

The City of Hilliard SPONSORSHIP OPPORTUNITIES

CONTACT

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www.hilliardohio.gov

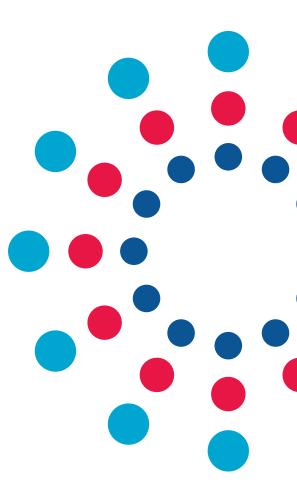


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WHAT WE BELIEVE

HEART FOR SERVICE.

STRENGTH IN TEAMWORK.

DRIVE FOR EXCELLENCE.

This is "Hilliard's Promise," the City of Hilliard's commitment to our community. The City of Hilliard's distinct culture is the foundation of who we are and 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. "Credit Union of Ohio believes it's important to be an integral part of the local communities we serve. Our collaboration with the City of Hilliard continues to be a fun and valuable way to give back to Hilliard while solidifying our connections and footprint in the area. From engaging with thousands of community members at the events we proudly sponsor to having the City consistently present new opportunities for us to shine, it's a win-win partnership that we're grateful to continue."

> Jill Gerschutz, Senior Vice President, Credit Union of Ohio

"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



CONNECT. ENGAGE. COMMUNITY.

Hilliard is a thriving and diverse, a steadily growing community that enjoys exceptional quality of life amenities, including an array of amazing events that offer a chance for businesses to give back to the community. A sponsorship in Hilliard is more than a business opportunity. It's a chance to connect with real people, to engage with your neighbors, and to build the community where we live, work, play, and learn.

How can your business benefit from being a community sponsor?

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



CITY OF HILLIARD EVENTS



SUSTAINABILITY PARTNERSHIPS

About

The City of Hilliard Environmental Sustainability Commission reviews existing environmental policies and practices. The ESC advises City Council and other City officials on programs that help Hilliard reach its sustainability goals. Other responsibilities include reviewing environmental trends affecting the community, determining community priorities, and helping other City boards and commissions determine if new proposals comply with sustainability goals.

Earth Day (APRIL 13) Franklin County Fairgrounds

Celebrate sustainability in Hilliard! The ESC's popular Earth Day event is held at the Franklin County Fairgrounds in partnership with the 4H Walk and Serve Event. Bring your paper, Styrofoam, electronics, and hazardous household waste for proper recycling.

Fall Shredding Day THIRD WEEK IN OCTOBER City of Hilliard Operations Department

Bring stacks or boxes of paper to Municipal Way. All paper will be shredded and recycled.

Keep Hilliard Beautiful

KHB is Hilliard's "Keep America Beautiful" Affliliate. The mission is to clean up and prevent prevent littering, provide education to improve recycling and waste diversion, and beautify our community.

Adopt a Park

Businesses and community groups can adopt a park for clean-up and other activities.

Go Green Hilliard

The ESC's Go Green Hilliard initiative engages the community and provides resources to residents and businesses in their efforts to reduce waste, conserve resources, and protect the environment.

How to get involved

KHB is Hilliard's "Keep America Beautiful" Affliliate. The mission is to clean up and prevent prevent littering, provide education to improve recycling and waste diversion, and beautify our community.

Making a difference

- Household battery collection support
- Recycling containers (Downtown Hilliard)
- Community Center tree transplantation
- Regional Styrofoam Collection Site



NEW! TOTAL ECLIPSE IN THE PARK (APRIL 8)

Where

Hilliard's Station Park

About

On April 8, Hilliard's eyes will be on the skies as our community experiences a total eclipse! We'll (safely) watch the eclipse in Downtown Hilliard with food, fun, and skygazing! This is a once-in-a-lifetime opportunity to see come celestial science!

Scan the skies safely

Free eclipse-watching glasses will be distributed while available!

How to get involved

• Event sponsorship: \$500.

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event





NEIGHBORS HELPING NEIGHBORS (MAY 3)

Where

In various neighborhoods and community parks.

About

Volunteering for Neighbors Helping Neighbors is a great way to make a difference in the community.

Partner with the City, volunteers, and other local businesses for the 2024 Neighbors Helping Neighbors community clean-up day on Friday, May 3.

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

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

How to get involved

- Volunteer your time with co-workers.
- Donate breakfast or lunch for volunteers





TOUCH-A-TRUCK (MAY 10)

Where

Downtown Hilliard near the Heritage Trail trailhead.

