



JULY 22 - AUGUST 12  
10:00 A.M. - 2:00 P.M.



**UNIVERSITY  
CIRCLE INC**

## ABOUT THE SERIES

Launched in the summer of 2021, UCI presents YAY! Saturdays, a 4-week event experience for youth and families in the neighborhoods adjacent to University Circle. YAY! invites families and children to experience three different “zones” of activity all with hidden gems of learning and civic engagement. K-8 is the target learning level for most activities.

## TIME COMMITMENT

Discovery & Shape-Up Zone Hours: 10:00 a.m. - 2:00 p.m.; 4 hours of programming; sensory hour to start

Fan Zone Performances: 11:00 a.m., 12:00 p.m., and 1:00 p.m. (semi-flexible); three available slots per week

Fitness Classes: 10:00 a.m. yoga style or meditation offered weekly



## DISCOVERY ZONE

5-10 minute activities led by museums and educational partners throughout the four-hour duration of the event. Organization is provided a 10x10 canopy tent, 2 tables, & 8 chairs. Additional tent provided in inclement weather. Seeking 5-7 partners per event.



## SHAPE-UP ZONE

Ongoing wellness, recess-style, or sports activities throughout the four-hour duration. Open air grassy environment. Tent optional based on activity provided. No structured fitness classes except yoga or meditation. Seeking 1-2 partners per event.



## FAN ZONE

Live music, theater, dance, or interactive show on an open air stage. Basic amplified sound provided with sound engineer on-site. Tent cover for stage provided in inclement weather. Seeking entertainment for 3 performance slots per event.

## NEW ELEMENTS FOR 2023

YAY! Saturdays, only in it's third year, continues to find ways to improve. UCI conducts post-event surveys of attendees and interviews with prior year partners to further enhance the relatively new series. Below are some additions or changes for this upcoming season.

- Adjusting the overall event time to 10:00 a.m. - 2:00 p.m.
- Adding a sensory hour at the start of each event from 10:00 a.m. - 11:00 a.m.
- Working with more food vendors to add better variety
- Developing new weekly themes to curate and market a better experience for attendees

## AUDIENCE & OUTREACH

YAY! Saturdays typically sees one-third of families visiting from CMSD households while the remaining participants come from inner-ring communities throughout the eastside of Cleveland. UCI's marketing allocation for the YAY! series is second only to WOW! Wade Oval Wednesdays in terms of event promotion. A mix of radio, billboard, TV and other paid & earned media opportunities are secured for the program.

Approximately 3,000 attendees visited Wade Oval for YAY! Saturdays in 2022 with an average of 500-750 attendees per week. For 2023, UCI's goal is to increase attendance by 50%.

## WEEKLY CONTENT THEMES

Many partners reported difficulty with establishing creative, new program ideas each week. Attendees really enjoyed previous, one-time themed events (ex: "Circle the Circus" show) and responded well to other theme suggestions. UCI understands not all themes will resonate with your organization; if you're focused on literacy and books, you are not limited to just reading or writing themes. Feel free to be creative, the themes are a general guide. UCI will add specific pre-booked elements that tie into each week.

WEEKLY THEME	DISCOVERY ZONE Themes & Connections	SHAPE-UP ZONE Programming Ideas	FAN ZONE Performance Ideas
<b>YAY! FOAM</b> JULY 22	Activities that explore Earth sciences, the universe, atmosphere & weather.	Foam party, field day style programming, end of summer themes, sports lessons.	STEM or other Earth science shows, focuses on innovation & tech, musical performances.
<b>YAY! CIRCUS</b> JULY 29	Activities that explore animals, aquariums, living organisms, and sustainability.	Hula hooping, juggling, carnival games, face painting, balloon animals.	Circus-style performances, performance art, acrobatic performances.
<b>YAY! RECESS</b> AUGUST 5	Activities that explore health, wellness, nutrition, eating, and nurturing.	Tests of strength and agility, sports lessons, field day style recreation.	Dance battles, wellness and movement performances, instrumental elements.
<b>YAY! PLAYHOUSE</b> AUGUST 12	Activities that explore reading, writing, theater, poetry, and other connections 'to the stage.'	General outdoor activities, sports lessons, meditation, balance.	Performances that encompass 'the theatre', spoken word, slam poetry, puppetry, & plays.

## COMPENSATION STRUCTURE

UCI is dedicated to utilizing its events reach for the greater economic impact of University Circle institutions and other non-profit partner organizations. For-profit entities interested in participating at YAY! Saturdays are evaluated individually to determine alignment. Below are typical rate ranges, the length of time expected, and how many partners are engaged at each zone.

**DISCOVERY  
ZONE** \$250  
per Saturday  
4 hrs; 5-7/wk

**SHAPE-UP  
ZONE** \$500-\$3,000  
per Saturday  
4 hrs; 1-2/wk

**FAN  
ZONE** \$500 - \$1,000  
per performance  
30 - 45 mins; 3/wk

Additional opportunities may be available. Traditional fitness, yoga, meditation, roaming artists, and specialized activities are booked and priced on a case-by-case basis.

## PRIMARY CONTACTS

### David Robinson

(216) 707-5084 | david.robinson@universitycircle.org  
Director of Events & Engagement

*Point of contact for food vendors, specialized activities, event suppliers, Shape-Up Zone partners, and Fan Zone stage acts.*

### Nicole Farley

(216) 791-3906 | nicole.farley@universitycircle.org  
Communications & Events Manager

*Point of contact for Discovery Zone partners, marketing, graphics & design, website, and social media content.*

## MISCELLANEOUS INFO & FAQ

- Power and water hookup are available. Arrangements must be made prior to event date with UCI's Communications & Events team.
- All YAY! Saturday events are rain or shine. Only in extreme weather forecasting will the event be cancelled prior to Saturday morning. Cleveland weather is always up for surprises!
- Additional tent canopies are only provided in extreme sun (for added shade) or rainy conditions.
- Typical musicians and groups (3-5 piece bands, cover bands, etc.) are eligible for Fan Zone acts but they fill in the schedule after selecting partner led performances and shows.
- Selling items or soliciting donations is not permitted. Only approved food vendors process transactions.
- Reserved parking is unavailable except for specific circumstances. All street meters are free on weekends.

