



FAITH ● FELLOWSHIP ● FAVOR

# HISTORY OVERVIEW

Since 1984, The Columbus GospelFest promotes community engagement for thousands of Central Ohio residents through its community gospel and Arts festival, wellness fair, Disabilities-Fest, Merchant Fair, Senior Pavilion and family focused Children's Edu-Fun Fest activities. The events include national and local artists providing musical and other artistic expression that fully engages the entire family. The events provide a platform for the arts and ability to provide health and wellness, safety, and disabilities information and resources. The Children's Edu-Fun Fest in partnership with COSI also provides fun stem activities and free gifts bags for the kids. Additionally, the event supports local businesses, merchants and community-based organizations. The Wellness-Expo is a key component that strives to bring awareness to community health concerns, with multiple health care exhibitors, screenings and health care providers and a Senior Pavilion that provide valuable information and resources for the community. The Merchant Fair provides an opportunity for local vendors and merchants to showcase their goods and services.

***Our mission is to provide Central Ohio and its surrounding communities an opportunity to enjoy free family community event with a focus on arts, local business, and health & wellness.***

The Columbus GospelFest is an annual outdoor family festival with 39 years of successful operations. We have established ourselves as a staple in our community, drawing a diverse and enthusiastic audience from across the region. We also include an online program to reach those in our community in nursing homes and those with disabilities that are unable to attend. Our stem program not only is part of the COSI Science Fair but is also in several schools. CGF also does additional musical and wellness programs throughout the year. The CGF program is showcase online and reached over 10K people on our social media platforms with over 7500 in attendance throughout the day. The CGF overall reached over 15,000 on Facebook, and over 700 through the GospelFest website in the last 2 years. The program will now include both live and online access. The community event has received recognition from the Columbus City Council, media coverage from WCMH Channel 4, WSYX Channel 6, Kidslinked, Columbus Parent, The Columbus Dispatch, and Columbus Monthly.



Columbus Gospelfest is Central Ohio number one premier gospel event. By blending a unique mix of uplifting, and engaging music with community resources and great food the Columbus Gospelfest is the right faithbased community event that fits your organizational needs. Columbus Gospelfest has grown over the last 40 years from hundreds to currently over 8k in attendance each year