Attendance

• 400-500

About

Touch-A-Truck gives children a chance to see, touch, and interact with favorite vehicles, including a fire truck, police cruiser, dump truck, construction equipment, and more!

How to get involved

• Event Sponsor (\$1,000)

- 10x10-foot area for a table display.
- Mention in a minimum two (2) social media posts
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event





NEW! BRING THE ZOO TO YOU (MAY 21)

Where

Britton Farms Park

About

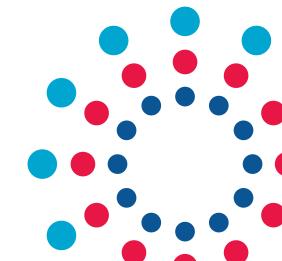
An evening full of fun with the Columbus Zoo on site to talk about a couple of their animals, along with a craft, airbrush tattoos, and balloon twisters.

How to get involved

• Event Sponsor (\$500)

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event









MOTIVATION AT THE STATION (SATURDAYS)

Summer: June 1-July 27 | Fall: Aug. 3-Sept. 28

Where

Hilliard's Station Park

About

During the summer, Hilliard offers a yoga and fitness series at Hilliard's Station Park. Every Saturday morning, residents enjoy free 50-minute HIIT classes and free 50-minute yoga classes with local instructors. Hilliard believes in promoting both a healthy mind and body, and with Motivation at the Station we help create a sense of community and encourage healthy choices for our residents.

How to get involved

- Sponsor the Summer Series (\$1,000) June 1 - July 27 (No class July 6)
- Sponsor the Fall Series (\$750)
 Aug 3 Sept. 28 (No class Aug. 31)

- 10x10-foot area for a table display.
- Mention in a minimum two (2) social media posts
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event



CELEBRATION at the STATION City of Hilliard

CELEBRATION AT THE STATION (JUNE-AUG)

About

Celebration at the Station is our annual summer-long concert series that takes place every Thursday night from June - August. For 10 weeks we bring the community together for an evening of live music and fun!

Where

Hilliard's Station Park

Attendance

• 3,000-5,000

What's at Celebration at the Station

- 10 weeks of live music from 6:30 9 p.m.
- DORA (Designated Outdoor Refreshment Area)

How to get involved

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

Past bands include

- Trailer Park Ninjas
- Conspiracy
- The Dave Matthews Tribute Band
- Fabulous Johnson Brothers



ELEBRATION # the STATION

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8	Zack Attack	Juy 20
15	Alan Carl	Jur 27
22	Walk of Shame	Guara a

ULY 8 Fabulous Johnson Brothers

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JULY 13 Swagg JULY 20 Conspiracy JULY 27 New Frontier AUGUST 3 Reaganomics AUGUST 10 Trailer Park Ninjas





CONCERT SERIES SPONSORSHIP (\$15,000)



Advertisement recognition

- Recognition at each concert of the season.
- Half-page ad in Your Hilliard magazine (mailed to 11,000 homes) for the first four Event Sponsors signed on by Feb. 1, 2024. Can be submitted by you or designed by the City, based on the business' request.
- Logo or name recognition on all media releases and press kits.
- Logo or name recognition on 614 Magazine print advertisement.

Social media promotion

- Name recognition on minimum ten (10) Facebook posts including a sponsor-specific social media post recognizing each individual sponsor as they sign on. Sponsor page tagged when possible.
- Name recognition on Twitter and Instagram.
- Name recognition and personal interview in event promotional video.
- Video about your business' commitment to community on social media, YouTube for first four \$15,000 sponsors.

Promotional elements

- Name recognition on printed materials (flyers, rack cards.)
- Logo or name included on sponsor stage banner.
- Business name listed on event signs.
- Staff/volunteer T-shirts will include sponsor logos.

City of Hilliard website

- Logo or name recognition on the official event series page.
- Sponsor name included in web story.

VIP at the event

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





PARTNER SPONSORSHIP (\$5,000)

Advertisement recognition

• Name recognition on print advertisements.

Social media promotion

- Name recognition on a minimum three (5) Facebook posts, including Sponsorspecific social media post recognizing each business when they sign on. Sponsor page tagged when possible.
- Name recognition on Twitter and Instagram.
- Name recognition in event promotional video.

Promotional elements

- Name recognition on printed materials (flyers, rack cards.)
- Logo or name included on sponsor stage banner.
- Business name listed on event signs.
- Staff/volunteer T-shirts will include sponsor logos.

