



# HILLIARD

OHIO • 1853

Real  
America

Real  
Freedom

## CONTACT

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PARTNERSHIP  
OPPORTUNITIES

2026

# PARTNERSHIP OPPORTUNITIES

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# WIN-WIN PARTNERSHIPS

*“Since opening Shannon Best-State Farm in 2021, we have had the pleasure of sponsoring events with the City of Hilliard every year. Working with the city has been an outstanding experience—each event is exceptionally well run, providing opportunities for local branding and meaningful community engagement. These events not only showcase the vibrant spirit of Hilliard but also foster a strong sense of connection and support among our neighbors. I wholeheartedly recommend sponsoring local events here as a valuable way to give back and grow alongside this wonderful community.”*

**Shannon Best,  
Insurance Agent  
State Farm Hilliard**

“Amazon is proud to be a part of the Hilliard community and committed to being a good neighbor. We believe in giving back to the places where our employees live and work, and the City of Hilliard’s initiatives align closely with our focus on hyperlocal social impact. We’re excited to continue growing our partnerships with local organizations that are making a real difference for Hilliard residents and contributing to the vibrant community we’re honored to call home.”

*Carolyn Jackson, Community Engagement Manager, Amazon*

“Credit Union of Ohio is proud to call Hilliard home to our headquarters. We planted our roots here nearly 20 years ago and have been deeply engaged in the community ever since. Giving back to the local communities we serve is important to us, and our partnership with the City of Hilliard has provided many opportunities to connect with our members and potential members through their amazing events. Each year, the City continues to elevate these events, consistently outdoing themselves. We appreciate everything the City of Hilliard does to bring opportunities for engagement and collaboration with their residents and the business community.”

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



# CONNECT. ENGAGE. COMMUNITY.

## Why be a sponsor?

Hilliard is 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.

The benefits of partnering with the City include:

- Increased brand visibility
- Positive community perception
- Lead generation
- Networking opportunities
- Targeted marketing
- Investment in the Hilliard community



A young boy with blonde hair, wearing a white baseball cap, sunglasses, and a blue t-shirt, is blowing bubbles in a park. He is standing on a grassy area with fallen leaves. The background is blurred, showing more of the park environment.

# CITY OF HILLIARD **EVENTS**



# MLK Heart for Service and Volunteer Fair

⌚ **Jan. 19, 2026 11:30 a.m. to 1 p.m.**

📍 **The Well**

## About the Event

Help us honor Dr. King's legacy this MLK Day!

Visitors will connect with local non-profit agencies at the Volunteer Fair, create a kindness rock, help put our jigsaw puzzle together, enjoy music and a balloon twister, and much more.

Plus, the event will help support the Ronald McDonald House with two collaborative kindness projects: A Little Bag of Birthday and No Sew Fleece Blankets.

Bowls handcrafted by Hilliard City School students will also be available for purchase for \$10 as part of the soup, sandwich, and dessert lunch made by the Kiwanis Club of Hilliard. All proceeds will be donated to the Hilliard Food Pantry.

Be the "I" in "Kind" this MLK Day!

## Get Involved

- Event Sponsor (\$1,000)
- Attendance 150-200

## Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least two (2) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



# 43026 DAY

HILLIARD

## 43026 Day (New!)

⌚ April 30, 2026 6:30 to 8:30 p.m.  
📍 Hilliard's Station Park

### About the Event

Join us for this once-in-a-century event to celebrate all things Hilliard on our zip-code day! Enjoy live music from North to Nashville, activities for families and kids, and special tributes to the people and places that make 43026 one-of-a-kind.

### Get Involved

- Event Sponsor (\$1,000)

### Sponsor Benefits

- 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

SPECIAL EDITION  
CELEBRATION  
at the STATION  
City of Hilliard



## COSI Egg Drop

📍 **May 1, 2026 6 to 7:30 p.m.**  
📍 **Front of HFAC**

### About the Event

Hatch a plan with your family to “egg”ineer a creative contraption to protect an egg that will be dropped from the Norwich Township Fire Department ladder truck as part of COSI’s Annual Science Festival. All materials will be provided. Plus, enjoy egg-themed activities, balloon twisting, and face painting. Let’s see if your contraption is all it’s “cracked” up to be!

