

LAKEWOOD FRONT PORCH CONCERTS

Fridays in July: 8, 15, 22 and 29, 2011

SPONSORSHIP BENEFITS

Representatives on-stage speaking

Stage Acknowledgement by Event MC

Product Distribution/display

Coupon distribution

Service/Activity Provision

Banner on Library Pillars with logo - traffic count 20K+/day.
Library has 11,000 visitors /week.

Social Media Promotion

FaceBook – Downtown Lakewood fan page, 1300+ fans; linked to Twitter
LakewoodAlive e-letter promotion with hotlinked logo – 1600 addresses; avg.
700 clickthroughs
Hotlink logo on downtownlakewood.org website event page = avg, 6000
visits/month in summer months
iPhone Lakewood Event app is in development

Print Media Promotion:

Front Porch Rack Card with logo (2500) – distributed and posted throughout city,
including City Hall, Lakewood Hospital and major office tenants and retail
businesses in the downtown district
Event Ads in Lakewood Observer w/ logo (14, 000 distribution)
Event article with sponsor mention in Lakewood Observer

Event promotion general:

Positively Cleveland – CLE Visitors Bureau
News Release and Photo Advisory to all major print and TV outlets
Calendar listing with direction to downtown lakewood.org:
Cleveland.com
Discoverohio.com
Scene Magazine
Cox Community Channel
Canine Connection
Cleveland Magazine
Craigslist.com



City of Lakewood Stats: 50,000 residents; 15,000 live within ½ mile of downtown district; **More 25-24 years old call Lakewood** home than any other community in the region

2010 – Travel + Leisure – Coolest USA Suburb Worth a Visit
2010 – Scene Magazine – Best Cleveland Suburb
2009 – Business Week – Best Place in Ohio to Raise Your Kids
2008 – This Old House – Best Place in the Midwest to Buy an Old House