THE CITY OF HILLIARD

SPONSORSHIP OPPORTUNITIES 2021

CITY OF HILLIARD est. 1853

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CELEBRATION AT THE STATION

MOTIVATION AT THE STATION

9/11 REMEMBRANCE MEMORIAL

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FOLLOW US @HILLIARDGOV!

WHO WE ARE

"REAL PEOPLE. REAL POSSIBILITIES."

These four simple words are more than the **City of Hilliard's** brand. They reflect the "**why**" of everything we do for **our community**.

They reflect the ideal that every resident, visitor, and person working in our community is a valued part of **Hilliard's** fabric — an individual with families, dreams, goals, and priorities. These words mean that, as public servants, our mission is to help them achieve their unique possibilities.

Ranked among the **9th best place to live in Ohio** by **Chamberofcommerce.org** in 2019, **Hilliard** is a growing, welcoming community that combines the best of hometown America with the kinds of dynamic opportunities that come from being part of the greater Columbus region.

WHY PARTNER WITH US?

REAL PEOPLE.
REAL POSSIBILITIES.
REAL OPPORTUNITY.

A sponsorship in Hilliard is more than a business opportunity, it's a chance to connect with real people. Hilliard is a thriving community that's steadily growing, and offers that feel of classic Americana.

How your business can benefit from being a community sponsor!

- Social **responsibility**
- Community **exposure**
- An investment in **your community**
- Company recognition with our **40,000 residents**
- A chance to **advertise with Hilliard**
- A chance to **enhance your public image**
- A low budget but effective way of **building a brand**

TOUCH-A-TRUCK

FREEDOM FEST

CITY OF HILLIARD
FREEDOM FEST

FREEDOM FEST

Freedom Fest is Hilliard's new **4th of July** event. Launched in 2019, Freedom Fest is a giant festival that brings the community together for live music, food trucks, and fireworks.

We kick off the patriotic celebration at Roger A. Reynold's Municipal Park. With games for the kids and local bands playing on the concert stage, it's a great way to spend the afternoon. Residents can keep cool by enjoying a swim at the Hilliard Family Aquatic Center.

We top everything off with a concert from nationally known headliners like **Rodney Atkins** and regional stars like **Simba Jordan** opening, before wrapping up the night with a giant professional fireworks display.

Freedom Fest draws in the entire community for a day full of fun and celebration!

Freedom Fest
City of Hilliard 4th of July

What Residents Are Saying

"I LOVED the updates that were made this year! I thought the entertainment was amazing and the atmosphere was fun and inviting!"

"The set up was awesome. It was clean, safe, and so well ran for the first event of this kind."

"Amazing music! Proud to live in this community. Police presence was amazing they kept everyone feeling safe and at the same time they let everyone have a good time."

"Great music! Love that you got a top name country star! And other local musicians!"

What's at Freedom Fest

- Live music
- Nationally known artist headlining
- Food trucks
- Kid Zone
- Hilliard Family Aquatic Center
- Fireworks

How You Can Sponsor

- Event sponsorship ($15,000)
- Partner sponsorship ($5,000)
- In-kind sponsorship

REAL PEOPLE.

EVENT SPONSORSHIP ($15,000)

ADVERTISEMENT RECOGNITION

- Radio Spots day of
  - Name recognition on radio announcements
- Logo/name recognition on print advertisements
- Billboard on Roberts and Hilliard Rome Road
- Logo/name recognition on all media releases and press kits.
- Ad in (614) - for all summer events.

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts
- Event mentioned on Twitter and Instagram
- At least one sponsor-specific social media post recognizing each individual sponsor as they sign on

CITY OF HILLIARD WEBSITE

- Logo/name recognition on the official event page

PROMOTIONAL ELEMENTS

- Logo/name recognition on printed materials
- Stage banners
- Logo/name recognition on event on-site signage
- Logo/name recognition on staff/volunteer shirts
- Name recognition during on-stage announcements
- A feature story/profile for the website and social media

VIP AT THE EVENT

- 10 x 10 tabling opportunity available
- 2 tables reserved for sponsor in the VIP Tent (16 people)
- Catered meal and refreshments provided
- Best location to watch the concert (front row access)
- Best location to watch firework display
- Opportunity to announce bands during concert
- Meet and greet with the artist (picture provided)

REAL POSSIBILITIES.

