# ingenuity CLEVELAND IMPACT + Partnerships 2024

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ART SOUND MOVEMENT CONNECTION CREATIVITY TECHNOLOGY INNOVATION IDEAS

Join Ingenuity Cleveland as we celebrate our 20th year Igniting the Creative Spark among artists, entrepreneurs & innovators of all types, through joy and collaboration, in service to social progress.

WWW.INGENUITY CLEVELAND.ORG IngenuityLabs @ The Hamilton Collaborative 5401 Hamilton Ave | Cleveland OH | 44114

# ingenuity IMPACT + Partnerships 2024

#### AT A GLANCE: EACH YEAR, INGENUITY SERVES ...

#### 1,000+ Total Participants

Including paid artists, volunteers & Ingeneers

#### 50,000+ Total Attendees

Through IngenuityFest & Partner Programs

## 96% Of IngenuityFest 2023 Attendees Had Fun! Would Recommend!

99% Of IngenuityFest 2023 Attendees Will come back in 2024!

#### Plus! Ingenuity is more than a festival! We are: free monthly Ignite! Neighbor Nights; weekly open Ingeneers workshops; year-round incubator space; consulting on creative placemaking projects and more!

#### WHAT ELSE DID PEOPLE THINK OF INGENUITYFEST 2023?



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!



#### **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?

Image: Construct of a diverse, year- und audience of 200,000+ urban ung professionals, children and milies, plus a wide range of eators, educators and idea- aders, through our events, treach and partnerships.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.Northeast Ohio will recognize yo support for one of Cleveland's most unique and highly anticipat festivals, as well as the dynamic year-round creative community know for consistently dazzling a delighting audiences!



#### TOTAL IMPRESSIONS: Annual Impressions across Digital Platforms

30,000+

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

200,000+

1,000,000+

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

20,000+

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



#### 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.

# OSPONSORSHIP OPORTUNITIES

Ingenuity offers a wide range of highly visible opportunities to reach Cleveland-area businesses, civic and cultural leadership, professional communities, and residents. Many of Ingenuity's sponsorable programs offer regional 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 - CUSTOM</b> <b>ACTIVATION</b> Includes Year - Round Benefits	15,000+	Naming rights to a Premier-Level Activation like a Festival Village or Stage in addition to top-tier Name & Logo inclusion on digital and print media. In addition to lower-level benefits, add the option to create something one-of-a-kind: a custom activation that showcases your brand, built in partnership with your creative team and ours!	
H	<b>INFERNO</b> Includes Year - Round Benefits	\$10,000	Naming rights to a Premier-Level Activation like a Festival Village or Stage in addition to top-tier Name & Logo inclusion on digital and print media. Includes all lower level benefits: Expanded VIP Ticket & Parking Package; Dedicated Print Ad(s) and/or Digital Media Call-Outs and Exhibit Space.	
	FLAME	\$5,000	Sponsor an activation such as a featured art or featured exhibit, in addition to Name & Logo benefits listed below. Add Expanded VIP Ticket & Parking Package; Dedicated Print Ad(s) and/or Digital Media Call-Outs and Optional Exhibit Space.	
	SPARK	\$2,500	Name & Logo inclusion on signage at the event, on the website, and in sponsor listings in print and digital media. Add VIP Ticket & Parking Package; Exhibit Space Available.	
	EMBER	\$1,000	Name inclusion on signage at the event, on the website, and in complete sponsor listings in print and digital media.	

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 to discuss options.

# CONTRACTOR OF CO

Ingenuity Cleveland is proud to showcase our city's most innovative companies and dynamic 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 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 fixtures with motion sensing and other technology features, for consumer feedback, and gives a talk on the science and process of development behind the design. Visitors may even 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 to discuss options.



By supporting Ingenuity, you are supporting local artists, entrepreneurs, makers and creatives. Ingenuity nurtures makers, doers and learners of all types, welcoming our neighbors and all Clevelanders to come fire up their imagination!

<b>PRESENTING</b> Incl. Year - Round Benefits	Call to discuss!	
INFERNO - CUSTOM Incl. Year - Round Benefits	\$15,000+	
<b>INFERNO</b> Incl. Year - Round Benefits	\$10,000	
FLAME	\$5,000	
SPARK	\$2,500	
EMBER	\$1,000	
COMMUNITY / NON- PROFIT PARTNER	Call to discuss!	

#### 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!



ENCLOSE CHECK WITH THIS FORM AND MAIL TO 5401 HAMILTON AVENUE, CLEVELAND, OH, 44114 OR EMAIL EMILY@INGENUTYCLEVELAND.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

#### THESE SPONSORS AND PARTNERS ND JOIN

Join our growing list of sponsors and community partners! Contact Executive Artistic Director Emily Appelbaum at 216-589-9444 or by email at Emily@IngenuityCleveland.org to discuss options.



George K Smith Dominion Energy

Brian Wheatall Swagelock

Jennifer Jones Avery Dennison

Michael Bruder Gilbane

Mariah Becker **Operations Manager** 

Emma Morris Marketing & Development Manager

Russa Wenzel Sustainability & Programming Manager

AmTrust

Brett Altier Ulmer & Berne

Radhika Balasubramaniam Cardinal Commerce

David Thomas Thompson Hine

Cena Hilliard Case Western Reserve University