



BRITE WINTER

2023 SPONSORSHIP
OPPORTUNITIES

BRITE WINTER IS CLEVELAND'S MUSIC AND ART FESTIVAL

- Largest cultural event in Cleveland between New Year's and St. Patrick's Day, and the largest cold-weather music festival in the Midwest.
- Consistently draws 12,000+ attendees annually to an outdoor festival in February in Cleveland, proving that if you do programming right, Clevelanders will not only endure, but enjoy the winter.
- Highlights Cleveland's robust music scene by hosting 30+ of the best local and regional acts.
- Inclusive and family-friendly.
- Engages the community in the creation and construction of large-scale art installations.
- 2023 is the 14th annual Brite Winter festival, making it the longest-running large-scale music festival in the region.



BY THE NUMBERS

MARKETING

TV:

WOIO, WKYC, WEWS, WJW, Spectrum

RADIO:

WMJI, WDOK, WNWV, WCPN, WKSU

PRINT/ONLINE:

The Plain Dealer, Cleveland Scene Magazine, Cleveland Magazine, Fresh Water Cleveland, Cleveland Jewish News, The News Herald, Medina Gazette, Elyria ChronicleTelegram

BLOGGERS/INFLUENCERS:

Crave CLE, The Cleveland Bucketlist, Cleveland East Side Moms, Guiltless Podcast, LoCLE Grown

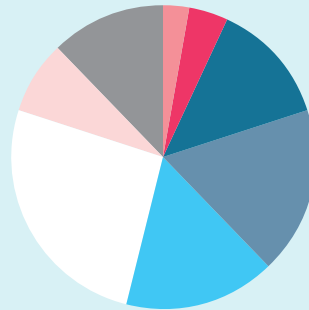
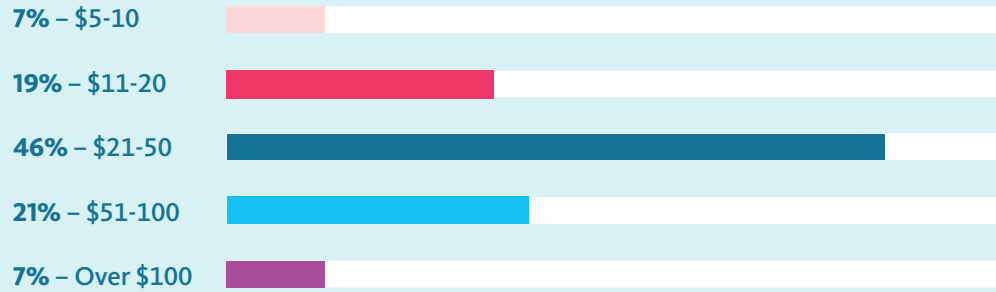
2022 MEDIA PARTNERS:

Cleveland Magazine, Cleveland Scene, Tremont West Development Corporation, Northwest Neighborhoods CDC, Ohio City Incorporated, Yelp, ClIFF, Cleveland Jewish News, Jason Nicholas at WOIO, Orange Barrel Media, Whistle Communications

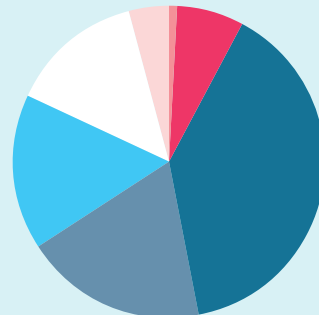
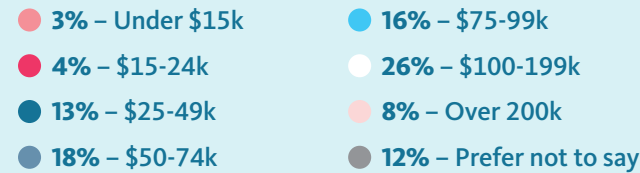
2022 MEDIA IMPRESSIONS:

54,199,378 (Estimated media value: \$545,510)

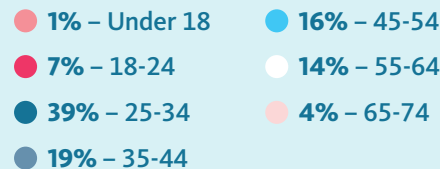
HOW MUCH DID YOU SPEND?