### Get Involved

- Event Sponsor (\$500)

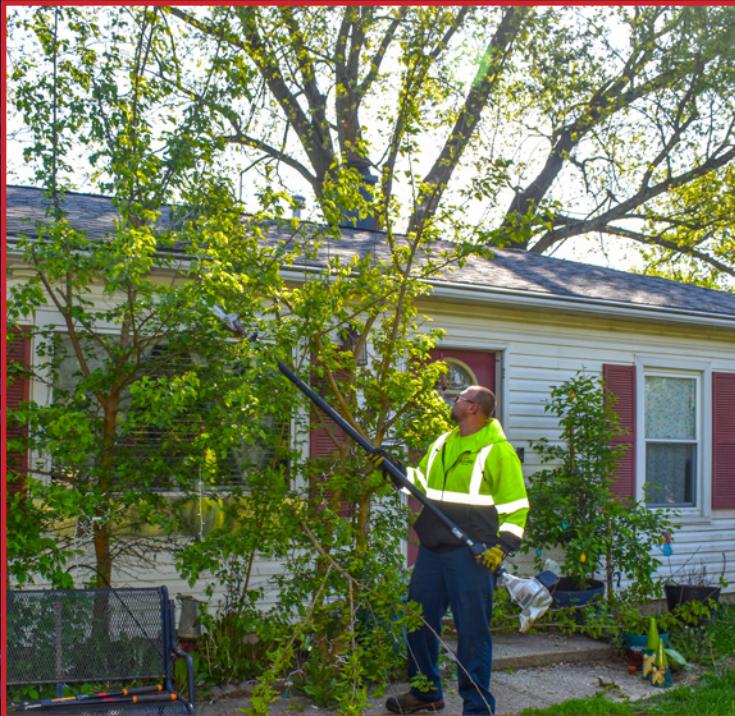


### Sponsor Benefits

- 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



# Eggsperiment Community Drop



# Neighbors Helping Neighbors

 **May 8, 2026**

 **Various neighborhoods and parks**

## About the Event

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 2026 Neighbors Helping Neighbors community clean-up day.

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.

## Event Stats

- Social Media Reach 3,700

## Get Involved

- Volunteer your time and give back to your community!

## Sponsor Benefits

- Logo included on event sign
- Recognition on social media



## Touch A Truck

⌚ **May 14, 2026 10 a.m. to Noon**  
📍 **Downtown Hilliard**

### About the Event

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!

### Event Stats

- Attendance: 1,500
- Social Media Reach: 13,200

### Get Involved

- Event Sponsor (\$1,500)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least three (3) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)





## Rec Camps

⌚ June to August  
📍 Multiple sites

### About the Event

Camp activities include outdoor group games, sports, swimming, arts and crafts, nature, science experiments, treasure hunts, and more. All main camp activities occur from 9 a.m. to 4 p.m., with "before camp" starting at 7:30 a.m. and "after camp" until 5:30 p.m. Sponsors will reach 500 campers and their families throughout the summer!

### Get Involved

- Event Sponsor (\$500)

### Sponsor Benefits

- Logo on back of 500 camp T-shirts
- Signage thanking sponsors at drop-off and pick-up locations





## Celebration at the Station

⌚ **Thursdays from June 4 to Aug. 13, 2026 6:30 to 9 p.m.**  
📍 **Hilliard's Station Park**

### About the Event

Celebration at the Station is our annual summer-long concert series that takes place from 6:30 to 9 p.m. on Thursday nights from June to August. For 10 weeks we bring the community together for an evening of live music and fun in Downtown's DORA area!

\*No event on July 2

### Event Stats

- Weekly Attendance: 7,000-8,300
- Social Media Reach: 541,000

### Get Involved

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

### Past Bands Include

- Trailer Park Ninjas
- Conspiracy
- Fabulous Johnson Brothers
- Fleetwood Gold
- Devin Henry

### Special Edition Dates

- April 30 for 43026 Day
- June 18 in honor of Juneteenth





# CELEBRATION at the STATION

City of Hilliard



## Celebration at the Station Concert Series Sponsorship (\$15,000)

### VIP Area at the Event

- Two tables reserved for sponsor in the VIP seating
- Two (2) VIP parking spaces

### Dedicated Marketing Area

- 10 x 10 tabling / tent opportunity available.

