



[WWW.INGENUITYCLEVELAND.ORG](http://WWW.INGENUITYCLEVELAND.ORG)

**ART  
SOUND  
MOVEMENT  
CONNECTION  
CREATIVITY  
TECHNOLOGY  
INNOVATION  
IDEAS**

**Ingenuity Cleveland Ignites the Creative Spark  
among artists, entrepreneurs and innovators of all types,  
through joy and collaboration, in service to social progress.**

# **Ingenuity Cleveland Partnership Guide 2023**

**INGENUITYLABS @ THE HAMILTON COLLABORATIVE  
5401 HAMILTON AVE | CLEVELAND OH | 44114**





## 2023 PARTNERSHIP GUIDE

[WWW.INGENUITYCLEVELAND.ORG](http://WWW.INGENUITYCLEVELAND.ORG)

### JOIN THE ACTION!

EACH YEAR,  
**INGENUITY SERVES ...**

**1,000+** Total Participants

Including paid artists, volunteers & Ingeneers

**50,000+** Total Attendees

Through IngenuityFest & Partner Programs

**97%** Of IngenuityFest 2022 Attendees  
**Had Fun! Would Recommend!**

**98%** Of IngenuityFest 2022 Attendees  
**Will come back in 2023!**

### Plus! Ingenuity is more than a festival!

We are: free monthly Ignite! Neighbor Nights; weekly open Ingeneers workshops; year-round incubator space and consulting on creative placemaking projects and more!

### WHAT ELSE DID PEOPLE THINK OF INGENUITYFEST 2022?



Music



Exhibits/installations



Ticket Price



Venue/Building



Overall experience

## HELP IGNITE THE CREATIVE SPARK!

Each year, Ingenuity Cleveland supports hundreds of working creatives and welcomes thousands of attendees to experience the intersection of art and technology, curiosity and innovation by activating underutilized urban spaces with world-class programming.

### OUR MISSION:

Ingenuity ignites the creative spark among artists, entrepreneurs & innovators through joy and collaboration in service to social progress

### HOW YOU CAN GET INVOLVED:

From Festival and Year-Round Sponsorship to donations and program partnerships, we can work together to ensure the strongest possible creative landscape for Cleveland!






# About IngenuityFest

## GREATER CLEVELAND'S COMMUNITY FESTIVAL OF THE ARTS

**For more than 15 years, Ingenuity Cleveland has been igniting the creative spark among artists, entrepreneurs and innovators, through joy & collaboration, in service of social progress.**

From boundary-pushing events, to resources and programs for our year-round community of 300+ volunteers, creatives and entrepreneurs, Ingenuity nurtures makers, doers and learners of all types, welcoming our neighbors and all Clevelanders to fire up their imagination.

### WHY GET INVOLVED?

Reach	Community	Trust
 <p>Ingenuity reaches a diverse, year-round audience of 200,000+ urban young professionals, children and families, plus a wide range of creators, educators and idea-leaders, through our events, outreach and partnerships.</p>	 <p>We engage 20,000+ visitors over the weekend-long festival and engage more than 1000 creatives each year, reenergizing urban communities and spaces and generating \$4.5 million in annual economic impact for our region.</p>	 <p>Northeast Ohio will recognize your support for one of Cleveland's most unique and highly anticipated festivals, as well as the dynamic year-round creative community know for consistently dazzling and delighting audiences!</p>



# Our Reach

1,000,000+

TOTAL IMPRESSIONS:  
Annual Impressions across Digital Platforms

30,000+

SOCIAL: Combined Followers  
(Instagram, Facebook, Youtube, Twitter)

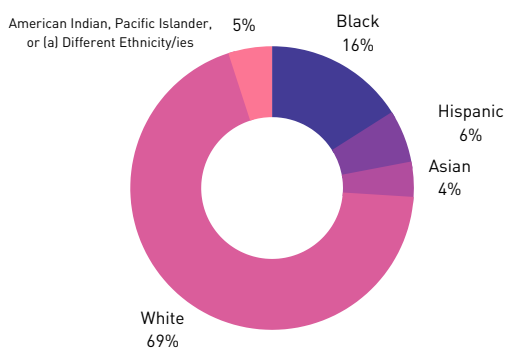
200,000+

PRINT: postcards, posters, brochures,  
Newspapers and magazines across Northeast Ohio

