

# Circle Summer

Parade the Circle & Circle Village + WOW! Wade Oval Wednesdays

140,000+  
ATTENDEES



ALL SUMMER  
LONG



WADE OVAL  
University Circle, Cleveland, Ohio

University Circle Inc. (UCI) is a local nonprofit that unites the common needs and aspirations of the institutions, businesses, residents and visitors of Cleveland's cultural center, University Circle. UCI's breadth of work includes community education programming, small business resources, clean and safe programming, real estate development, marketing, free community events, and so much more.

Please contact Liz Lewis at [liz.lewis@universitycircle.org](mailto:liz.lewis@universitycircle.org) or 216-707-5029 with any questions or to design your custom sponsorship.

## Parade the Circle & Circle Village June 13, 2020 FREE

Parade the Circle & Circle Village are a collaboration between University Circle Inc. and The Cleveland Museum of Art. Representing the best of what Cleveland has to offer, Parade the Circle & Circle Village blend a parade filled with giant puppets, stilt dancers, and extraordinary people-powered floats with educational, art-centered activities from participating museums and institutions showcasing the rich educational and cultural offerings in University Circle.



## WOW! Wade Oval Wednesdays June 17 - August 12, 2020 FREE

A Cleveland summer favorite, WOW! Wade Oval Wednesdays celebrates community and music through weekly concerts held on Wade Oval. Each week a different genre of music is featured. WOW! encourages visitors to enjoy live music, visit local food trucks and vendors, watch movies under the stars, and celebrate the diversity of the community through special programs and activities.



- + 80,000+ Attendees
- + 9,000 Program Booklets
- + 9,548 Email Engagements
- + 4,216 Facebook Impressions\*
- + 14,785 Twitter Impressions\*

*\*Not including The Cleveland Museum of Art's partner reach*

- + 60,000 Attendees
- + 9 Concerts, Bands, and Genres of Music
- + 40,000 Rack Cards
- + 31,263 Email Engagements
- + 118,843 Facebook Impressions
- + 113,992 Twitter Impressions



## + ENGAGEMENT

UCI's Circle Summer offers sponsorship partners multiple modes and repeat exposure all summer long to a demographically diverse audience. Mediums used for each event include TV, Radio, Print, Digital Advertising, Email Advertising, and UCI's Social Media Platforms (Facebook, Twitter, Instagram).

## + YOUR CIRCLE SUMMER SPONSORSHIP

UCI tailors sponsorship opportunities to best fit individual marketing and community relations objectives. This can range from low-cost sponsorships for logo impressions to higher-end sponsorships including onsite presence and exclusive experiential opportunities. We will work with you to highlight your business and help you achieve your marketing and philanthropic goals.

### Brand Recognition (\$1,000+)

- Website
- Email
- Digital
- Social Media  
(Facebook, Twitter, Instagram)

### Onsite (\$5,000+)

- Tent with Table on Wade Oval
- Welcome Remarks
- Intermission Remarks
- Day-of Signage
- Games and Giveaways

### Exclusive Experiential Sponsorships (\$10,000+)

- Music & Band Sponsor
- Beer & Wine Tent Sponsor
- Hospitality Tent Sponsor
- Interactive Chalk Wall Sponsor
- Photo Station Sponsor
- Lawn Games Sponsor
- Circle Village Sponsor (Parade Only)
- Movie Night Sponsor (WOW! Only)
- Balloon Artist Sponsor
- Face Painting Sponsor

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### Past and Present Sponsors Include:

PNC Bank, Cleveland Department of Public Utilities, Cuyahoga Arts & Culture, RTA, T-Mobile, Wayside Furniture, Calhoun Funeral Homes and more.