### Advertisement recognition

- Half-page ad in Your Hilliard magazine for the first four Event Sponsors (for Celebration or Freedom Fest) signed on by Feb. 1, 2026. (Ad can be submitted by sponsor or designed by the City, based on the business' request. Your Hilliard is mailed to more than 11,000 homes.)

### Social Media Promotion

- Inclusion in Facebook Events (yearlong) PLUS name recognition on a minimum five (5) social media posts for each event. Sponsor tagged when possible
- Name included in e-newsletter

- Paid social as part of social media campaign
- Social media engagement from the City
- Inclusion in regional calendars of events postings (when possible)

### City of Hilliard Website

- Logo or name recognition on the official event page
- Web story includes sponsor name

### Promotional Elements

- Logo included in "splash video" as part of initial announcement
- On-camera interview for general video about importance of business partnership with City (available to first four \$15,000 sponsors for Celebration at the Station and Freedom Fest)
- Logo on stage banner and signs at event
- Name recognition on printed materials (if applicable)
- Logo or name on staff T-shirts



## Celebration at the Station Partner Sponsorship (\$5,000)

### Dedicated Marketing Area

- 10 x 10 tabling / tent opportunity available.

### Social Media Promotion

- Inclusion in Facebook Events (yearlong) PLUS name recognition on a minimum four (4) social media posts for each event. Sponsor tagged when possible
- Name included in e-newsletter
- Paid social as part of social media campaign.
- Social media engagement from the City
- Inclusion in regional calendars of events postings (when possible)

### City of Hilliard website

- Logo or name recognition on the official event page
- Web story includes sponsor name

### Promotional elements

- Logo on stage banner and signs at event
- Name recognition on printed materials (if applicable)
- Logo or name on staff T-shirts





## Motivation at the Station

**⌚ Summer: June 6 to July 25, 2026 at 7 and 8 a.m.**  
**⌚ Fall: Aug. 1 to Sept 26, 2026 at 7 and 8 a.m.**  
**📍 Hilliard's Station Park**

### About the Event

Hilliard offers summer and early fall 50-minute yoga and fitness series at Hilliard's Station Park on Saturday mornings. 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.

\*No class on June 20, July 4, and Sept. 5

### Event Stats

- Social Media Reach: 74,000

### Get Involved

- Sponsor both Motivation at the Station series (\$1,500)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event posts (yearlong) PLUS at least three (3) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Bring the Zoo to You

 **June 7, 2026 4 to 6 p.m.**  
 **Britton Farms Park**

### About the Event

An evening 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.

### Event Stats

- Attendance: 7,000-8,300
- Social Media Reach: 60,000

### Get Involved

- Event sponsor (\$1,500)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least three (3) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)





## Safety Town

⌚ **Summer: June 8 to 12, 2026**

📍 **Alton Darby Elementary School**

### About the Event

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.

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.

### Event Stats

- Social Media Reach: 43,000

### Get Involved

- Event Sponsor (\$1,000)

### Sponsor Benefits

- 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
- Business logo on Safety Town T-shirt
- Sponsors welcome at Friday graduation
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Lunch Time Live

 **June 12, July 10, Aug. 14, 2026 11:30 a.m. to 1 p.m.**  
 **Weaver Park**

### About the Event

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!

### Event Stats

- Attendance: 75 to 100 per event
- Social Media Reach: 76,000

### Get Involved

- Sponsor three concerts (\$1,000)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least two (2) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Sprout's Night Out

⌚ **June 14, 2026 4 to 6 p.m.**  
📍 **Hilliard's Station Park**

### About the Event

Perfect for families with young children! This kid-centric event has child-friendly live music, a petting zoo, stilt-walkers, inflatables, and more.

