



... IGNITE THE CREATIVE SPARK

EXPO: Ingenuity

IngenuityFest 2022
September 23-25

ART
SOUND
MOVEMENT
CONNECTION
CREATIVITY
TECHNOLOGY
INNOVATION
IDEAS



@INGENUITYCLEVELAND
INGENUITYCLEVELAND.ORG



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>



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!

PRESENTING 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.
INFERNO 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.
FLAME	\$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.
SPARK	\$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.
EMBER	\$1,000	Name inclusion on signage at the event, on the website, and in complete sponsor listings in print and digital media.
COMMUNITY / NON-PROFIT PARTNER	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 to discuss options.

Exhibiting Sponsorships

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 to discuss options.

Why Sponsor Ingenuity?

1,000,000+

TOTAL IMPRESSIONS:
Annual Impressions across Digital Platforms

30,000+

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

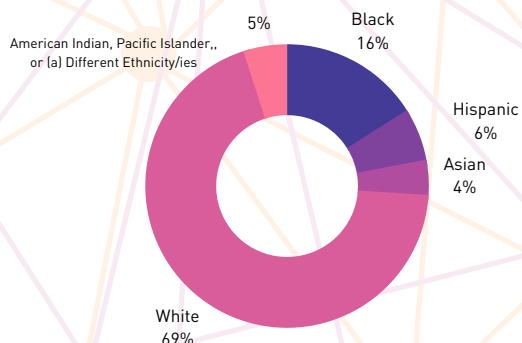
200,000+

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

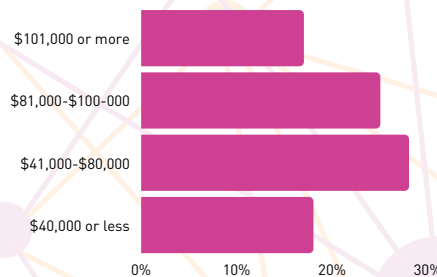
20,000+

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

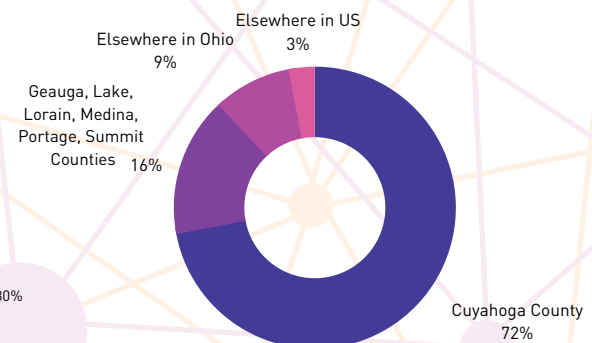
Demographics



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.

Villages and Stages

IngenuityFest 2022 returns as Expo: Ingenuity! Learn about our Villages and Featured Installations!

IngenuityLabs

Ingenuity's Year-Round Incubator, home to 20 resident creative entrepreneurs and featuring Main Stage performances by Tesla Orchestra; daring aerial, dance and multimedia performances, projection art, festooned lighting, the Main Bar, VIP Lounge, seating and large-scale works.



Marvelous Midway

The Main Drag, stretching from the 53rd St. Entrance to IngenuityLabs and featuring The Dock Stage, the Cabaret, plus freestanding artworks, carnival attractions, ornate pavilions, concessions and the Penniless Arcade.



The Dock Stage

A mashup of Coney Island, Atlantic City and countless other seaside boardwalks, The Dock features its own big ship, honkey tonk delights and suspended seating in a nod to the All Important Ferris Wheel.



The Cabaret

The Cabaret means time to come play, channeling Victorian circus vibes and featuring puppetry, cirque and comedy with just a touch of the raucous and bawdy.



The Great Hall

Expo: Ingenuity means exploring the best traditions & innovations through a history of world's fairs from Steam Powered to Space Age. The 300' Hall and Museum takes guests on a journey from the first Great Exhibition in London, 1851, to the modern Era through text and artifact.



Locomotion Central

Sitting at the main crossroads, Locomotion Central is on the move with Planes, Trains and Automobiles, plus the odd Hot Air Balloon for good measure. This family-friendly stop includes playthings and clime-ables for kiddos, a Toddler Town, sensory friendly room, nursing room, and is near information and volunteer check in.

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Mechanique Biotique

All about the marriage of Industry and Sustainability, this large village features the Music Meadow stage, plus large-scale sculptural works from reclaimed materials, soil and gardening demonstrations, aquaponics, bio-digestion and, of course . . . flame effects.



Inventor's Emporium

With the Crystal Palace Stage and installations inspired by automatons, early arcade machines and zoetropes, plus Hanging Gardens and a giant walk-in Camera Obscura, this village taps deep into history and nostalgia of the Expo, mixed with a bit of art and whimsy.



Imagination Interlude

Another Village rich with whimsy, this is a space for large-scale, fully immersive works playing with sound, touch and light.



Wellness Way

Dedicated to health and healthy play, find everything from yoga to meditation to a pop-up roller rink, healthy eating and living, plus innovative approaches to taking care of ourselves and our community.



Makers Mecca

Here's where you come to get hands-on with STEM and STEAM, meet tinkeres and DIY-doers, and maybe try your hand at paper making, soldering, screenprinting and more.



Ideation Station

Budding entrepreneurs mingle with business leaders, and creatives can join a panel discussion or workshop on everything from digital currency to NFT's to intellectual property to neighborhood economic development. With booths from a wide range of emerging creatives and established innovators, plus the Young Entrepreneurs Market, Ideation Station is *definitely* about Cross Pollination!