WHAT IS YOUR ANNUAL HOUSEHOLD INCOME?



HOW OLD ARE YOU?



FACEBOOK:

- 17,000 post engagements
- 9,438 followers (up 12%)

TWITTER:

- 3,578 followers
- 60,000 impressions

INSTAGRAM:

- 4,870 followers (up 27%)
- 8,000 engagements
- 265,000 impressions (up 60%)

"IT TRANSFORMS AN AREA DOWNTOWN INTO A CREATIVE, FUN, ECLECTIC ENVIRONMENT."

— BRITE 2022 GUEST



PARTNERSHIP OPTIONS

PRESENTING SPONSOR (1 OPPORTUNITY)

- Exclusive naming rights to the 2023 Brite Winter Festival and Main Stage
- Partner logo integrated with the Brite Winter image campaign, prominently displayed on all printed materials, event publicity materials, digital communications, and website
- Promotional posts highlighting sponsorship on Brite Winter social media pages
- Recognition in main stage announcements
- (25) complimentary VIP tickets and (100) complimentary General Admission tickets to the 2023 event

Presenting Sponsor Option: \$45,000



PARTNERSHIP OPTIONS

2ND MAIN STAGE SPONSOR (1)

- Naming rights to a main stage at Brite Winter
- Top tier logo inclusion on all printed materials, event publicity materials, digital communications, and website
- Promotional posts highlighting sponsorship on Brite Winter social media pages
- (8) complimentary VIP tickets
- Employee engagement opportunities as committee members, music reviewers, and art co-creators

2nd Main Stage Sponsor: \$25,000

SPECIALTY STAGE SPONSOR (2)

- Naming rights to a smaller stage within the festival footprint
- Logo inclusion on all printed materials, event publicity materials, digital communications, and website
- Promotional posts highlighting sponsorship on Brite Winter social media pages
- 8 complimentary VIP tickets

Specialty Stage Sponsor: \$12,500



PARTNERSHIP OPTIONS

VISUAL ART SPONSOR (2)

- Naming rights to a large-scale visual arts installation featured prominently in the festival footprint
- Logo inclusion on all printed materials, event publicity materials, digital communications, and website
- Promotional posts highlighting sponsorship on Brite Winter social media pages
- 8 complimentary VIP tickets

Visual Art Sponsor Option: \$12,500

WARM & COZY SPONSOR (2)

- Naming rights to either our Warm & Cozy tent or VIP tent, where guest can enjoy a heated tent space, upgraded restroom facilities, and a chance to sit down
- Logo inclusion on all printed materials, event publicity materials, digital communications, and website
- Promotional posts highlighting sponsorship on Brite Winter social media pages
- 8 complimentary VIP tickets

Warm & Cozy Sponsor Option: \$12,500



PARTNERSHIP OPTIONS

SILVER SPONSOR

- 2nd tier logo inclusion on printed materials and website
- Social media integration
- 4 complimentary VIP tickets
- Employee engagement opportunities

Silver Sponsor Option: \$5,000

BRONZE SPONSOR

- Name inclusion on central signage and website
- Social media inclusion in general thank you to sponsors
- 2 complimentary VIP tickets

Bronze Sponsor Option: \$2,500



PARTNERSHIP OPTIONS

COMMUNITY SPONSOR

- Named sponsor on website and social media post
- Inclusion in donor signage at event
- 2 VIP tickets included

Community Sponsor Option: \$1,000

BRITE BACKER

- Named sponsor on website
- Inclusion in donor signage at event
- 2 VIP tickets included

Brite Backer Option: \$500



CURRENT SUPPORTERS



RECENT PAST SPONSORS



...and hundreds of individual donors over the last 14 years.

**FOR MORE
DETAILS CONTACT:**

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