### Event Stats

- Attendance: 600-700
- Social Media Reach: 57,000

### Get Involved

- Event Sponsor (\$1,500)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least three (3) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Sprout's Live - Shazzbots

 **June 20, 2026 10:30 a.m. to noon**  
 **Hilliard's Station Park**

### About the Event

Sing and dance along with The Shazzbots as they take you on a musical adventure through the galaxy!

### Event Stats

- Social Media Reach: 24,000

### Get Involved

- Event sponsor (\$1,000)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least two (2) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Freedom Fest

 **July 4, 2026 5 to 10:30 p.m.**

 **Roger A. Reynolds Municipal Park**

### About the Event

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

We top everything off with a concert lineup including nationally known headliners such as Gabby Barrett, Big and Rich, Jameson Rodgers, Rodney Atkins, and Dylan Scott; regional stars like Dillon Carmichael, Harper Grace, Alexandra Kay, and Dalton Dover; and local artists such as Alan Carl, Alexis Gomez, Lee Gantt, and Simba Jordan. We wrap up the night with a giant professional fireworks display.

### Event Stats

- Attendance: 50,000+
- Social Media Reach: 337,000
- Active website users: 21,125

### Sponsor Benefits

- Live music by a nationally known headlining artist
- Two opening acts before headliner
- Food trucks
- Kid Zone with games, rides, inflatables and a live deejay
- Water bottle filling station
- Hilliard Family Aquatic Center, noon to 4 p.m.
- Fireworks
- Chalk art
- Stilt walkers
- Sensory-friendly tent



# Freedom Fest Event Sponsorship (\$15,000)

## VIP Area at the Event

- 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
- Permitted parking
- Meet and greet with the artist (if artist allows)

## Dedicated Marketing Area

- 10 x 10 tabling / tent opportunity available (can set this up July 3).

## Advertisement recognition

- Half-page ad in Your Hilliard magazine for the first four Event Sponsors (for Celebration or Freedom Fest) signed on by Feb. 1, 2026. (Ad can be submitted by sponsor or designed by the City, based on the business' request. Your Hilliard is mailed to more than 11,000 homes.)

## Social Media Promotion

- Inclusion in Facebook Events (yearlong) PLUS name recognition on a minimum five (5) social media posts for each event. Sponsor tagged when possible
- Name included in e-newsletter
- Paid social as part of social media campaign
- Social media engagement from the City
- Inclusion in regional calendars of events postings (when possible)

## City of Hilliard Website

- Logo or name recognition on the official event page
- Web story includes sponsor name

## Promotional Elements

- On-camera interview for general video about importance of business partnership with City (available to first four \$15,000 sponsors in Celebration at the Station and Freedom Fest)
- Freedom Fest billboard for one month at Hilliard Rome and Roberts roads
- Logo on stage banners (if artist allows)
- Logo included on 10,000 promotional items
- On-site recognition at the event, including signs with logo
- Logo or name on staff/volunteer T-shirts
- Name recognition on printed materials (if applicable)



## Freedom Fest Partner Sponsorship (\$5,000)

### VIP Area at the Event

- 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.

### Dedicated Marketing Area

- 10 x 10 tabling / tent opportunity available (can set this up July 3).

