



2011 Sponsorship Benefits Package & Analysis


- Stage Acknowledgement
- Product Distribution/Tasting/Display
- Coupon Distribution
- Service/Activity Provision
- Day of Event Banner/Signage w/logo
- Print Media Promotion - Lakewood Observer; SunNews
- Electronic News Media - ex. Lakewood Patch
- Rack Card w/Logo¹
- Poster w/Logo
- Event Social Media Promotion
 - Facebook (1400 Friends)
 - eLetter event promo w/hotlink logo (2100 emails; avg 700 open)
 - DowntownLakewood Website (4000 hits/event)
- Event Promotion Generally²
- Yard Signs and/or Street Banners
- Sponsor Employee's Opportunity to Get Involved at Event
- Extra Promotion for Specific Events (See Spec Event Sheet)
- Experience Lakewood iPhone App

2010 Event Attendance100-250 per concert

Lakewood Awards

- 2010 - Most Walkable Ohio Suburb - Walkscore.com
<http://www.walkscore.com/OH>
- 2010 - "Coolest Suburb" Worth a Visit - Travel + Leisure Magazine
<http://snipurl.com/1wgdpt> [www.travelandleisure.com]
- 2010 - Hottest Hood - USA Today
<http://snipurl.com/1uxsqw> [www.usatoday.com]
- 2010 - Cleveland's Best Suburb - Readers' Choice - Cleve Scene Mag
<http://snipurl.com/1uxtbc> [www.clevescene.com]
- 2009 - Best Place in Ohio to Raise Your Kids - Business Week
<http://snipurl.com/1xutu6> [images.businessweek.com]
- 2008 - Best Place in Midwest to Buy an Old House - This Old House
<http://snipurl.com/1uxul1> [www.thisoldhouse.com]

LakewoodAlive - www.lakewoodalive.com

 An Ohio Main Street Program						STREETWALK & 5k RACE	Spooky Pooch Parade	Light Up Lakewood	Community Forums
Front Porch Concerts July & August 2011						July 23, 2011	October 15, 2011	December 3, 2011	2-4 Forums - TBD
8-Jul	15-Jul	22-Jul	29-Jul	5-Aug	12-Aug				
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	
						X	X	X	X
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	
X	X	X	X	X	X	X	X	X	X
							X		
X	X	X	X	X	X	X	X	X	X
						X	X	X	
X	X	X	X	X	X	X	X	X	X

5000 Participants250-350 Runners500 Walkers2000 Spectators3000+ attendees75-150 per forumCox Ch 74 Broadcast

1 - Rack Card Locations2 - General Event PromotionDemographics

- Lkwd Pub Library - 11,000 Visitors/Week
Lakewood City Hall
Lakewood Recreation Department
Downtown Lkwd Merchants
Serpentini/Winterhurst Ice Arena
YMCA
Beck Center for Arts
Virginia Marti College of Art & Design
St. Edward High School
Lakewood Catholic Academy
Positively Cleveland - CLE Visitors Bureau
- Positively Cleveland - CLE Visitors Bureau
News Releases, Photo/Media Advisory to Print, Radio & TV
City of Lakewood Water Bill
Lakewood Observer Articles and/or ads
LakewoodAlive Website - avg. 1700 visits/month
Calendar Listings w/direct link to downtownlakewood.org
Cool Cleveland
Discover Ohio
Plugged in Cleveland
Lakewood Buzz
Lakewood Observer

Crains Cleveland
Cleveland Metromix
Cleveland Magazine
Cox Community Cal
Cleve Family Mag

Clear Channel
Positively Cleve
Cleveland.com
Ohio Traveler
Cleveland Scene
- City Population 51,000
More 25-34 yer olds live in Lakewood than any other place in NEO
15,500 live within 1/2 mile of central business district

2010 PSA Promo & TV Coverage
WTAM - 1 week promo - Spooky Pooch Parade
106.5 - Spooky Pooch & Light Up lakewood
107.3 - Spooky Pooch Parade
Fox 8 - Spooky Pooch Parade - Morning Show
Channel 5 & Cox Cable - Light Up Lakewood

Downtown Lakewood - www.downtownlakewood.orgLakewoodAlive, 14701 Detroit Avenue, #LL10, Lkwd, OH 44107 (216) 521-0655