



The City of Hilliard
Sponsorship Opportunities
| 2022



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facebook.com/HilliardGov



youtube.com/c/cityofhilliard1



[@HilliardGov](https://www.instagram.com/HilliardGov)



[@HilliardGov](https://twitter.com/HilliardGov)



WHAT WE BELIEVE

HEART FOR SERVICE.

STRENGTH IN TEAMWORK.

DRIVE FOR EXCELLENCE.

This is “Hilliard’s Promise” to its community. City of Hilliard’s distinct culture is the foundation of who we are and is what makes our organization a special place. It sets us apart from other organizations in what we believe, how we behave, and what we deliver to our community.

“ The reason we looked at Hilliard is because it’s a growing community with a great family environment. People here support their businesses and there’s so many great local events. We would choose Hilliard again in a heartbeat. ”

- Rob Fry,
Co-owner, Crooked Can Brewery



WHY SHOULD YOU SPONSOR?

REAL PEOPLE.

REAL POSSIBILITIES.

REAL OPPORTUNITIES.

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 nearly **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**



CITY OF HILLIARD **FREEDOM FEST**





Freedom Fest is Hilliard's new **Independence Day** 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 inflatable games for the kids and bands playing on the concert stage, it's a great way to spend the evening. 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 **Frankie Ballard** 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!

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

“ This is always a wonderful event!
My family and I really enjoyed the
country music. Fourth of July in
Hilliard is the best free show around! ”





EVENT SPONSORSHIP (\$15,000)

ADVERTISEMENT RECOGNITION

- Radio spots day of with name recognition on radio announcements (Freedom Fest)
 - 100.3 T-100 Hometown Country Station
- Logo/name recognition on 614 Magazine print advertisement
- Logo/name recognition on all media releases and press kit
- Ad in Your Hilliard – for all summer event sponsors signed on by Feb. 1, 2022
 - Sent to 10,500 homes

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts
 - 10 or more mentions (Sponsor Facebook page tagged when possible)
- Name recognition on Twitter and Instagram
- Sponsor-specific social media post recognizing each individual sponsor as they sign on
- Name recognition and personal interview in event promotional video
- City of Hilliard Website
- Logo/name recognition on the official event/event series page
- Web story featuring sponsor name





EVENT SPONSORSHIP (CONT.)

PROMOTIONAL ELEMENTS

- Freedom Fest billboard
 - One month placement on Hilliard Rome and Roberts Roads
- Logo/name on stage banners
 - Digital screen presence next to stage at Freedom Fest
 - On-site recognition at the event
 - Signs with logo
 - Staff/volunteer t-shirts with sponsor logos
 - On-stage announcements
 - Logo/name recognition on printed materials (flyers, rack cards)

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 (up to artist)



PARTNER SPONSORSHIP (\$5,000)

ADVERTISEMENT RECOGNITION

- Logo/name recognition on print advertisements
- Ad in Your Hilliard – for all summer event sponsors signed on by Feb. 1, 2022
 - Sent to 10,500 homes

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts
 - 3-5 or more mentions (Sponsor Facebook page tagged when possible)
- Name recognition on Twitter and Instagram
- Sponsor-specific social media post recognizing each individual sponsor as they sign on
- Name recognition in event promotional video (Freedom Fest and summer events)

CITY OF HILLIARD WEBSITE

- Logo/name recognition on the official event/event series page
- Web story featuring sponsor name



PARTNER SPONSORSHIP (CONT.)

PROMOTIONAL ELEMENTS

- Logo/name recognition on printed materials (flyers, rack cards)
- Logo/name on stage banners
 - Digital screen presence next to stage at Freedom Fest
- On-site recognition at the event
 - Signs with logo
 - Staff/volunteer t-shirts with sponsor logos

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 fun!