### Social Media Promotion

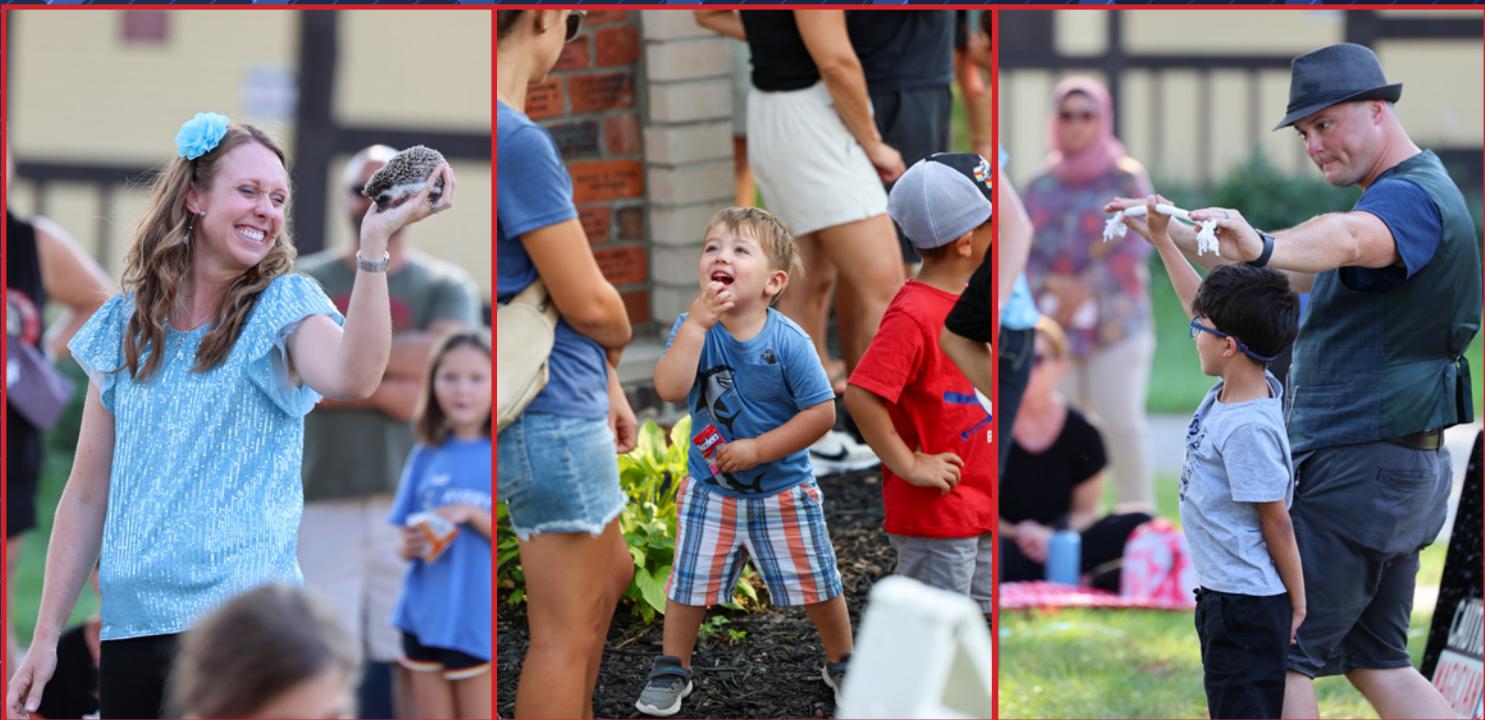
- Inclusion in Facebook Events (yearlong) PLUS name recognition on a minimum four (4) social media posts for each event. Sponsor tagged when possible
- Name included in e-newsletter
- Social media engagement from the City
- Inclusion in regional calendars of events postings (when possible)

### City of Hilliard Website

- Logo or name recognition on the official event page
- Web story includes sponsor name

### Promotional Elements

- Logo on stage banners (if artist allows)
- Name or logo on digital screen messages next to main stage
- On-site recognition at the event, including signs with logo
- Logo or name on staff/volunteer T-shirts



## Magic In The Park

 **July 19, 2026 3 to 5 p.m.**  
 **Weaver Park**

### About the Event

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

### Event Stats

- Attendance: 150
- Social Media Reach: 30,000

### Get Involved

- Event sponsor (\$1,000)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least two (2) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)





## Senior Day at the Fair

📅 **July 21, 2026 8 a.m. to 12:30 p.m.**  
📍 **Franklin County Fairgrounds**

### About the Event

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.

### Event Stats

- Attendance: 300
- Social Media Reach: 3,800

### Get Involved

- Event sponsor (\$2,000)

### Sponsor Benefits

- Dedicated 8-foot table for display
- Inclusion in at least two (2) social media recap post (tagging sponsor if possible)
- Business logo on a banner at the fair
- Business logo on printed materials (e.g., hand fans listing performance times)
- 60 seconds on stage to talk about sponsoring company
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Scoop, Chalk, and Celebrate (NEW!)