PARTNER SPONSORSHIP ($5,000)

ADVERTISEMENT RECOGNITION

- Logo/name recognition on print advertisements

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts

CITY OF HILLIARD WEBSITE

- Logo/name recognition on the official event page

PROMOTIONAL ELEMENTS

- Logo/name recognition on printed materials
- Stage banners
- Logo/name recognition on event on-site signage
- Logo/name recognition on staff/volunteer shirts

VIP AT THE EVENT

- 10 x 10 tabling opportunity available
- 4 Seats reserved for the sponsor in the VIP tent
- Catered meal and refreshments provided
- Best location to watch the concert (front row access)
- Best location to watch firework display

CITY OF HILLIARD
SPECIAL EVENTS

CELEBRATION AT THE STATION

Celebration at the Station is our annual summer long event that takes place every Thursday from **June - August**. For 10 weeks we bring the community together for an evening of **live music** and **food trucks**.

What Residents Are Saying

"This is a great thing for the city of Hilliard, the downtown revitalization, and for the community as a whole. People from all over love to come to these events and it really showcases Hilliard in a manner which most people are not aware of."

"Great way to draw people to our downtown. Family friendly but adult enough that people without kids still want to come. We like to sit and people watch while trying new foods and having adult beverages."

What's at Celebration at the Station

- 10 weeks of live music from 6:30 - 9 p.m.
- DORA (Designated Outdoor Refreshment Area) from 6 - 10 p.m.
- Located at Hilliard's Station Park

How You Can Sponsor

- Concert Series sponsorship ($15,000)
- Partner sponsorship ($5,000)

CELEBRATION AT THE STATION

CONCERT SERIES SPONSORSHIP ($15,000)

ADVERTISEMENT RECOGNITION

- First concert of the season
- Logo/name recognition on all media releases and press kits.

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts
- Concert mentioned on Twitter and Instagram
- At least one sponsor-specific social media post recognizing each individual sponsor as they sign on

CITY OF HILLIARD WEBSITE

- Logo/name recognition on the official event page

PROMOTIONAL ELEMENTS

- Logo/name recognition on printed materials
- Stage banners
- Logo/name recognition on event on-site signage
- Name recognition during on-stage announcements
- A feature story/profile for the website and social media
- First concert of the season T110.3 radio station will be on site

VIP AT THE EVENT

- 10 x 10 tabling opportunity available
- 2-3 tables reserved for sponsor in the VIP Seating

CELEBRATION AT THE STATION

PARTNER SPONSORSHIP ($5,000)

ADVERTISEMENT RECOGNITION

- Logo/name recognition on print advertisements

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts

CITY OF HILLIARD WEBSITE

- Logo/name recognition

PROMOTIONAL ELEMENTS

- Logo/name recognition on printed materials
- Stage banners
- Logo/name recognition on event on-site signage
- Logo/name recognition on staff/volunteer shirts

AT THE EVENT

- 10 x 10 tabling opportunity available

HILLIARD'S TREE LIGHTING

Hilliard's Tree Lighting is our way of ringing in the holiday season! With the entire community, Hilliard lights the tree at **Hilliard's Station Park**. It's an evening of family-friendly activities, with **horse and carriage rides**, **live reindeer**, **petting zoo**, **Mrs. Claus and the elves**, and even **Santa Claus** himself! Memories are created that'll last a lifetime.

On top of all the family fun, Hilliard's Tree Lighting is a great opportunity to give back! We hold our annual **Empty Bowls** event, which gives back to the **Hilliard Food Pantry**; and host **Cram the Cruiser** with the **Hilliard Police Division**, which provides new winter clothes for **Hilliard City School Students**.

What's at Hilliard's Tree Lighting

- Santa & Mrs. Claus
- High School choirs
- A train
- Food trucks
- Live reindeer and petting zoo
- Horse and carriage rides
- Games and cookie decorating
- Tree lighting

How You Can Sponsor

- Partner sponsorship ($500)

HILLIARD'S FALL FESTIVAL

Hilliard's Fall Festival is an annual fall celebration at **Roger A. Reynold's Municipal Park**. It's a day of family fun, with **pumpkin picking**, **hay rides**, **food trucks**, and **live music**! There are games and activities for the kids, live characters, a petting zoo, and a chance to make lasting memories!