City of Hilliard website

- Logo or name recognition on the official event series page.
- Sponsor name included in web story.

At the event

• 10 x 10 tabling opportunity available.





LUNCH TIME LIVE (JUNE 7, JUNE 28, AUG. 2)

Where

• Weaver Park

Attendance

• 75-100 per event

About

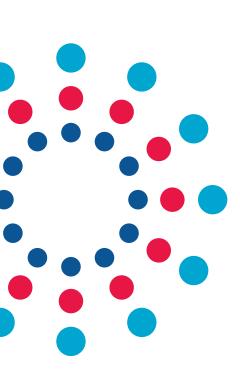
Kick off your weekend early by enjoying free lunchtime concerts at Weaver Park in Downtown Hilliard. Bring a blanket or lawn chair and relax under a shady tree while enjoying midday music. Don't forget to bring a packed lunch!

How to get involved

• Event Sponsor (\$500)

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event





SAFETY TOWN (JUNE 10-14)

Where

POLICE

TOYN

TOW

SHEEY

• Alton Darby Elementary

About

Safety Town is a one-week course focusing on teaching children safe practices for school and home. The curriculum includes bicycle safety, pedestrian safety, school bus safety, fire safety, seat belt safety, gun safety, 9-1-1 and stranger danger, taught by Hilliard police officers, Norwich Township firefighters and dispatchers.

FET

The program uses 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 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 to get involved

• Event Sponsor (\$500)

- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event
- Business logo on Safety Town T-shirt
- Sponsors welcome at Friday graduation







SPROUTS NIGHT OUT (JUNE 9, JULY 28)

Where

• Hilliard's Station Park

Attendance

• 600-700

About

The perfect event for families with young children! This kid-centric event at Hilliard's Station Park has child-friendly live music and activities such as inflatables, a petting zoo, body art, stilt-walkers, and more.

000

How to get involved

• Event Sponsor (\$1,000)

Sponsor benefits

- 10x10-foot area for a table display.
- Mention in a minimum two (2) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event



BONEDRY.COM



CHALK THE PARK (JUNE 18)

Where

• Darby Glen Park

Attendance

• 300-400

About

Enjoy an evening of creativity as we Chalk the Park with our local Chalk Artist. We will have chalk, yard games, and music on site as we create a pathway of color.

How to get involved

• Event Sponsor (\$500)

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event







FREEDOM FEST (JULY 4)

About

Freedom Fest is Hilliard's Independence Day event, drawing in the entire community for a day full of fun and celebration that includes live music, food trucks, and fireworks.

We kick off the patriotic celebration at Roger A. Reynolds 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 during the day enjoying a swim at the Hilliard Family Aquatic Center.

We top everything off with a concert line-up including nationally known headliners such as Jameson Rodgers, Rodney Atkins, Dylan Scott, and Frankie Ballard; regional stars like Alexandra Kay and Dalton Dover; and local artists such as Lee Gantt, Trae Myers, and Simba Jordan. We wrap up the night with a giant professional fireworks display.



ATTENDANCE

• 40,000+

What's at Freedom Fest

- Live music by a nationally known headlining artist
- Two opening ac<mark>ts before h</mark>eadliner
- Food trucks
- Kid Zone with games, rides, inflatables, a live deejay and free bottled water (courtesy Coffee Connections)
- Water bottle filling stations
- Hilliard Family Aquatic Center, noon to 4 p.m.
- Fireworks
- Chalk art





FREEDOM FEST EVENT SPONSORSHIP (\$15,000)

Advertisement recognition

- Name recogntion on radio spot announcements day of event.
- Logo or name recognition on 614 Magazine print advertisement.
- Logo or name recognition on all media releases and press kit.
- Half-page ad in Your Hilliard Magazine for the first four Event Sponsors signed on by Feb. 1, 2024. Ad can be submitted by sponsor or designed by the City, based on the business' request. Your Hilliard is mailed to 11,000 homes.

Social media promotion

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

City of Hilliard website

- Event promotional video incorporating Sponsor's commitment to community.
- Logo or name recognition on the official event page.
- Web story includes sponsor name.

Promotional elements

- Freedom Fest billboard for one month at Hilliard Rome and Roberts Roads.
- Logo on stage backdrop.
- Included in digital screen messages next to main stage.
- Logo included on 10,000 free fans (distributed during the morning parade)
- On-site recognition at the event, including signs with logo.
- Opportunity at the event for fun giveaways featuring company logo.
- Logo or name on staff/volunteer T-shirts.