# EVENT OVERVIEW

# EVENT DETAILS

**Date: August 31<sup>st</sup>, 2024**

**Location: GENO PARK 303 W. Broad St, Columbus, Ohio 43215**

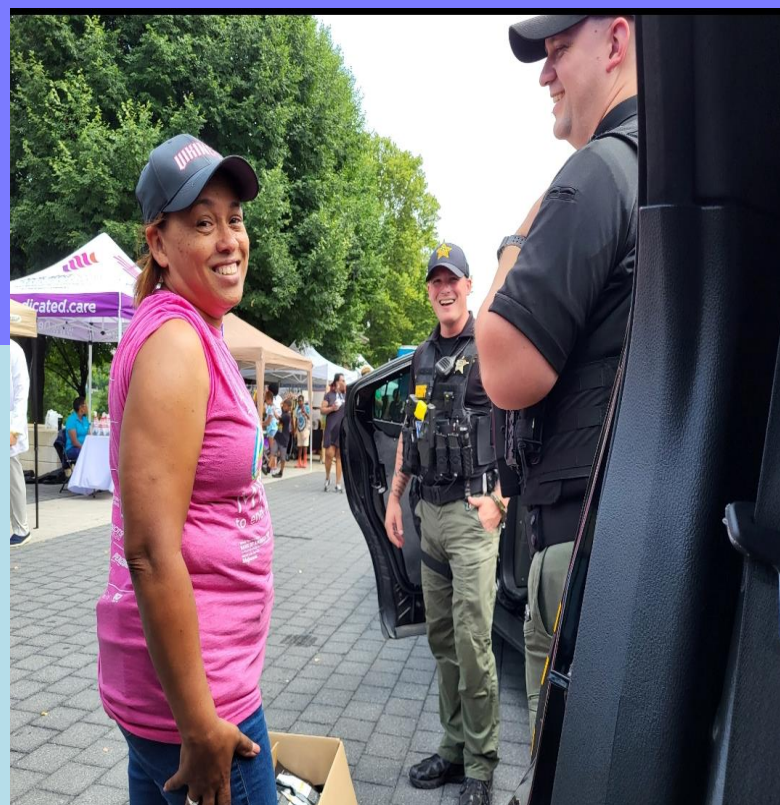
**Time: 11am – 8pm**

**Expected Attendance: 5,000 – 8,000**

**Targeted Audience: Families within the Midwest , Male, Female, Teenagers**

**Targeted Ages: 25 – 54,(P1), 6 – 65(P2)**

**Current Sponsors: CareSource, PrimaryOne Health, GCAC, OAC, Columbus Rec & Park, Joy 107.1, COSI and much, much more**



# Sponsorship Opportunities



Marketing partners who participate are never disappointed with the outstanding opportunities to access the power of the exclusive consumer base!

Customized sponsorship opportunities make it possible for businesses and organizations to take full advantage of this key community event. Sponsors of Columbus GospelFest receive the implied "Praise Seal of Approval" that your business is honest, upstanding and supports the inspirational community.

## Sponsorship categories

- Automotive sponsor (1)
- Associate sponsors (2)
- ChurchHour Sponsor(7)
- Title sponsor (1)
- Feature sponsors (4)
- Booth sponsors opportunities

## **TITLE SPONSOR • PROMOTIONAL DATES: June – August , 2024**

Your title sponsorship is not only category exclusive but is co-branded with Columbus GospelFest & Joy 107.1  
Many activations prior to and during the event are possible to implement to fill your needs!

### **On-air**

Inclusion as title sponsor in radio/tv promotional announcement mentions.

On-line Logo inclusion on dedicated Columbus GospelFest events page.

Hyper-link to Columbus GospelFest sponsor website.

Inclusion in email/newsletter blasts as a feature sponsor.

Virally included in all social and earned media on Columbus GospelFest & Joy 107.1

100,000 Programmatic Display Ads

Two (2) Eblast through ColumbusBlack

### **On-site**

Premium positioned in high traffic area TBD.

10'x10' space (set up includes 1 table/ 2 chairs).

A minimum of twenty (20) stage announcements.

BackStage passes to include VIP credentials/reserved seating/reserved parking

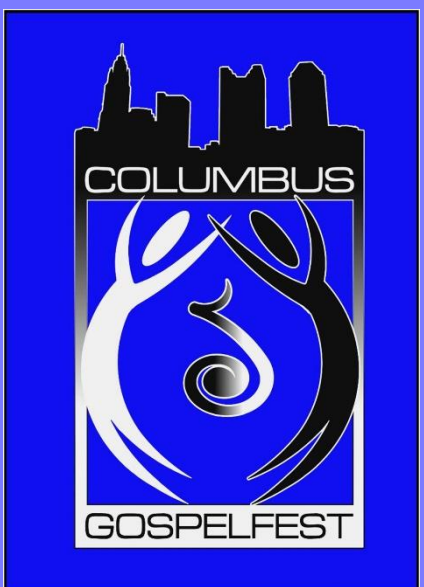
Opportunity for collateral materials to be distributed at the event.

Sponsorship of Columbus GospelFest on-site activation.

Banner on main stage.

**Investment \$18,000**

Only one non-competing Sponsorships available



## **ASSOCIATE SPONSOR • PROMOTIONAL DATES: June – August, 2024**

### **On-air**

Inclusion as associate sponsor in radio/tv promotional announcement mentions.

### **On-line**

Logo inclusion on dedicated Columbus GospelFest events page as an associate sponsor.

Inclusion in email/newsletter blasts as an associate sponsor.

Ten (10) Co Branded social media posts on IG, FB and Twitter

50,000 Programmatic Display Ads During the Gospelfest

One (1) Eblast through ColumbusBlack

### **On-site**

10'x10' space (set up includes 1 table/ 2 chairs).

