



OHIO WIZARD OF OZ FESTIVAL 2024

October 5th & 6th, 2024

Canal Fulton, Ohio

We are happy to announce that on October 5th & 6th, 2024, the Ohio Wizard of Oz Festival is moving to our New permanent home in Canal Fulton. Our festival is a great way to usher in the Fall Season. Our Main location for the festival is Sluggers & Putters but we are working on spreading the festival activities and fun around the entire area to create an entire weekend of fun for the entire family!

We are focused on bringing more people from outside this local area to experience our festival and the surrounding attractions.

WHY SPONSOR THE 2024 OHIO WIZARD OF OZ FESTIVAL?

Sponsoring the Ohio Wizard of Oz Festival can be a strategic decision for several reasons:

- 1. Brand Visibility:** The festival attracts Wizard of Oz enthusiasts and families from across the region. Sponsoring allows your brand to gain visibility among a targeted audience who are likely interested in family-friendly entertainment and nostalgic experiences.
- 2. Community Engagement:** Sponsoring local events like the Ohio Wizard of Oz Festival demonstrates your company's commitment to the community. It can enhance your brand's reputation as a supporter of cultural and community events, which can improve local perception and loyalty.
- 3. Targeted Marketing:** If your products or services align with the themes of the Wizard of Oz (such as family products, entertainment, nostalgia, etc.), sponsoring the festival provides a targeted marketing opportunity. It allows you to reach potential customers who are already interested in related themes.
- 4. Networking and Partnerships:** Sponsorship often includes networking opportunities with other businesses and community leaders who are also involved. This can lead to potential partnerships or collaborations that benefit your business in the long run.
- 5. Positive Associations:** The Wizard of Oz is a beloved cultural icon with positive associations of magic, adventure, and timeless storytelling. Associating your brand with such positive imagery can enhance brand perception and create emotional connections with consumers.
- 6. Sales and Promotions:** Sponsorship typically includes opportunities for product displays, promotions, and direct sales at the event. This can directly impact sales and lead generation, especially if your products resonate with festival attendees.
- 7. CSR and Corporate Image:** Supporting community events like the Ohio Wizard of Oz Festival can be part of your corporate social responsibility (CSR) initiatives. It demonstrates your company's values and commitment to supporting cultural heritage and local traditions.

Overall, sponsoring the Ohio Wizard of Oz Festival can be a well-rounded marketing strategy that combines brand visibility, community engagement, targeted marketing, and positive brand associations, all of which can contribute to your company's growth and reputation.

For more details, please visit our website at WizardofOzOhio.com

Ohio Wizard of Oz Festival is a production of Everyone Welcome
Everyone Welcome is a 501(c)3 Nonprofit Organization



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Canal Fulton, Ohio

All Sponsorship Levels can be customized to suit your Advertising & Budget needs.

Medal of Courage Sponsor- \$50

- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- Your Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent

Cyclone Sponsor- \$100

- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- Your Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent
- Social Media Spotlight on Facebook

Toto Sponsor- \$175

- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- Your Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent and at Entrance to festival
- Social Media Spotlight on Facebook & Instagram
- Include your Brochure or Flyer at our Sponsorship Tent

Flying Monkey Sponsor- \$250

- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- Your Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent and at Entrance to festival
- Social Media Spotlight on Facebook, & Instagram
- 4 Festival VIP Passes for 1 Day
- Include your Brochure or Flyer at our Sponsorship Tent
- Business Card Size Ad in our Official Festival Program

Winkie Sponsor- \$500

- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- Your Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent and at Entrance to festival
- 6 Festival VIP Passes for 2 Days
- Social Media Spotlight on Facebook, Instagram, TikTok, & YouTube
- Include your Brochure, Flyer, or small Display inside our Sponsorship Tent
- ½ Page Ad in our Official Festival Program

Munchkinland Sponsor- \$750

- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- Your Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent and at Entrance to festival
- 8 Festival VIP Passes for 2 Days
- Social Media Spotlight on Facebook, Instagram, TikTok, & YouTube
- Include your Brochure, Flyer, or small Display inside our Sponsorship Tent
- ½ Page Ad in our Official Festival Program
- Recognition given by emcee on main stage during festival

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Yellow Brick Road Sponsor- \$1,000

- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- Your Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent and at Entrance to festival
- 10 Festival VIP Passes for 2 Days
- Social Media Spotlight on Facebook, Instagram, TikTok, & YouTube
- Include your Brochure, Flyer, or small Display inside our Sponsorship Tent
- A Banner of your company logo placed at entrance to Festival and a second Banner located inside park
- Full Page Ad in our Official Festival Program
- Recognition given by emcee on main stage during festival
- Booth at Festival

PRESENTING SPONSOR- \$1,500

- Your Corporate Logo and Name below our logo stating “Presented by” which will be on brochures, rack cards, flyers, posters, banners, signs, all media, etc.
- Your Business Logo and Hotlink on our website WizardofOzOhio.com
- A X-Large Logo on our “Thank you” Sponsorship Banner inside of our Sponsorship Tent and at Entrance to festival
- 12 Festival VIP Passes for 2 Days
- Social Media Spotlight on Facebook, Instagram, YouTube, & TikTok
- Include your Brochure, Flyer, etc. at our Sponsorship Tent & Entrance to festival
- Poster or display inside of Sponsorship Tent & at Entrance to festival
- A Double Full Page Spread in our Official Festival Program
- Recognition given by emcee on main stage during festival
- Large Banners & Signs with your logo/info at the entrance and around the festival park
- Your Logo listed on all our Print Advertising- Magazines & Newspapers
- Booth or Space at festival to advertise
- Your Business featured on all press & media releases
- Your Logo listed on our Direct Mail Campaign-Over 10,000 pieces to be mailed in September of 2024
- Your Logo on our Volunteer T-Shirt
- Your Company Name featured and mentioned on all TV & Radio ads & shows that we appear
- Your Logo featured on all Banners, Posters, Yard Signs, etc.

Visit our website at WizardofOzOhio.com for more details regarding the festival

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The sooner you submit this form the sooner we will add your information and start advertising your business!

Sponsorship Agreement

Please complete the following information and return this form with your payment.

Company Name _____, agrees to provide a financial sponsorship for the 2024 Ohio Wizard of Oz Festival. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet or custom items. I further understand that these opportunities will not be valid until this agreement is signed and my payment has been issued to and accepted by Everyone Welcome. As a sponsor, I agree to provide digital artworks/logos for all promotional advertising. All sponsorship agreements must be received with full payment to receive all agreed sponsor benefits.

Sponsor Information

Contact Person _____

Email Address _____

Company Address _____

City _____ State _____

Zip Code _____

Contact Phone Number _____

Company Website _____

Company Facebook _____

Authorized Signature _____

Date _____

Levels of Sponsorship: Check Here

Medal of Courage Sponsor- \$50

Cyclone Sponsor- \$100

Toto Sponsor- \$175

Flying Monkey Sponsor- \$250

Winkie Sponsor- \$500

Munchkinland Sponsor- \$750

Yellow Brick Road Sponsor- \$1000

Presenting Sponsor- \$1,500

Payment Information

Payment enclosed (Please make checks payable to: Ohio Wizard of Oz Festival)

Pay via Mastercard, Visa, Discover, or American Express

Card# _____ Exp. ____/____ CVC _____

Billing Zip _____

Mail this form to:

Ohio Wizard of Oz Festival

PO Box 1124

Hudson, OH 44236

Please forward your Company logo and any artwork you would like us to use to:

DonDavis@WizardofOzOhio.com

Your logo file should be sent in PNG, Vector or JPEG format.