**July 26, 2026 3 to 5 p.m.**  
 **Hilliard's Station Park**

### About the Event

Celebrate this month's America 250 theme, Ohio Goes to the Fair, with a fun-filled afternoon of color, creativity, and cool treats! Families are invited to splash in the fountains, enjoy free ice cream, and join a talented local chalk artist in transforming the park into a vibrant outdoor gallery.

### Get Involved

- Event sponsor (\$1,000)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least two (2) social media post (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## National Night Out

⌚ **Aug. 4, 2026 5:30 to 8 p.m.**  
📍 **TBD**



### About the Event

A police K9, kids' games, food, 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. 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.

### Event Stats

- Attendance: 500

### Get Involved

- Event sponsor (\$1,000)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least two (2) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Doggie Dippin'

⌚ Sept. 8, 2026

📍 Clyde "Butch" Siedle Community Pool

### About the Event

The dog days of summer means the return of Doggie Dippin'! Pups big and small swim in the Clyde "Butch" Siedle Community Pool before it's drained for the season.

### Event Stats

- Attendance: 250 to 300 furry friends

### Get Involved

- Event sponsor (\$500)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least one (1) social media post (tagging sponsor if possible)
- Business logo on event signs
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Fall Festival

⌚ Sept. 13, 2026 1 to 4 p.m.

📍 Roger A. Reynolds Municipal Park

### About the Event

This annual fall celebration at Roger A. Reynolds Municipal Park is filled with family fun, including pumpkin picking and decorating, hayrides, food trucks, inflatables, games, face painting, a magic show, a dog show, paint the plow, a petting zoo, and live music.

### Event Stats

- Attendance: 6,000

### Get Involved

- Event sponsor (\$2,000)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least three (3) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business logo or name on staff and volunteer T-shirts
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Inclusion in regional calendars of events postings (when possible)



## Cram the Cruiser

 November to December, 2026

### About the Event

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.



### Get Involved

- Beginning donations (\$1,000)





## Tree Lighting

🕒 **Dec. 6, 2026 3:30 to 6:30 p.m.**

📍 **Downtown Hilliard (including Hilliard's Station Park and Weaver Park)**



### About the Event

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, a holiday train, Hilliard school choirs, trolley rides, stilt walkers, Mrs. Claus and the elves, and even Santa Claus himself! Memories are created that'll last a lifetime.

### Event Stats

- Attendance: 11,300

### Get Involved

- Partner sponsorship (\$2,500)

### Sponsor Benefits

- Dedicated 10x10-foot area for table display
- Inclusion in Facebook Event post (yearlong) PLUS at least three (3) social media posts (tagging sponsor if possible)
- Business logo on event signs
- Business logo or name on staff and volunteer T-shirts
- Business name in e-newsletter PLUS on printed promotional materials (if applicable)
- Business name on website calendar event
- Social media engagement from City
- Web story includes sponsor name
- Inclusion in regional calendars of events postings (when possible)



## Sustainability Partnerships

The City of Hilliard Environmental Sustainability Commission reviews environmental policies and practices, advising City Council and Staff on programs that help Hilliard reach its sustainability goals. The ESC reviews environmental trends affecting the community, determines community priorities, and helps other City boards and commissions determine if proposals align with sustainability goals.

### Earth Day (April 11)

#### 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 Public Service 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" Affiliate. The mission is to clean up and 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.

### Making a Difference

- Household battery collection support
- Recycling containers (Downtown Hilliard)
- Community Center tree transplantation
- Regional Styrofoam Collection Site
- Pumpkin Composting (after Halloween through the beginning of December)
- Political Sign Recycling (approximately one month after elections)
- Holiday Light Recycling (Mid-December through mid-January)

# APPLY TODAY!



**Angela Zody**

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(614) 334-2587

**Online**

[hilliardohio.gov/economic-development-sponsorships](http://hilliardohio.gov/economic-development-sponsorships)