What's at Hilliard's Fall Festival

- Axe Throwing
- Food trucks
- Live music from regionally recognized bands
- Hay wagon rides
- Pumpkin picking and decorating
- Petting zoo
- Inflatables & games
- Face painting

How You Can Sponsor

- Event sponsorship ($500)

MOTIVATION AT THE STATION

During the summer, Hilliard offers a yoga and fitness series at **Hilliard's Station Park**. Every Saturday morning during the summer (a total of **10 classes**), residents can join in for two **50 minute class** with a **local instructor**. Hilliard believes in promoting both a healthy mind and body, and with Motivation at the Station we can create a sense of community and encourage healthy choices for our residents.

What's at Motivation at the Station

- A sense of community
- 50 minute free SHED Fitness HIT class
- 50 minute free Mat Happy yoga classes
- Local instructors

How You Can Sponsor

- Partner sponsorship
  June 5 - Aug 14* ($500)
- Partner sponsorship
  Aug 21 - Oct 30** Fall Series ($500)

*No class July 3
**No class Sept 4

MOVIES IN THE PARK

Gather the family, load your car with blankets and snacks, and join us for a throwback drive-in movie experience three nights this summer with **Free Friday Flicks in the Park**.

Bring your family, snacks, and watch a movie from your car at **Roger A. Reynolds Municipal Park**!

3 Movies in the Park

- Socially distant movies from the car
- Sponsor signage
- Sponsors can pass out goodie bags
- Sponsors can show a commercial or video clip before the movie

How You Can Sponsor

- Event sponsorship ($500 for all 3 events)

HILLIARD'S AQUATIC CENTER

Hilliard is keeping it cool and fun during the summer! We host several events throughout the summer at both of ours pools, the **Hilliard Family Aquatic Center** and **Clyde 'Butch' Seidle Community Pool**.

The **Hilliard Family Aquatic Center** is one of the largest outdoor municipal complexes in Ohio and features two 30-foot water slides, a 25-yard competition pool, an interactive leisure pool and more.

The **Clyde 'Butch' Seidle Community Pool** was renovated in 2019, the new pool features a bath house, concession stand and a shaded area. There is a main pool with a 14-foot water slide and an interactive spray pad.

Special Events We Host

- Under the Sea Kick-off to Summer!
- Christmas in July
- Shark Week
- Last Splash Blast
- Dog Swim

How You Can Sponsor

- Event sponsorships ($500)

SAFETY TOWN

Safety Town is a **one-week** course that focuses on teaching children safe practices both at school and at home. The curriculum includes **bicycle safety**, **pedestrian safety**, **school bus safety**, **fire safety**, **seat belt safety**, **gun safety**, **9-1-1** and **stranger danger**.

The program utilizes a realistic, child-sized town designed to provide a complete hands-on safety education for children. Miniature buildings, cross walks and traffic provided by the children on tricycles help to give the children the experience they need before they take their final walk on a real street with real traffic and signals escorted by police officers.

What's at Safety Town

- Safety Town T-shirts for kids
- Fun interactive curriculum
- A child-sized town to learn in

How You Can Sponsor

- Helmet sponsor
- Tote bag sponsor
- T-Shirt sponsor
- Lunches donated for 4 days for 50 people

HILLIARD DIVISION OF POLICE

Hilliard's Division of Police hosts events throughout the year for the community. Whether it's training residents in their **Citizen's Police Academy**, raising awareness during **Autism Awareness Day**, or honoring the fallen in at their annual **9/11 Remembrance Ceremony**, they work hard to strengthen and grow our community.

How You Can Sponsor

- Event sponsorships ($500)
- In-kind sponsorships

HPD Programs and Events

- 9/11 Remembrance Ceremony
- Autism Awareness Day
- Employee Awards Banquet
- Citizen's Police Academy
- Coffee with a Cop
- Drug Take Back Day
- Law Enforcement Torch Run for Special Olympics
- National Night Out
- Penny for a Pound
- Police Memorial Ceremony
- Shop with a Cop
- Women's Self Defense classes

MORE EVENTS

SPROUTS NIGHT OUT

A fun summer event at **Hilliard's Station Park** for kids. This kid-centric event has kid-friendly live music, food trucks, and fun activities like SuperGames, a petting zoo, body art, stilt-walkers, and so much more.