What's at Celebration at the Station

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

How You Can Sponsor

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

Past Bands Include

- Reaganomics
- North to Nashville
- The Dave Matthews Tribute Band
- The Menus





CONCERT SERIES SPONSORSHIP (\$15,000)

ADVERTISEMENT RECOGNITION

- Each concert of the season
- Ad in Your Hilliard – for all summer event sponsors signed on by Feb. 1, 2022
 - Sent to 10,500 homes
 - Logo/name recognition on all media releases and press kits
- Logo/name recognition on 614 Magazine print advertisement
- Logo/name recognition on all media releases
- T-shirts for public purchase

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts
 - 10 or more mentions (Sponsor Facebook page tagged when possible)
- Name recognition on Twitter and Instagram
- Sponsor-specific social media post recognizing each individual sponsor as they sign on
- Name recognition and personal interview in event promotional video

CITY OF HILLIARD WEBSITE

- Logo/name recognition on the official event/event series page
- Web story featuring sponsor name



CONCERT SERIES SPONSORSHIP (CONT.)

PROMOTIONAL ELEMENTS

- On-site recognition at the event
 - Logo/name on stage banners
 - Signs with logo
 - Staff/volunteer t-shirts with sponsor logos
- On-stage announcements
- Logo/name recognition on printed materials (flyers, rack cards)
- T-shirts for public purchase

VIP AT THE EVENT

- 10 x 10 tabling opportunity available
- 2-3 tables reserved for sponsor in the VIP seating
- 2 spots for VIP parking





PARTNER SPONSORSHIP (\$5,000)

ADVERTISEMENT RECOGNITION

- Logo/name recognition on print advertisements
- Ad in Your Hilliard – for all summer event sponsors signed on by Feb. 1, 2022
 - Sent to 10,500 homes

PROMOTION ON SOCIAL MEDIA

- Name recognition on Facebook posts
- 3-5 or more mentions (Sponsor Facebook page tagged when possible)
- Name recognition on Twitter and Instagram
- Sponsor-specific social media post recognizing each individual
- Name recognition in event promotional video

CITY OF HILLIARD WEBSITE

- Logo/name recognition on the official event/event series page
- Web story featuring sponsor name



PARTNER SPONSORSHIP (CONT.)

PROMOTIONAL ELEMENTS

- Logo/name recognition on printed materials (flyers, rack cards)
- Logo/name on stage banners
- Signs with logo
- Staff/volunteer t-shirts with sponsor logos
- T-shirts for public purchase

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 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
- Hilliard School choirs
- A holiday train
- Live reindeer and petting zoo
- Horse and carriage rides
- Tree lighting

How You Can Sponsor

- Partner sponsorship (\$750)





HILLIARD'S FALL FESTIVAL

Hilliard's Fall Festival is an annual fall celebration at **Roger A. Reynolds 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

- 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 (\$750)





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 weeks**), 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

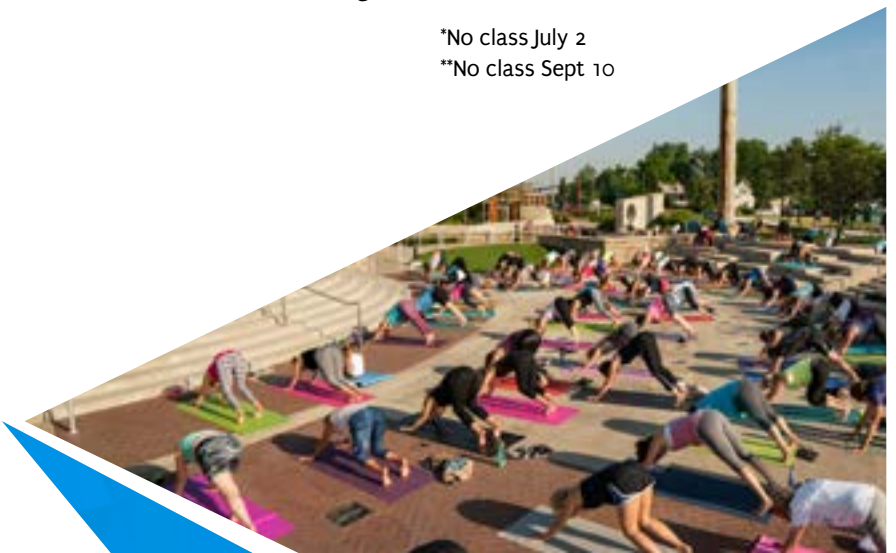
- A sense of community
- 50 minute free SHED Fitness HIIT class
- 50 minute free Mat Happy yoga classes
- Local instructors