**Business Name** \_\_\_\_\_

**Contact name** \_\_\_\_\_

**Business address** \_\_\_\_\_

**Business phone** \_\_\_\_\_

**Business website** \_\_\_\_\_

**Contact email** \_\_\_\_\_

**Social media account(s)** \_\_\_\_\_

**T-shirt Size/qty** \_\_\_\_\_

## Please select the event(s) you would like to sponsor

<input type="checkbox"/> <b>MLK Heart for Service Day: \$1,500</b>	<input type="checkbox"/> <b>Sprouts Live Shazbotts: \$1,000</b>
<input type="checkbox"/> <b>43026 Day (NEW!): \$1,000</b>	<input type="checkbox"/> <b>Freedom Fest: \$15,000</b>
<input type="checkbox"/> <b>COSI Egg Drop (NEW!): \$500</b>	<input type="checkbox"/> <b>Freedom Fest: \$5,000</b>
<input type="checkbox"/> <b>Neighbors Helping Neighbors</b>	<input type="checkbox"/> <b>Magic in the Park: \$1,000</b>
<input type="checkbox"/> <b>Touch A Truck: \$1,500</b>	<input type="checkbox"/> <b>Senior Day at the Fair: \$2,000</b>
<input type="checkbox"/> <b>Rec Camps: \$500</b>	<input type="checkbox"/> <b>Scoop, Chalk, and Celebrate (NEW!): \$1,000</b>
<input type="checkbox"/> <b>Celebration at the Station: \$15,000</b>	<input type="checkbox"/> <b>National Night Out: \$1,000</b>
<input type="checkbox"/> <b>Celebration at the Station: \$5,000</b>	<input type="checkbox"/> <b>Doggie Dippin': \$500</b>
<input type="checkbox"/> <b>Motivation at the Station: \$1,500</b>	<input type="checkbox"/> <b>Fall Festival: \$2,000</b>
<input type="checkbox"/> <b>Bring the Zoo to You: \$1,500</b>	<input type="checkbox"/> <b>Cram the Cruiser: \$1,000</b>
<input type="checkbox"/> <b>Safety Town: \$1,000</b>	<input type="checkbox"/> <b>Hilliard's Tree Lighting: \$2,500</b>
<input type="checkbox"/> <b>Lunch Time Live: \$1,000 (3 events)</b>	<input type="checkbox"/> <b>Sustainable Partnerships</b>
<input type="checkbox"/> <b>Sprout's Night Out: \$1,500</b>	

**TOTAL:** \_\_\_\_\_

## 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

# Make the most of your sponsorship!

By integrating these strategies, sponsors get more visibility, engagement, and tangible value from your sponsorship investments. So, where should you start?

## Social media

- **Repost City of Hilliard event posts** on your own social media channels. This is an easy first step to broadening your social media audience.
- **Build buzz!** Share why people should visit your booth at the event. Try adding fun content to the shared post to generate anticipation with games, prizes, promo items, activities, samples, exclusive offers, and more.
- **Run contests** on social media where participants must engage with your booth. Interaction through social media likes, comments, shares, and tags is key!
- **Post your own** photos, videos, attendee testimonials, and highlights of your involvement after the event. Putting a face to your name is a great way to connect with your audience!



## Community engagement at events

- **Set up engaging, branded booths** that encourage attendees to interact, learn about your business, and take photos. Remember to have them tag your business in their photos!.
- **Offer exclusive giveaways** to attendees who check in at your booth. Giveaways make great social media content, so including this in your strategy will encourage event guest to share your brand. (Pro tip: Photo content is important, but video often reaches a larger audience; Try it out at your next event!)
- **Have smaller, immediate prizes** for attendees who take certain actions, such as sharing a post, tagging a friend, or posting a photo with your product, giveaway, or booth.
- **Multi-event sponsors** can create a loyalty incentive where attendees earn prizes for interacting with your business at multiple events. Use this as social media content, too!

## Other Opportunities

- **Add your sponsorship badge** to your business email signatures.
- **Promote your involvement** as a sponsor in your newsletters, website, and blog.





## Hilliard City Hall

3800 Municipal Way  
Hilliard OH, 43026  
(614) 876-7361  
[hilliardohio.gov](http://hilliardohio.gov)

[www.hilliardohio.gov](http://www.hilliardohio.gov)



[/HilliardGov](#)  
[/DowntownHilliard](#)  
[/CityofHilliardRecreationandParksDepartment](#)



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[@hilliardrecreationparks](#)



**Thank you**  
for making a difference  
in our community!