VIP at the event

- 10 x 10 tabling opportunity available.
- Two tables reserved for sponsor in the VIP Tent (16 people.)
- Catered meal and refreshments provided.
- Best location to watch the concert (front row standing access.)
- Best location to watch firework display.
- Meet and greet with the artist (if artist allows.)



BONEDRY.COM

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FREEDOM FEST PARTNER SPONSORSHIP (\$5,000)

Advertisement recognition

• Logo or name recognition on print advertisements.

Social media promotion

- Name recognition on minimum five (5) Facebook posts, including specific social media post recognizing sponsor as they sign on.
- Sponsor page tagged when possible.
- Name recognition on Twitter and Instagram.
- Name recognition in event promotional video.

City of Hilliard website

- Logo and name recognition on the official event page.
- Web story including sponsor name.

Promotional elements

- Logo and name on stage banners.
- Included in digital screen messages next to main stage.
- On-site recognition at the event.
- Signs with logo.
- Logo or name on staff/volunteer T-shirts.

VIP at the Event

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



SENIOR DAY AT THE FAIR (JULY 16)

Where

• Franklin County Fairgrounds



Attendance

• 300

About

Seniors are invited to enjoy a day at the Franklin County Fair, located in the heart of Hilliard. Guests are served both breakfast and lunch. Activities include live music, games such as bingo, entertainment, and learning valuable safety information from Hilliard's first responders.

How to get involved

- Pancake Breakfast Sponsor (\$1,500)
- Lunch Sponsor (\$1,500)
- Entertainment Sponsor (\$1,500)

- Mention in a minimum three (3) social media posts
- An opportunity to set up a table inside the activity tent during the event.
- A two-minute spot on stage during the event to promote your company.
- Provide literature or swag with your business information to give away at the event.
- Signage at the event thanking your business for being a sponsor.
- Sponsorship recognition on website and social media.
- Your business' logo displayed on a banner at the fair throughout the week.





Where

State Fa

• Hilliard's Station Park

614-503-0429

Attendance

• 800-1,000

About

Beat the summer heat from noon to 2 p.m. with free ice cream, fun family-friendly games, the splash pad, balloon twister, glitter tattoos, and more!

How to get involved

• Event Sponsor (\$500)

Sponsorship benefits

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event



HANDCRAFTING IRRESISTIBLE ICE CREAT SINCE 1870

23



NEW! MAGIC IN THE PARK (JULY 30)

Where

• Weaver Park

Attendance

• 100-150

About

Bring the magic to you with Sedgie the Hedgie. Grab your blanket and enjoy an evening full of Magic in the Park with Erica Carlson Entertainment. We will have a craft and balloon twisting as well.

How to get involved

• Event Sponsor (\$500)

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event





CITY OF HILLIARD DIVISION OF POLICE

About

For years, the City of 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.



How to get involved

- November-December Cram the Cruiser (\$500)
- August National Night Out (\$500)
- In-kind sponsorships

Other HPD Programs and Events

- Amazing Abilities Open House
- Police Memorial Ceremony
- Special Olympics Torch Run
- December Shop with a Cop
- Books and Badges
- Women's Self Defense Classes
- Drug Take Back Day
- Citizen's Police Academy
- "CRASE" Active Shooter Training
- Heroes and Helpers
- Business Security Assessments



NATIONAL NIGHT OUT (AUG. 6)

Where

• To be determined

Attendance

• 500

About

A police K9, kids' games, food and prizes, and fire engine tours are just part of the fun when the City of Hilliard Division of Police hosts the community for the annual National Night Out. Families can meet with an officer to learn about programs and services offered by the Division, such as vacation house checks, bicycle registration, women's self-defense classes, and the nationally renowned Citizen's Police Academy program.

How to get involved

• Event Sponsor (\$500)

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event







DOGGIE DIPPIN' (SEPT. 3)

Where

• Clyde "Butch" Siedle Community Pool

Attendance

• 250 to 300 furry friends

About

The dog days of summer bring hot days and thoughts of school starting. In Hilliard, they also bring Doggie Dippin'. Pups big and small get to enjoy swimming in the Clyde "Butch" Seidle Community Pool before it's cleaned and drained for the season.

5-5:45 p.m.: Small dogs in the pool 6-6:45 p.m.: Large dogs in the pool 5:45-7:30 p.m.: Sponsor expo

How to get involved

• Event Sponsor: \$500

- 10x10-foot area for a table display.
- Mention in a minimum one (1) social media post
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event





HILLIARD'S FALL FESTIVAL (SEPT. 15)

Where

• Roger A. Reynolds Municipal Park

Attendance

• 6,000

About

Hilliard's Fall Festival is an annual fall celebration at Roger A. Reynolds Municipal Park. It's a day of family fun, with activities including pumpkin picking, hayrides, food trucks, inflatables, a petting zoo, and live music.



