



Held at the Cuyahoga County Fairgrounds
19201 East Bagley Road ` Middleburg Heights, Ohio
January 27th and 28th, 2018

A large, circular graphic with a dark blue background and white snowflakes. The word "POLAR" is written in large, light blue, block letters with a white outline. Below it, the word "fest" is written in large, white, lowercase letters with a blue outline. The entire graphic is set within a circular frame with a white border.

An interactive winter festival featuring the work of
local artists and craftspeople, food trucks,
ice wine tastings, live music, and outdoor
activities.



**Northcoast
Promotions Inc.**
216.570.8201 • www.northcoastpromo.com





On Saturday & Sunday, January 27 & 28, 2018 the Cuyahoga County Fairgrounds and Northcoast Promotions, Inc. will present **Polar Fest**, held on the Fairgrounds property.

The **Polar Fest** is an interactive Winter Festival featuring a juried art show with local artists and craftsmen selling and demonstrating their work. Demonstrating artists will include, but are not limited to, pottery, weaving, metal work and other art forms. We have access to three heated buildings on the property.

Local restaurants & food trucks will provide unique dining opportunities for patrons. Three buildings will offer live music performances during the event. We have reached out to local wineries to offer pairings and tastings of ice wines as well.

The event will also offer family friendly activities for both indoors and out. Outside family activities may include a family snowman building area (weather permitting). Inside activities will include a meet and greet area with popular costumed characters, craft activities and interactive booths.

Admissions & parking is free to the public.

We would like to invite you to join us at the **Polar Fest** through the attached advertising opportunities outlined on page three.

The vision of this event is twofold.

First, we would like to offer the community an opportunity to embrace the winter season by participating in this fun-filled weekend. We want the event to include free parking as well as free admission.

Second, we would like to offer assistance through scholarship(s) for a college student pursuing a fine arts degree.

Please read over the enclosed materials for details. Our goal is to raise \$20,000.00 in sponsorship pledges from our community partners to offset the costs of advertising, activities and scholarship(s).

Thank you for your time and interest in this event.

Best Regards,

Lisa Nemeth
Director
Northcoast Promotions, Inc.

Advertising Levels for the 2018 Polar Fest

Partner

- \$5,000.00 - **Only One Partner**
- Exclusive in Industry at this event
- Mention on all media advertising as a Partner
- Name & logo on banners
- Name/logo on Internet and Social Media listings at Northcoast Promotions, Cleveland Polar Fest & Cuyahoga County Fairgrounds Web Sites
- Links to partner's web site from above sites
- Name & Logo printed on all handouts during the event
- Yard signs along walking path from parking lot to event building with Partner Name and Logo
- Option of Booth space at event for company promotion and sales

Supporter

- \$2,500.00
- Name & logo in print media advertising as a Supporter
- Name & logo on banners
- Name/logo on Internet and Social Media listings at Northcoast Promotions, Cleveland Polar Fest & Cuyahoga County Fairgrounds Web Sites
- Logo printed on all handouts during the event
- Option of booth space available at event for company promotions & sales

Activities Sponsor

- \$1,000.00
- Name & logo in print media advertising as Activities Sponsor
- Internet listings on Polar Fest Web Page
- Choice of sponsorship as follows (only one sponsor per activity)
 - Snowman Building Area
 - Music
 - Costumed Characters
 - Activities Sponsor (More than One)
 - Face Painters – Northeast Ohio Face Painters Guild* – Sponsor confirmed
 - Dog Rescue
 - Ice Wine Tastings
 - Kids Activities
 - Horse Drawn Carriage Rides
- Logo on Banner of Activity and Name printed in all handouts during the event
- Option of booth space available at event for company promotions & sales

Friends of the Polar Fest

- \$250.00
- Provide promotional materials for display & handouts at show entrance
- Internet listings on Polar Fest Web Page

The Polar Fest: Sat., Jan 27, 2018 from 9am – 3pm & Sun., Jan. 28, 2018 from 11am – 3pm



Organization _____

Contact _____

Street Address _____

City _____ **State** _____ **Zip** _____

Phone (office) _____ **(cell)** _____ **Fax** _____

e-mail _____ **website** _____

Description of Organization: _____

Special Requests _____

Organization's level of participation at this event:

Partner Supporter Friends of Polar Fest

Activities Sponsor (Choose One/Only One Sponsor per Activity)

Ice Skating Rink Snowman Building Area Music Costumed Characters

Face Painting (confirmed/not available)

Activities Sponsor (More than One) Ice Wine Tastings Kids Activities

Horse Drawn Carriage Rides

Northcoast Promotions, Inc. and _____
(name of Organization)

Agree to commit payment amount outlined on page one (1) of this document by December 15, 2017 in order to participate in the Polar Fest 2018 at the indicated participation level above.

Per receipt of agreement and payments Northcoast Promotions, Inc. will request digital logos and printed materials as level of participation warrants.

Signature _____ **Date** _____
(Organization): I agree to all of the terms and conditions stated on both sides of this document.

Signature _____ **Date** _____
(Northcoast Promotions, Inc.): I agree to all of the terms and conditions stated on both sides of this document.

Mail To:
Northcoast Promotions, Inc.
P.O. Box 609401
Cleveland, Ohio 44109
Attn: Polar Fest Committee
Email: northcoastpromo@hotmail.com

Checks Payable to:
Northcoast Promotions, Inc.