

7th Annual Heights Music Hop

2019 SPONSORSHIP OPPORTUNITIES

EVENT DATE: SEPTEMBER 12-14, 2019 (THUR-SAT)

The Heights Music Hop has become an anticipated annual celebration of live music and fellowship in the vibrant, authentic, walkable community of Cleveland Heights. Produced for the purpose of economic development and community pride, it now comprises 3 days, 32 venues and 3 business districts that are home to more than 300 locally owned independent businesses.



FAST FACTS FROM 2018

Produced on a break-even basis by non-profit FutureHeights, a community development corporation that works to inspire, empower and facilitate resident collaboration to ensure a vibrant and sustainable future for the community.

- More than 70 musical acts.
- Approximately 7,500 attendees.
- Estimated \$197,000 economic impact (based on tools from EventIMFACTS).
- 3 business districts: Cedar-Lee, Cedar-Fairmount and Coventry Village.
- Live music across a wide spectrum of genres including classical, jazz, folk, rock, country, R&B, hip-hop, reggae, and more.
- Financial support from regional institutions, corporations, independent businesses, municipal government, local non-profits and individual donations.

NEW THIS YEAR TO PROVIDE MORE IMPACT FOR SPONSORS

- Operations overseen for the first time by an experienced, dedicated event manager.
- 33% longer promotional cycle.
- Increased promotional budget.
- New sponsorship benefits.

PURPOSE

- Support Cleveland Heights' reputation as a community of the arts.
- Celebrate the city's diversity, and introduce its unique, independent spirit to people across the region.
- Provide a platform for rising musical talent.
- Showcase a vibrant independent business climate.
- Generate positive financial impact to the city, its business districts and its independent businesses.
- Compete effectively among the region's destination neighborhoods.
- Positively influence Cleveland Heights' image, and shape the narrative being told about it.
- Have fun.

WHY DO OTHERS SUPPORT THE HEIGHTS MUSIC HOP

- It's grass roots: authentic, cool and ever evolving.
- It supports live music and the arts, and the discovery of new talent.
- It aligns with the values of community, diversity, sustainability and innovation.
- It provides affinity and visibility with a successful, popular and ascendant event.

Don't miss this opportunity to be featured in one of the biggest events to hit the Heights area that attracts people from throughout Northeast Ohio!

SPONSORSHIP LEVELS FOR 2019

VISONARY AND ROCKSTAR: \$10,000

- **Naming rights, with 2020 right-of-first-refusal.**
- **Your logo banner** featured at the finale party.
- **Standalone logo placement** on website, promotional materials and advertising
- **Category exclusivity** (depending on pre-existing commitments)
- **All access** to all Heights Music Hop events and headliner performances
- **Standalone logo placement** in *Heights Observer* promotional ads, mention in major *Heights Observer* event preview and wrap-up articles, standalone recognition in follow-up full-page "thank you" ad.
- **Large advertisement** in all *Heights Music Hop/Heights Observer* co-branded email newsletter previews
- At least six **social media mentions**

PLUS:

- **Your logo and link** on the **FutureHeights website** throughout 2019
- **Your logo** projected on screen before and after **FH 2019 Annual Meeting**
- **Your logo** in FH 2019 Annual Meeting program
- **Reserved seating** for 6 at **FH 2019 Annual Meeting**
- **Listing** as a sponsor of FutureHeights Community-Building Workshop Series in application and promotional materials

PATRON: \$5,000

- **Top-tier logo placement** on website, promotional materials and advertising
- **Category exclusivity** (depending on pre-existing commitments)
- **Your logo banner** displayed at one of two headliner performances in Coventry Village or Cedar-Fairmount
- **All access** to all Heights Music Hop events and headliner performances
- **Top-tier logo placement** in *Heights Observer* promotional ads, mention in major *Heights Observer* event preview and wrap-up articles, top-tier recognition in follow-up full-page "thank you" ad.
- **Large advertisement** in 1 *Heights Music Hop/Heights Observer* co-branded email newsletter preview
- At least six **social media mentions**

PLUS:

- **Your Logo** Projected on screen before and after **FH 2019 Annual Meeting**
- **Reserved seating** for 4 at **FH 2019 Annual Meeting**
- **Listing** as a sponsor of FutureHeights Community-Building Workshop Series in application and promotional materials

COMMUNITY CHAMPION: \$2,500

- **Prominent logo placement** on website, promotional materials and advertising
- **Prominent logo placement** on promotional sign or banner displayed at headliner performances
- **Category exclusivity** at Community Champion level
- **Prominent logo placement** in *Heights Observer* promotional ads and follow-up full-page "thank you" ad, and name mention in *Heights Observer* event preview article.
- **Small advertisement** in 1 *Heights Music Hop/Heights Observer* co-branded email newsletter preview
- At least six **social media mentions**

PLUS:

- **Your Logo** Projected on screen before and after **FH 2019 Annual Meeting**
- **Reserved seating** for 3 at **FH 2019 Annual Meeting**

SPONSORSHIP LEVELS FOR 2019

LOCAL LEADER: \$1,000

- **Logo placement** on website, promotional materials and advertising
- **Logo placement** on promotional sign or banner displayed at headliner performances
- **Logo placement** in *Heights Observer* promotional ads and follow-up full-page "thank you" ad.
- **Small advertisement** in 1 *Heights Music Hop/Heights Observer* co-branded email newsletter preview
- At least four **social media mentions**

PLUS:

- **Company Name** listed in FH Annual Report
- **Your Logo** on promotional materials for **FH 2019 Annual Meeting**
- **Your Company Name** listed in **FH 2019 Annual Meeting** program

Partner: \$500

- **Logo placement** on website, promotional materials and advertising
- **Logo placement** in *Heights Observer* promotional ads and follow-up full-page "thank you" ad
- At least two **social media mentions**

PLUS:

- **Company Name** listed in FH Annual Report
- **Your Logo** on promotional materials for **FH 2019 Annual Meeting**
- **Your Company Name** listed in **FH 2019 Annual Meeting** program

District Sponsor: \$100

For storefront businesses in Coventry Village, Cedar Fairmount and Cedar Lee business districts

- **Listing** on website, promotional materials and advertising
- **Heights Music Hop window signage**
- **Location indicated on program map**
- At least one **social media mention**

PLUS:

- **Company Name** listed in FH Annual Report

We truly appreciate your sponsorship and look forward to seeing you at the event!

*If you have any questions on the sponsorship details, please contact Ann Koslow,
akoslow@futureheights.org or 216.320.1423.*