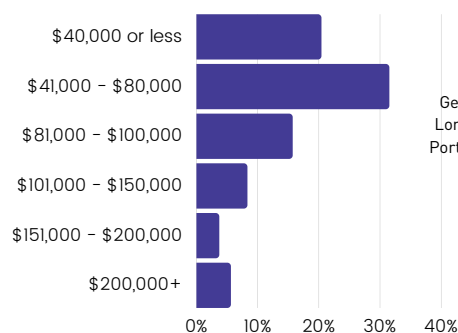
20,000+

IN PERSON: Attendees at IngenuityFest annually. (Plus 1,000+ across other annual events, 500+ at the Ingenuity Bal, 150+ for Ignite!)

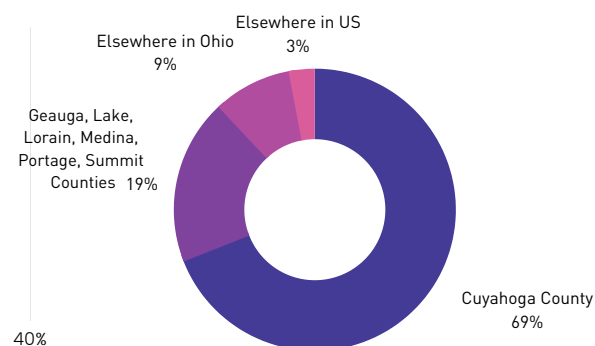
## Demographics



## Attendee Income



## Residence



## Attendee Satisfaction



## WHAT ARE YOU WAITING FOR?

By sponsoring Ingenuity, you can reach an audience of 200,000+ throughout the year across Northeast Ohio!

We can build a package to support your unique requirements based off of what's important to your brand and audience.

From e-newsletters, to prominent features on websites, marketing collateral and campaigns reaching Northeast Ohio and beyond, sponsoring Ingenuity allows your organization prominent and extensive exposure, increasing your return on investment.



# Sponsorship Opportunities

Partnering with Ingenuity Cleveland offers a wide range of highly visible opportunities to reach Cleveland-area businesses; civic and cultural leadership; professional community; and residents. Many of Ingenuity's sponsorable programs and events offer regionally-focused advertising and publicity campaigns and other strategic benefits that magnify your support!

<b>PRESENTING</b> Includes Year - Round Benefits	Call to discuss!	IngenuityFest presented by YOU! Name & Logo integration into all marketing materials in addition to naming rights to our main stage and top billing on digital and print media, plus lower level benefits.
<b>INFERNO</b> Includes Year - Round Benefits	\$10,000	Your company name in lights! Naming rights to a Premier-Level Activation like a Festival Village in addition to top-tier Name & Logo inclusion on digital and print media. Plus all lower level benefits including expanded VIP Ticket & Parking Package; Dedicated Print Ad(s) and/or Digital Media Call-Outs and Exhibit Space.
<b>FLAME</b>	\$5,000	Sponsor a Showcase Activation such a featured art exhibit or stage, in addition to Name & Logo inclusion on shared and dedicated signage at the event, on the website, and in sponsor listings in print and digital media. Plus all lower level benefits including expanded VIP Ticket & Parking Package; Dedicated Print Ad(s) and/or Digital Media Call-Outs and Exhibit Space.
<b>SPARK</b>	\$2,500	Name & Logo inclusion on signage at the event, on the website, and in sponsor listings in print and digital media.  VIP Ticket & Parking Package; Dedicated Print Ad(s) and/or Digital Media Call-outs. Exhibit Space Available.
<b>EMBER</b>	\$1,000	Name inclusion on signage at the event, on the website, and in complete sponsor listings in print and digital media.
<b>COMMUNITY / NON-PROFIT PARTNER</b>	Call to discuss!	Name inclusion on signage at the event, on the website, and in complete sponsor listings in print and digital media. Additional benefits may be available.

**Want to increase your onsite visibility and support? Ask about adding your company name or logo to festival t-shirts, wristbands & so much more!**

Contact Artistic Director Emily Appelbaum at 216-589-9444 or by email at [Emily@IngenuityCleveland.org](mailto:Emily@IngenuityCleveland.org) to discuss options.



