



City of Avon Lake
**Total Solar
 Eclipse 2024**
 Sponsorship Packet



On April 8, 2024 the City of Avon Lake will be the best seat in the house to watch the Total Solar Eclipse. Lorain County is 1 of 9 counties in Ohio that are on the centerline of totality with Avon Lake expecting to see 3 minutes and 52.6 seconds of totality.

Because Ohio is within a one-day drive of 70% of the country's population, the county is estimating the population to increase to over 1 million people during the eclipse. Avon Lake is expecting to see an influx of people starting days leading up to and on the day of the eclipse providing a great opportunity for your business to gain exposure and capitalize on the once in a lifetime event.

These sponsorship opportunities are a great way to support the community and help us deliver a stronger experience to attendees while generating exposure and helping your business move forward. This can be a unique and potentially lucrative opportunity for your business.

To become a sponsor please visit
www.avonlakesolareclipse.com

Questions please contact the
 Recreation Department at 440-930-4130 or
 Ron Warner at 216-324-7833.



THE MORNING JOURNAL



NORTH COAST
 Chamber of Commerce

ROAD RACE Eclipse Chaser 5K

The City of Avon Lake is partnering with Hermes Sports & Events to host the Avon Lake Eclipse Chaser 5K and 1 mile walk on Sunday, April 7, 2024. Race starts at 10:00 am.



Sponsorship Options

Title Sponsor - \$5,000

(Limited to 1 sponsor)

Full title placement with event - must sign up early to ensure logo placement

You will receive:

- Have “Presented by Your Company/Brand” added with race name and logo
- Acknowledgement of your support online and throughout the event including all media partners including Fox8 and the Morning Journal
- Opportunity for onsite exhibits and sampling
- Booth presence at race festival and recovery zone
- Physical race bag marketing
- Provide inserts or samples for goodie bag
- Featured sponsor email and social media campaign
- Logo on race signage, bib, eclipse website, printed materials, emails, and social media
- Complimentary race entry x 10

Top Prize Sponsor - \$2,500

You will receive:

- Recognition of sponsor when awarding prizes
- Acknowledgement of your support online and throughout the event including all media partners including Fox8 and the Morning Journal
- Opportunity for onsite exhibits and sampling
- Booth presence at race festival and recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on eclipse website, printed materials, emails, and social media
- Complimentary race entry x 6

Bib Sponsor - \$1,000 ~~SOLD~~

(Limited to 1 sponsor)

You will receive

- Logo on custom designed race bib
- Acknowledgment of your support online and throughout the event
- Opportunity for onsite exhibits and sampling
- Booth presence at race festival and recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on eclipse website, printed materials, emails, and social media
- Complimentary race entry x 2

Vendor Sponsor - \$200

- Opportunity for onsite exhibits and sampling
- Booth presence at race festival and recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, printed materials, emails, and social media

In-Kind Donation Sponsor

Provide the event with products, prizes, or services valued at \$300 or greater that are usable at the event in exchange for sponsor support you will have a presence at the event.

Provide any one or combination of the following:

- Bottled water, sports recovery drink, (coconut water or chocolate milk)
- Energy gels or bars
- Refueling food (fruit, veggies, bagels, etc.)
- Specialty finish line treats (ice cream, cupcakes, pizza, etc.)
- Race day meals for volunteers and staff
- Photography/videography services
- Prize merchandise, services, and goodies for top finishers

You will receive:

- Acknowledgment of your support online and throughout the event
- Booth presence at race festival and recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, printed materials, emails, and social media

Note: sponsors are responsible for bringing their own booth and items to the event. Items for the goodie bag will need to be delivered to City Hall at least 1 week prior to the event.

SHUTTLE Solar Express

The City of Avon Lake is offering the Solar Express shuttle service on Saturday, April 6 and Sunday, April 7, 2024 from 11:00 am to 11:00 pm. The shuttle service is for residents and visitors wishing to visit multiple destinations around town highlighting great restaurants, bars, and shops throughout Avon Lake.



Sponsorship Options

Title Sponsor - \$5,000 (Limited to 1 sponsor)

Full title placement with event - must sign up early to ensure logo placement

You will receive:

- Have "Presented by Your Company/Brand" added to Solar Express name and logo
- Have "Presented by Your Company/Brand highlighted on shuttle map
- Have "Presented by Your Company/Brand on all shuttle stop signage across Avon Lake
- Acknowledgement of your support online and throughout the event including all media partners including Fox8 and the Morning Journal
- Featured sponsor email and social media campaign
- Logo on signage, eclipse website, printed materials, emails, and social media
- Complimentary Watch Party x 10

Shuttle Stop Sponsor - \$1,000

You will receive:

- Have "Presented by Your Company/Brand on all shuttle stop signage across Avon Lake
- Acknowledgement of your support online and throughout the event including all media partners including Fox8 and the Morning Journal
- Featured sponsor email and social media campaign
- Logo on signage, eclipse website, printed materials, emails, and social media
- Complimentary Watch Party x 4

Shuttle Map Sponsor - \$100

You will receive:

- Have your business highlighted on the shuttle map
- Logo/link on eclipse website
- Complimentary Watch Party x 2

Watch Party

The Avon Lake, in partnership with the Avon Lake City Schools, is hosting the “Official Watch Party” at Avon Lake High School Memorial Stadium on Monday, April 8, 2024 including:

- NASA - Live stream of the eclipse broadcast on big screens as it crosses the country
- Local Astronomer on hand talking with Eclipse watchers throughout the day activities about their experience
- Live Music - Audiophile @ 11:30am and Follow the Sun @ 3:30 pm
- Food Trucks & Concessions
- Local Vendors including glasses and other eclipse merchandise
- Kids Play Area
- Dedicated Telescope Observation Area



Sponsorship Options

Sun Sponsor/Title Sponsor - \$5,000 (Limited to 1 sponsor)

Full title placement with event - must sign up early to ensure logo placement

You will receive:

- Have “Presented by Your Company/Brand” added with name and logo
- Have “Presented by Your Company/Brand” on banner atop the main stage
- Acknowledgement of your support online and throughout the event including all media partners including Fox8 and the Morning Journal
- Opportunity for onsite exhibits and sampling
- Provide inserts or samples for goodie bag
- Featured sponsor email and social media campaign
- Logo on watch party signage, eclipse website, printed materials, emails, and social media
- Complimentary Watch Party x 10

Moon Sponsor/Stage Sponsor - \$3,000 (Limited to 1 sponsor)

You will receive:

- Have “Presented by Your Company/Brand” on the main stage
- Acknowledgement of your support online and throughout the event including all media partners including Fox8 and the Morning Journal
- Opportunity for onsite exhibits and sampling
- Provide inserts or samples for goodie bag
- Featured sponsor email and social media campaign
- Logo on watch party signage, eclipse website, printed materials, emails, and social media
- Complimentary Watch Party x 6

Entertainment Sponsor - \$2,000 (Limited to 2 sponsors)

You will receive:

- Have “Presented by Your Company/Brand” on all promotional materials and announced throughout the day of the event
- Acknowledgement of your support online and throughout the event including all media partners including Fox8 and the Morning Journal
- Opportunity for onsite exhibits and sampling
- Provide inserts or samples for goodie bag
- Featured sponsor email and social media campaign
- Logo on watch party signage, eclipse website, printed materials, emails, and social media