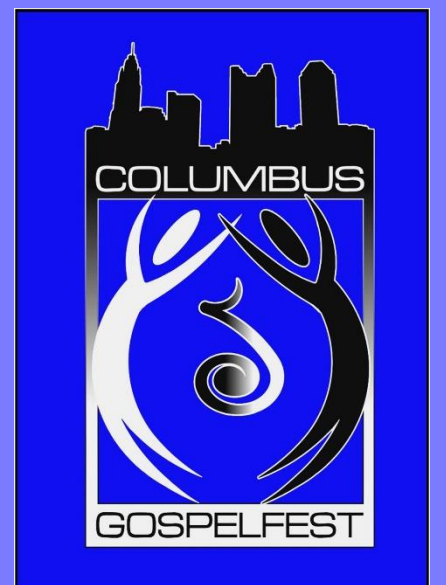
Opportunity for collateral materials to be distributed at the event.

A minimum of five (5) stage announcements.

Banner on the Main Stage.

**Investment \$10,000**

Only Two (2) non-competing Sponsorships available



# FEATURE SPONSOR • PROMOTIONAL DATES: June – August , 2024

## On-line

Logo inclusion on dedicated Columbus GospelFest events page as a feature sponsor.

Hyper-link to sponsor website.

Inclusion in email/newsletter blasts as a feature sponsor sent  
Six (6) Co Branded social media posts on IG, FB and Twitter

## On-site

10x10 booth (includes one table and two chairs) to display product or service.

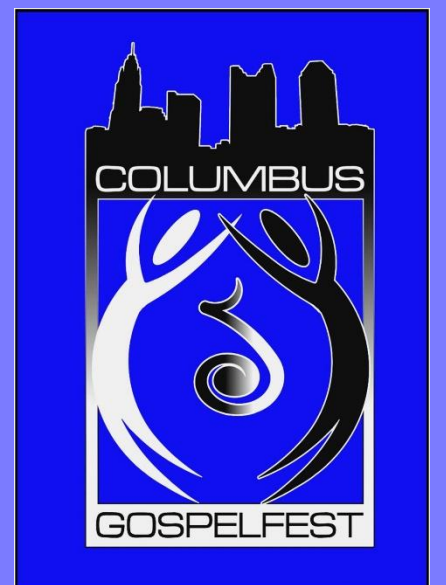
A minimum of four (4) stage announcements.

Sponsorship of Columbus GospelFest on-site activation

Opportunity for collateral materials to be distributed at the event.

**Investment \$2,500**

Four sponsorships available





## **AUTOMOTIVE SPONSOR • PROMOTIONAL DATES: June – August, 2024**

Name inclusion in a minimum of 20 pre-recorded weekly promotional announcements June thru August  
Identifying your dealership as the “Columbus GospelFest Automotive Sponsor”

Billboard ad in Columbus GospelFest photo gallery (300x250)

Six (6) Co Branded social media posts on IG, FB and Twitter

Four (4) Minium On Stage Announcement

10x10 booth (includes one table and two chairs) to display product or service.

Any product sales must be approved two (2) weeks prior to event.

Sponsor is responsible for payment of sales tax determined by and paid to venue.

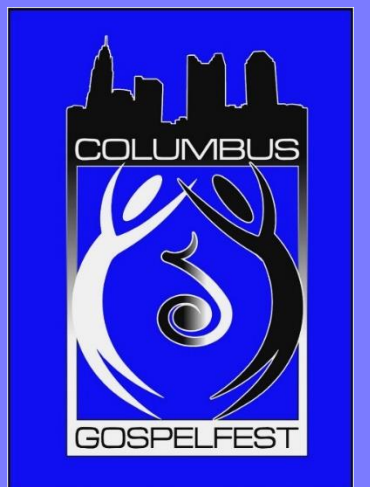
Opportunity for collateral materials to be distributed at the event.