How You Can Sponsor

- Partner sponsorship
June 4 - Aug 13* (\$1,000)
- Partner sponsorship
Aug 20 - Oct 1** Fall Series (\$750)

*No class July 2

**No class Sept 10





ADULT RECESS

This event is sure to bring out your “kid at heart.” Unwind, re-energize, and challenge a friend to a fun game at the first ever **Adult Recess** event in **Old Hilliard** on **July 16, 2022!** Participants will enjoy an evening full of activities for the adults to enjoy including **live music, large yard games, and more.** Don't forget to book a babysitter, this event is for adults only.

How You Can Sponsor

- Event sponsorship (\$500)





NEIGHBORS HELPING NEIGHBORS

Neighbors Helping Neighbors is Hilliard's way to make a difference in the community.

Partner with the City, volunteers and other local businesses for the 2022 Neighbors Helping Neighbors community clean up days on **May 3 and October 7**.

Each clean up day focuses on bringing the community together to help specific neighborhoods and residents who are in-need.

Projects include things such as trash collection, landscape clean-up, and mulching.

How to get involved

- Volunteer your time with co-workers.



HILLIARD'S AQUATIC CENTERS

Hilliard is keeping it cool and fun during the summer! We host several events throughout the summer at both of our 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)



HILLIARD DIVISION OF POLICE

For years, the Hilliard Division of Police has made a conscious effort to implement a community-oriented policing philosophy and build a unique bond with the people of Hilliard. **To HPD, community policing is more than a catchphrase — it's ingrained in the mission.** In addition to protecting the city, HPD promotes positive relationships within the community through presence, engagement and community programming.

HPD Programs and Events

- April — Autism Awareness Day
- May — Police Memorial Ceremony
- June — Special Olympics
- August — National Night Out (\$500)
- September — 9/11 Remembrance Ceremony
- November-December — Cram the Cruiser (\$250)
- December — Shop with a Cop (\$250)
- Books and Badges
- Women's Self Defense Classes
- Coffee with a Cop
- Citizen's Police Academy
- "CRASE" Active Shooter Training

How You Can Sponsor

- Event Sponsorships available for National Night Out, Cram the Cruiser, and Shop with a Cop
- In-kind sponsorships



SAFETY TOWN

An Opportunity to learn from Hilliard police officers, Norwich Township firefighters and dispatchers, 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.

How You Can Sponsor

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



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)



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 Freedom Fest	●		
*Logo on event stage backdrop	●	●	

*For Freedom Fest
Event Sponsor



HOW TO APPLY

Angela Zody

azody@hilliardohio.gov

(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

- | | |
|--|--|
| <input type="checkbox"/> Freedom Fest Event Sponsor (\$15,000) | <input type="checkbox"/> Get the Scoop Sponsor (\$500) |
| <input type="checkbox"/> Freedom Fest Partner Sponsor (\$5,000) | <input type="checkbox"/> Touch-a-Truck Sponsor (\$500) |
| <input type="checkbox"/> Celebration at the Station Concert Sponsor (\$15,000) | <input type="checkbox"/> Hilliard's Aquatic Center Sponsor (\$500) |
| <input type="checkbox"/> Celebration at the Station Partner Sponsor (\$5,000) | <input type="checkbox"/> Safety Town Sponsor |
| <input type="checkbox"/> Hilliard's Annual Tree Lighting Sponsor (\$750) | <input type="checkbox"/> Hilliard Division of Police Sponsor |
| <input type="checkbox"/> Hilliard's Fall Festival Sponsor (\$750) | <input type="checkbox"/> Adult Recess (\$500) |
| <input type="checkbox"/> Motivation at the Station Sponsor - Summer (\$1000) | |
| <input type="checkbox"/> Motivation at the Station Sponsor - Fall (\$750) | |
| <input type="checkbox"/> Sprouts Night Out Sponsor - June (\$500) | |
| <input type="checkbox"/> Sprouts Night Out Sponsor - August (\$500) | |

TOTAL _____





Thank You

| For making a difference
| in your community.

