

Wade Oval Winter

Holiday CircleFest + **The Rink at Wade Oval**

**35,000
ATTENDEES**



**ALL WINTER
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 or 216-707-5029 with any questions or to design your custom sponsorship.

Holiday CircleFest Sunday, December 6, 2020

More than a dozen of University Circle's renowned museums, gardens, galleries, churches, and schools open their doors and offer an afternoon of holiday activities, music, food, fun, and shopping. Visitors can enjoy live music, craft making, displays of holiday toys and lights, storytelling, and more. Most activities are free.

Outside, Wade Oval becomes Cleveland's Central Park with ice carving demonstrations, horse-drawn carriage rides, live music, photos with Santa, ice skating, a Fire and Light show, and an outdoor holiday market! A free shuttle service runs throughout the event to take visitors to the participating locations.



- + **20,000** Attendees
- + **5,000** Program Booklets
- + **5,585** Email Engagements
- + **42,463** Facebook Impressions*
- + **24,681** Twitter Impressions*
- + **7,547** Instagram Impressions*

**Not counting participants' outreach efforts*

The Rink at Wade Oval Friday, December 4, 2020- Monday, February 15, 2021

Winter adventures begin on the fresh ice at The Rink at Wade Oval! Set among tall trees decorated with snowflake lights and surrounded by University Circle's museum campus,

The Rink at Wade Oval is Cleveland's most picturesque skating destination.

Seasonal programming at The Rink includes free learn-to-skate lessons each Saturday, special hours on Martin Luther King, Jr. Day and Presidents Day, Pink the Rink on Valentine's Day, learn-to-play hockey lessons, and more.

- + **15,000** Attendees
- + **35,000** Rink Rack Cards
- + **32,404** Email Engagements
- + **18,135** Facebook Impressions
- + **54,464** Twitter Impressions
- + **3,532** Instagram Impressions



+ KEY DEMOGRAPHICS FROM POST-EVENT SURVEYS

Holiday CircleFest

77% Female
18% Male

Age

Under 18 - 2%
18-24 - 3%
25-34 - 14%
35-44 - 11%
45-54 - 28%
55-64 - 22%
65+ - 20%

Household Income \$50,000+ - 46%

Attendees from 46 Zip Codes

Top Zip Codes:
44106, 44120, 44118,
44108, 44139

The Rink at Wade Oval

74% Female
21% Male

Age

Under 18 - None of
the respondents
18-24 - 8%
25-34 - 11%
35-44 - 30%
45-54 - 28%
55-64 - 17%
65+ - 6%

Household Income \$50,000+ - 45%

Attendees from 32 Zip Codes

Top Zip Codes:
44118, 44106,
44120, 44145

+ ENGAGEMENT

UCI's Wade Oval Winter offers sponsorship partners multiple modes and repeat exposure all winter 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 WADE OVAL WINTER 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
- Signage
- Games and Giveaways

Exclusive Experiential Sponsorships (\$10,000+)

- Hot Cocoa Sponsor
- Beer & Wine Sponsor (Holiday CircleFest only)
- Restaurant Tent on Wade Oval (HCF only. For sponsors that can provide professional food service and staff at the event.)
- Live Music Sponsor (HCF only)
- Ice Carving Sponsor (HCF only)
- Horse-Drawn Carriage Ride Sponsor (HCF only)
- Holiday Market Sponsor (HCF only)
- Lolly the Trolley Shuttle Sponsor (HCF only)
- Marshmallow Roasting Station Sponsor (HCF only)
- Igloo Photo Sponsor (HCF only)

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

Past and Present Sponsors Include:

PNC, Dollar Bank, Target, Medical Mutual, Cleveland Department of Public Utilities, RTA, T-Mobile, Quake Energy, Constantino's, Glidden House, Small Organization Solutions, Table 45