Four small to large size vehicle displays to be placed in pre-approved locations throughout the venue.

On stage signage.

**Investment : 2,500 – 5,000**

One sponsorship available



# NON-PROFIT BOOTH SPONSORSHIP

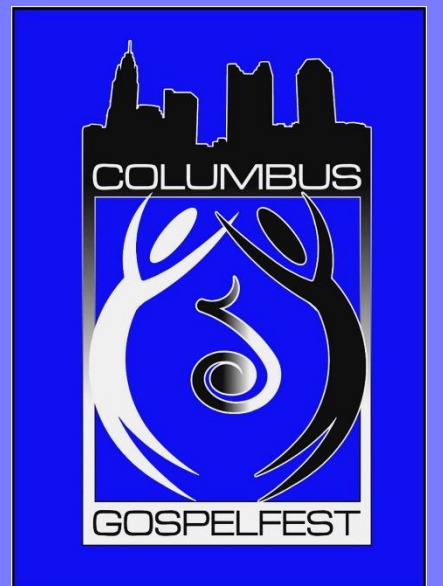
## On-line

Logo inclusion on dedicated Columbus GospelFest events page as an associate sponsor.  
A minimum three (3) CoBranded Social Media Post on Columbus GospelFest Social Media Sites

## On-site

10x10 booth (includes one table and two chairs) to display product or service.  
Opportunity for collateral materials to be distributed at the event.

**Investment \$150**



## **RETAIL BOOTH SPONSOR • OPEN TO ANY PRE-APPROVED RETAIL BUSINESS**

### **On-line**

Logo inclusion on dedicated Columbus GospelFest vendor page  
A Minimum three (3) Cobranded Social Media Post on Columbus GospelFest Social Media Sites

### **On-site**

10x10 booth (includes one table and two chairs) to display product or service.  
Opportunity for collateral materials to be distributed at the event.  
Acknowledgement from the Main Stage.

**Investment \$250**



# **FOOD VENDOR SPONSOR • OPEN TO ANY PRE-APPROVED FOOD BUSINESS**

## **On-line**

Logo inclusion on dedicated Columbus GospelFest vendor page  
A Minimum three (3) Cobranded Social Media Post on Columbus Gospelfest Social Media Sites

## **On-site**

Opportunity for collateral materials to be distributed at the event.  
Acknowledgement from the Main Stage.

**Investment \$300**



## POLITICAL ON-SITE SPONSOR BOOTH

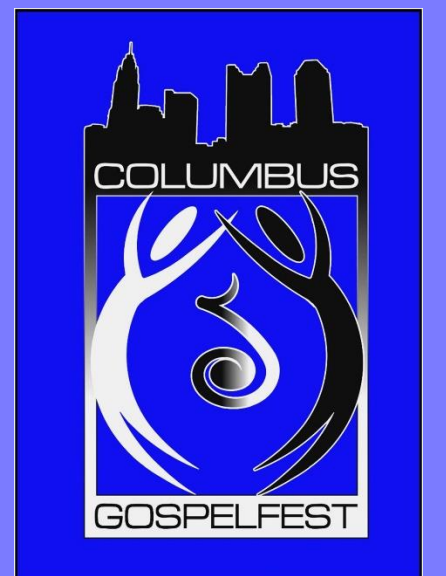
As a Political On-Site Sponsor, you will receive the following:

### On-site

10x10 booth (includes one table and two chairs) to display product or service  
Opportunity for collateral materials to be distributed at the event.  
Interact with walkers and attendees throughout the event



**Investment \$750**



# Yes! I Would Like To Sponsor Columbus Gospelfest

Sponsorship Level: \_\_\_\_\_

Amount: \$ \_\_\_\_\_

Approved by: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Billing address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Four (4) week prior notice required for cancellation - cash in advance may be required in the event of non-payment; if collection assistance is required; or this account is collected by an attorney, by suit or otherwise, I agree to pay all costs of collection including but not limited to reasonable attorney's fees and court costs.