What's at Fall Festival

- Food trucks
- Live music from regionally recognized bands
- Hay wagon rides
- Pumpkin picking and decorating
- Petting zoo
- Inflatables & games
- Face painting
- Magic show
- Dog show
- Paint the plow

How You Can Sponsor

• Event sponsorship (\$1,500)

- 10x10-foot area for a table display.
- Mention in a minimum three (3) social media posts
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event
- Business logo or name on staff/volunteer T-shirts



HILLIARD'S TREE LIGHTING (DEC. 1)

Where

• Downtown Hilliard (including Hilliard's Station Park and Weaver Park)

Attendance

• 5,000-6,000

About

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, petting zoo, ice carving, trolley rides, stilt walkers, Mrs. Claus and the elves, and even Santa Claus himself! Memories are created that'll last a lifetime.

Hilliard's Tree Lighting is also a great opportunity to give back! Tree Lighting offers a final chance to donate winter clothing to the City of Hilliard Division of Police's monthlong Cram the Cruiser winter clothes drive (see Page 30), and a chance to donate household necessities to the Hilliard Food Pantry!

How to get involved

• Partner sponsorship (\$1,500)

Sponsorship benefits

- 10x10-foot area for a table display.
- Mention in a minimum three (3) social media posts
- Sponsor pages tagged when possible
- Business name recognition on printed materials
- Business logo on signs at event
- Business logo or name on staff/volunteer T-shirts

What's at Hilliard's Tree Lighting

- Santa & Mrs. Claus
- Hilliard school choirs
- A holiday train
- Petting zoo
- Horse and carriage rides
- Tree lighting



CRAM THE CRUISER

About

The holidays are about giving back! Residents are invited to help local children bundle up for winter by donating to Cram the Cruiser. The event is a coordinated effort between the Hilliard Division of Police and the Hilliard Recreation and Parks Department to collect new winter coats, gloves, scarves, and sweatpants to "cram" a cruiser full for students in Hilliard City Schools.

Additionally, with the help of generous sponsors, household necessities are purchased for families served by the Hilliard Food Pantry. Donations can be made at collection boxes throughout the City or at the City's Tree Lighting event.

How You Can Sponsor

• Beginning donations at \$500



PLY	ΤΟΙ	DAY!

Angela Zody azody@hilliardohio.gov (614) 334-2587 Online hilliardohio.gov/sponsorships In-Person 3800 Municipal Way Hilliard OH, 43026

BUSINESS NAME	
CONTACT NAME	
BUSINESS ADDRESS	
BUSINESS PHONE	
BUSINESS WEBSITE	
CONTACT EMAIL	

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

- Sustainability Partnerships
- Neighbors Helping Neighbors
- **Total Eclipse In the Park (NEW!)**
- Touch A Truck
- Bring the Zoo to You (NEW!)
- Motivation at the Station Sponsor Summer
- Motivation at the Station Sponsor Fall
- Celebration at the Station
- Lunch Time Live
- Safety Town
- Sprouts Night Out Sponsor June
- Sprouts Night Out Sponsor August

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.

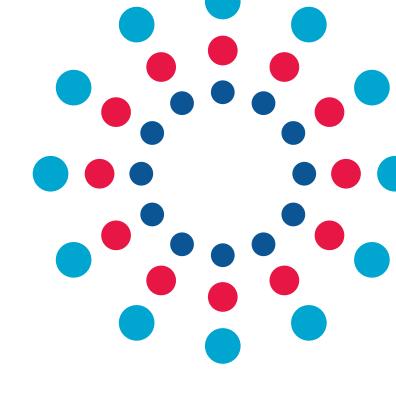
- Chalk the Park
- Freedom Fest
- Senior Day at the Fair
- Magic in the Park (NEW!)
- Get the Scoop
- **City of Hilliard Division of Police**
- National Night Out
- Doggie Dippin'
- Hilliard's Fall Festival
- Hilliard's Tree Lighting
- Cram the Cruiser

Logo Requirements

File Type .eps, .png, .ai, or .psd File Quality 300 dpi or higher



Hilliard City Hall 3800 Municipal Way Hilliard OH, 43026 (614) 876-7361 hilliardohio.gov



Thank You

For making a difference in our community!