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PRESENTS

# Ingenuity *at the Lake*

PARTNERSHIP  
GUIDE

SEPT 24 - 26

NORTH GORDON PARK  
SOUTH GORDON PARK

2021



in partnership with



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



# About IngenuityFest

## GREATER CLEVELAND'S COMMUNITY FESTIVAL OF THE ARTS

Going on sixteen years, Ingenuity Cleveland has been igniting the creative spark among artists, entrepreneurs and innovators, through joy and 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



Ingenuity reaches a diverse, year-round audience of 200,000+ mostly urban young professionals, plus a wide range of creators, educators, families and idea-leaders, through our PR, media and event partners.

#### Community



We engage 20,000+ visitors over the weekend-long festival and reenergize underutilized urban communities while generating \$4.5 million of economic impact to our region.

#### Trust



Residents of Northeast Ohio will recognize your support of one of Cleveland's most reliable and highly anticipated festivals. For over sixteen years, we have been dazzling and delighting audiences!



"IngenuityFest is one of the most innovative events in Cleveland. You spend the weekend appreciating the arts, inventions, historical equipment, and wares from artisan designers. Huge-scaled installations, music and comedy across multiple stages and open lofts! All walks of life can contribute and leave inspired to create until next year's IngenuityFest!"

- FESTIVAL ATTENDEE SURVEY

For more information, visit [www.ingenuitycleveland.org](http://www.ingenuitycleveland.org) or  
Call: 216-589-9444 Mail: [alyssa@ingenuitycleveland.org](mailto:alyssa@ingenuitycleveland.org)

 **ingenuity**  
CLEVELAND



# About Ingenuity at the Lake

## A NEIGHBORHOOD PARTNERSHIP FOR FUN IN THE SUN!

Emerging from hibernation after a long and challenging year, Ingenuity Cleveland invites the Greater Cleveland community to stretch their wings and join us for this year's lakefront neighborhood event!

IngenuityFest was conceived as a multi-day event that moved among downtown locations, inviting Northeast Ohio residents and tourists to re-discover the city as **alive and vibrant**. The festival has historically been hosted in underutilized spaces, many of which have become landmarks in Cleveland, including the Playhouse Square district, East 4th Street, and under the Detroit Superior bridge! Our 2021 theme, **Ingenuity At The Lake**, invites attendees to explore the possibilities of a redeveloped lakefront in the St. Clair-Superior Neighborhood! In addition to IngenuityFest 2021, Ingenuity is hosting monthly Neighbor Night events on the 3rd Thursday of every month through November, and is working in partnership with the Cleveland Metroparks, Bike CLE, Famicos Foundation, the St. Clair Superior Development Corporation, and the greater CHEERS lakefront initiative bringing community engagement to the lakefront through a reimagined festival, supporting the Safe Routes to Parks initiative, and together hosting a summer-long series of Saturday events. Learn more about our community partnerships and series of events – which all are welcome to attend – by visiting [www.ingenuitycleveland.org/hiphooray](http://www.ingenuitycleveland.org/hiphooray)

### OUR PARTNERS



The CHEERS study illustrates the importance of investing in coastal resilience measures in an urban area to provide the greatest impact for human community resilience.



Famicos Foundation's mission is to improve the quality of life in greater Cleveland through neighborhood revitalization, affordable housing and integrated social services.



The St. Clair Superior Development Corporation's mission is to connect people, expand opportunity, and build livable healthy and inclusive places.

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# What else do we do?

## INGENUITY CLEVELAND IS MORE THAN JUST A FESTIVAL

We foster entrepreneurs through the IngenuityLabs Incubator program while providing resources to the community through Ignite! Neighbor Nights, which are themed, hands-on intergenerational events

We collaborate with community partners to create vibrant artistic landscapes for local events, consult and commission in the interconnected fields of placemaking, public art, urban planning and public programming

We serve the community and surrounding by providing large-scale public events, neighborhood nights and resources to local entrepreneurs and creators

We build, create and innovate with the Ingeneers, a creative collective of 300+ individuals who construct showpieces like the 30-foot rocking boat, pictured on page 2 and 6, for IngenuityFest

We inspire and bring joy to the community through the creative collective, and Cleveland's most beloved events like IngenuityFest

### Our supporters include:



"Wow! IngenuityFest is one-of-a-kind. 10/10 would go again. Bands, vendors and OH MY the art. Beautiful and captivating."

### - FESTIVAL ATTENDEE SURVEY

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# Why Sponsor Ingenuity?

**20,000+**

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

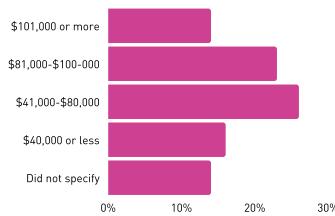
**30,000+**

SOCIAL: Combined following across social media (Instagram, Facebook, Twitter, LinkedIn, YouTube),

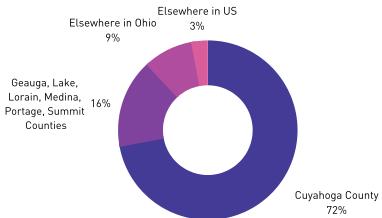
**200,000+**

PRINT: postcards, posters, brochures, newspaper and magazine across Northeast Ohio

## Attendee Income



## Attendee 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 ROI.

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# Get Involved

## SPONSOR AND PARTNER OPPORTUNITIES

### Sponsorships range from \$5,000 to \$50,000 for title sponsorships

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. Align with the most innovative large-scale event around, or inquire about year-round sponsorships to increase your ROI.

#### Benefits Include

- Naming rights to a stage, village or the entire festival depending on your level of investment
- Logo inclusion on marketing initiatives reaching 200,000+ through mixed media
- VIP and General Admission tickets including premium parking for IngenuityFest
- Company name on large sponsor appreciation banners
- Your customized ad in the festival event program
- 10x10ft exhibit space

### Are you a nonprofit organization? Contact us for special pricing

Ingenuity relies on valuable community partners to accomplish our mission. Contact us to learn more about nonprofit rates.

Interested in sponsoring?

Contact Managing Director Alyssa Perna at 216-589-9444 or by email at [Alyssa@IngenuityCleveland.org](mailto:Alyssa@IngenuityCleveland.org) to discuss options.

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