# YES! We're ready to commit

By supporting Ingenuity, you are supporting local artists, entrepreneurs, makers and creatives. From boundary-pushing events, to resources and programs for our year-round community of 300+ volunteers, creatives and entrepreneurs, Ingenuity nurtures makers, doers and learners of all types, welcoming our neighbors and all Clevelanders to come fire up their imagination!



## PLEASE CHECK TO BOX TO SHOW YOUR DESIRED LEVEL OF SUPPORT!

Then, fill in your contact information. We'll follow up with your sponsorship contract and benefit details, plus information on fun extras like village and stage naming rights, exhibition opportunities and our Ingenuity Bal.

YOUR NAME

YOUR TITLE

YOUR COMPANY NAME

COMPANY STREET ADDRESS

COMPANY CITY, STATE, ZIP

EMAIL ADDRESS

PHONE

PREFERRED ASSET(S)  
(DOES NOT GUARANTEE AVAILABILITY)

- ☐ YES! WE WOULD LIKE TO EXHIBIT.
- ☐ YES! WE WILL ADD A TABLE  
AT THE INGENUITY BAL FOR \$1,000!

### PRESENTING

Includes  
Year - Round  
Benefits

Call to  
discuss!

☐

### INFERNO

Includes  
Year - Round  
Benefits

\$10,000

☐

### FLAME

\$5,000

☐

### SPARK

\$2,500

☐

### EMBER

\$1,000

☐

### COMMUNITY / NON- PROFIT PARTNER

Call to  
discuss!

☐

ENCLOSE CHECK WITH THIS FORM AND MAIL TO 5401 HAMILTON AVENUE, CLEVELAND, OH, 44114  
OR EMAIL [EMILY@INGENUITYCLEVELAND.ORG](mailto:EMILY@INGENUITYCLEVELAND.ORG) FOR ELECTRONIC PAYMENT OPTIONS.  
INGENUITY IS A 501c3 WITH EIN 20-2031718 AND YOUR CONTRIBUTION IS TAX DEDUCIBLE TO THE FULL EXTENT OF THE LAW



# Exhibiting Sponsorships, Partnerships & More . . .

Ingenuity Cleveland is proud to showcase our city's most innovative companies and dynamic network organizations taking strides to tackle big challenges through imagination and experimentation. We welcome your educational, hands-on or interactive exhibit and will work with you directly to craft the right experience for our broad audience, which might include:

## **Interactive Experience or Product Demonstration**

Example: A manufacturer of welding equipment brings a robotic welder to demonstrate modern fabrication, as well as a virtual reality welding simulator for audience members to try.

Example: A plumbing and fixture company displays an array of pre-market faucets and fixtures with motion sensing and other technology features, for consumer feedback. Shows a disassembled unit and gives a simple talk on the science and process of development behind the design. Visitors can even choose to get a light misting to cool off on a hot day!

## **R&D Sneak Peak**

Example: Members of an innovation team bring their latest prototypes for a powered exoskeleton suit, self-balancing robot or modular green building technology. They may even bring tools or technical equipment for guests to touch or try.

## **Custom Installation or Artist Collaboration**

Example: We think alike, and we're excited to build something together! A plumbing, hydraulics and motion-control company donates parts for an Ingenuity artists to create a large kinetic chain-reaction style machine. Prior to the Festival, company volunteers spend a day helping assemble.

Example: A marketing and design company partners on a large-scale botanical mural, sending an artist to guide volunteer painters and building a station for audience members create a "leaf" of their own to contribute.

## **Panel Discussion or Workshop**

Example: experts from several companies working in sustainability gather to discuss innovations in their industry and tips consumers can adopt to lessen their ecological impact.

Example: a bank or accounting firm leads a small workshop for beginners in digital currency

## **10x10 Sponsor Booth**

Example: Easy peasy. We provide a tent or indoor space, table, chairs and signage. You bring yourselves, your literature, and at least a few somethings that are fun to touch, build or do!

## **OTHER IDEAS?**

Call us to discuss!

Contact Artistic Director Emily Appelbaum at 216-589-9444 or by email at [Emily@IngenuityCleveland.org](mailto:Emily@IngenuityCleveland.org) to discuss options.