How You Can Sponsor

- Event sponsorship June ($500)
- Event sponsorship August ($500)

GET A SCOOP

A fun summer event at **Hilliard's Station Park** where residents can come and get a free scoop of ice cream. With games and activities for kids, **Get the Scoop** is a family-friendly fun event!

How You Can Sponsor

- Event sponsorship ($500)

TOUCH-A-TRUCK

An annual children's event at **Hilliard's Station Park**, Touch-a-Truck that gives kids an chance to touch and interact with various vehicles including **big trucks**, **police vehicles**, and **fire trucks**.

How You Can Sponsor

- Event sponsorship ($500)

HOW I CAN SPONSOR

MARKETING STRATEGY

Our priority is to ensure a family friendly and fun event for each of our residents. Together with the Communications team, we create a 12-point marketing plan for each event. Our marketing plans are curated for the individual event. Below is sample of what our marketing expert would create.

Key Goals
Establish key marketing goals for the event.

Key Target Audience
Establish a solid target audience.

Key Messages
Establish a solid, concise message for the event.

Partnerships
Establish who will contribute to the success of the event.

Stakeholders
Establish all stakeholders for the events.

Marketing Tools
What marketing tools will be used?

Promotional Pieces
What promotional items will be created to advertise the event?

Calendar
Establish a time line for work to be completed.

WHAT WE NEED FROM YOU

In order to make sure that we make our event the best one possible, and to ensure that we can successfully do our part to share your company, you'll need to provide us with a logo. To make sure that we preserve the quality of your logo, it's important you follow these guidelines when submitting one.

Logo Requirements

File Type .eps, .png, .ai, or .psd

File Quality 300 dpi or higher

SPONSORSHIP LEVELS

	EVENT SPONSORSHIP	PARTNER SPONSORSHIP	IN-KIND SPONSORSHIP
Advertisement Recognition	✓	✓	✓
Promotion on social media and website	✓	✓	✓
Event presence to promote business	✓	✓	✓
Recognition at the event	✓	✓	
Logo on t-shirt	✓	✓	
Reserved parking	✓		
VIP experience (8-10)	✓		
On stage presence	✓		
Radio recognition at event broadcast	✓		
Logo on event photo backdrop	✓		
Hilliard swag	✓	✓	

HOW TO APPLY

Angela Zody

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(614) 334-2587

Online

hilliardohio.gov/sponsorships

In-Person

3800 Municipal Way
Hilliard OH, 43026

SPONSORSHIP APPLICATION

BUSINESS NAME _____

CONTACT NAME _____

BUSINESS ADDRESS _____

_____

_____

BUSINESS PHONE _____

BUSINESS WEBSITE _____

CONTACT EMAIL _____

Please select the Event(s) you would like to Sponsor

- ☐ Freedom Fest Event Sponsor ($15,000)
- ☐ Freedom Fest Partner Sponsor ($5,000)
- ☐ Celebration at the Station Concert Sponsor ($15,000)
- ☐ Celebration at the Station Partner Sponsor ($5,000)
- ☐ Hilliard's Annual Tree Lighting Sponsor ($500)
- ☐ Hilliard's Fall Festival Sponsor ($500)
- ☐ Motivation at the Station Sponsor - Summer ($500)
- ☐ Motivation at the Station Sponsor - Fall ($500)
- ☐ Movies in the Park Sponsor ($500)
- ☐ Sprouts Night Out Sponsor - June ($500)
- ☐ Sprouts Night Out Sponsor - August ($500)
- ☐ Get the Scoop Sponsor ($500)
- ☐ Touch-a-Truck Sponsor ($500)
- ☐ Hilliard's Aquatic Center Sponsor ($500)
- ☐ Safety Town Sponsor ($500)
- ☐ Hilliard Division of Police Sponsor ($500)

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TOTAL _____

CITY OF HILLIARD™

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THANK YOU

For making a difference in your community.