**
25
YEARS
★ OF FAITH, FAMILY, & FUN! 8.3.25 ★


united
IN FAITH. IN HOPE. IN LOVE.
THEFEST

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-fifth 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:

- ★ 613,072 members (22% of the 8-county population)
- ★ 234,496 households
- ★ 186 Parishes
- ★ 67 Preschools
- ★ 88 Elementary Schools
- ★ 20 High Schools
- ★ 40,000 students enrolled
- ★ 3 Catholic Colleges/Universities

*statistics as of January 2025



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 The FEST, 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	Starter Package
Sponsorship Cost*	\$25,000	\$15,000	\$12,000	\$10,000	\$5,500	\$3,500
Exclusivity	10	12	14	40	no limit	no limit
PRE-EVENT MARKETING AND PROMOTIONAL OPPORTUNITIES						
Inclusion on radio promos (100+ on-air mentions)	x	x				
Inclusion on Print Advertising	x	x	As negotiated	As negotiated	Per piece basis	Per piece basis
Logos on all print material	x	x	x	x	Per piece basis	Per piece basis
Logos on promo tshirts	x	x	x	x	x	As negotiated
Mentions in FEST eblasts	x	x	x		As negotiated	
Mentions in FEST Social Media Posts	x	x	x	Select	As negotiated	
Partnered Social Media Posts and Promotion	x	x	As negotiated	As negotiated		
Pre-Event Promo Video	As negotiated	As negotiated				
Logo on backside of FEST letters	x	x	x	x		Per piece basis
Banner on website	x	x	x			
Ads embedded throughout FEST website	x	As negotiated				
IN-PERSON FEST EXPERIENCE						
Area naming rights as requested	x	x				
On-site banners	x	x	x	x	x	
On-site booth space	x	x	x	x	x	x
Preferred booth location	x	x	x			
Booth size	As requested	As requested	15x15	10x10	10x10	10x10
VIP Passes (food)	As requested	As requested	8	6	4	2
VIP Parking Passes	As requested	As requested	4	4	2	1
Backstage and Meet & Greet Passes (as permitted by artist)	8	4	As negotiated	As negotiated	As negotiated	
Logo looping on jumbotron	x	x	x	x	x	
Commercials aired on jumbotron	15	8	6	4	n/a	n/a
Stage Annoucements	x	As negotiated				
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)	n/a

**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 and to ensure inclusion in as many collateral items as possible.





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.



This was actually one of biggest events this year! We had 590 people come through the tent (adults and children)!

– Liz I Eventive Marketing,
Tour Manager

This event is an absolute blessing and a big THANK YOU for all the hard work, dedication and sponsorship to all those who keep this experience free for everyone to enjoy.

– Lisa M.

Thank, you King Nut Company! I worked with King Nut at the FEST entrance and the visitors 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 C.

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 attractions 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.

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 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.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 7 years, we've collected and distributed over 8,000 coats and other winter gear to children and families in need.



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 17 years, Mission Possible has built over 70 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.



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.



Greater Than Heroin GreaterThanHeroin.com

The heroin crisis has struck our region particularly hard. Seven 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 several local radio and national stations.

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 tens of 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 3 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, Instagram, and YouTube

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.

264,000

Website Views

19,000+



FACEBOOK FRIENDS

Are you one of them? Like The FEST!



36,679

on our Email List!

Open rates of 36%
Click thru rates of 3-8%
Average of 4%



1,278

VOLUNTEERS

80,000+

Flyers, brochures & posters

800+

Signs & Banners on FEST grounds promoting your company!

Thank you to our 2024 FEST Sponsors!



Aladdin Rents
Matt Forkapa

CMD Graphics
Christie Ceresko

Repos
Dan LaGuardia

NPi Audio Visual Solutions
Joe Thompson



WWW.THEFEST.US

