

**KIRTLAND HERITAGE GROUP PRESENTS:**

# **The Piano Guys & The Chosen**

**A Weekend of Music, Faith & Inspiration**



**Friday, November 13: Lakewood, Ohio**  
**Saturday, November 14: Akron & Hudson, Ohio**  
**Sunday, November 15: Willoughby, Ohio**

**SPONSORSHIP PACKET**

**INSPIRING FAITH & STRENGTHENING COMMUNITY ACROSS NORTHEAST OHIO**

KIRTLAND HERITAGE GROUP PRESENTS:

# The Piano Guys & The Chosen

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## SPONSORSHIP PACKET

## EVENT OVERVIEW

### A Weekend of Music, Faith & Inspiration

The Kirtland Heritage Group is bringing The Piano Guys, alongside cast members from The Chosen to Northeast Ohio for an unforgettable weekend of music, storytelling, faith, & community engagement.

**5,000+**

TOTAL WEEKEND REACH

**3**

DAYS OF EXPERIENCES

**5**

FEATURED EVENTS

### Projected Attendance

EVENT	LOCATION	PROJECTED ATTENDEES
Friday Evening Concert/Event	Lakewood Civic Auditorium	1,700
Saturday Evening Concert/Event	Akron Civic Theatre	2,500
Meet & Greet #1	St. Mary Parish, Hudson	300
Meet & Greet #2	Friends Church, Willoughby Hills	300
VIP Dinner	The Music Box Supper Club	300

*Over 1,500 congregations and parishes throughout Northeast Ohio will help promote this event through bulletins, email campaigns, flyers, websites, and social media outreach. Your logo and promotional messaging are projected to be viewed by more than 600,000 people across these combined marketing efforts.*

# AUDIENCE & MARKETING REACH

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## Reach the Right Audience

Sponsors receive visibility across families, faith communities, regional visitors, and community organizations - reaching thousands of engaged attendees throughout Northeast Ohio and beyond.

### AUDIENCE INCLUDES:

- Families and young adults
- Faith communities & church groups
- Community leaders & organizations
- Regional visitors & tourists

### GEOGRAPHIC REACH:

- Northern Ohio
- Pennsylvania & Michigan
- Indiana & Western New York
- Additional surrounding states

## Pre-Event Marketing & Promotional Opportunities

- Inclusion in radio promotions and interviews (50+ on-air mentions)
- Logo placement on all printed advertising materials
- Inclusion in event e-blasts and email campaigns
- Mentions across official social media platforms
- Inclusion in pre-event promotional videos
- Banner advertisement placement on the event website
- Recognition in press releases and media announcements
- Sponsor spotlight features on social media and email campaigns
- Hyperlinked logo placement on the event website
- Opportunity to provide promotional items or coupons in VIP gift bags
- Inclusion in digital event countdown campaigns

## On-Site Event & VIP Experiences

- Event or stage naming rights
- Custom video played before the concert/event
- On-site banner and signage placement
- VIP seating at both concerts/events
- VIP parking passes
- Green room access with artists prior to the event
- Backstage meet-and-greet passes
- On-stage recognition and announcements during the event
- Inclusion in concert/event printed programs
- Reserved seating at the VIP dinner
- Opportunity for a sponsor representative to welcome attendees from the stage
- Exclusive hospitality lounge access
- Branded photo opportunity or step-and-repeat backdrop placement
- Product display booth or sponsor activation area at the venue
- Opportunity to include branded materials in attendee welcome packets
- Tickets for employees, clients, or ministry partners

*Sponsor exposure opportunities include: logo placement, stage recognition, printed advertisements, social media recognition, website visibility, event signage, VIP event participation, sponsor booths or displays, and video advertisements.*

- **First right of renewal for future events**

# THE HOST ORGANIZATION

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## Kirtland Heritage Group

A 501(c)(3) nonprofit dedicated to strengthening community relationships, promoting interfaith understanding, and highlighting the historic significance of northern Ohio - creating experiences that strengthen families and inspire faith.

*"The mission of the organization is to create meaningful experiences that strengthen families, build community relationships, and promote faith-centered inspiration."*

### PREVIOUS COMMUNITY EVENTS

- Interfaith devotionals
- Community concerts
- Historic tours and experiences
- Heritage festivals
- Charity outreach projects
- Educational and family-centered events

### PAST GUESTS & PERFORMERS

- The Piano Guys
- Lamb of God
- Nashville Tribute Band
- Rudy Ruttiger
- Kirby Heyborne
- Cast members from The Chosen
- Community and faith leaders



# PREMIER OPPORTUNITY

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## Presenting Sponsor

### INVESTMENT: \$12,500

The highest-visibility package for an organization seeking broad recognition throughout the full weekend experience.

*Maximum presenting sponsors by tier: 2*

### FULL WEEKEND PACKAGE INCLUDES:

- Exclusive "Presented By" naming rights across all events
- Largest logo placement on all marketing materials
- Premium logo on website, brochures, signage, tickets, email & social graphics
- Full-page premium ad in event program
- Onstage recognition during all events
- Sponsor video played before every performance
- VIP table at dinner event & meet-and-greet access
- Premium reserved seating at all events
- Sponsor booth, media interviews & representative stage recognition

### Friday Evening Concert

**\$9,000**

*Maximum presenting sponsors by tier: 2*

### Saturday Evening Concert

**\$9,000**

*Maximum presenting sponsors by tier: 2*

### Meet & Greet 1 Saturday 11/14

**\$2,500**

*Maximum presenting sponsors by tier: 3*

### Meet & Greet 2 Sunday 11/15

**\$2,500**

*Maximum presenting sponsors by tier: 3*

### VIP Dinner Friday 11/13

**\$2,500**

*Maximum presenting sponsors by tier: 3*

# CORE SPONSORSHIP LEVELS

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Flexible giving levels for organizations that wish for meaningful visibility and community alignment throughout the weekend.

## PLATINUM

**\$5,000**

- Large logo on all materials
- Full-page program ad
- VIP ticket package
- Stage recognition
- Website & social media
- Sponsor booth/display
- Preferred seating

## GOLD

**\$2,500**

- Half-page program ad
- Event signage
- Website logo placement
- Social media recognition
- Preferred seating package

## SILVER

**\$1,700**

- Quarter-page program ad
- Shared event signage
- Website listing
- Event recognition

## BRONZE

**\$1,000**

- Name in event program
- Shared signage recognition
- Website listing

## FRIEND OF THE EVENT

**\$500**

- Name listing in event program
- Website supporter listing

# EVENT SPONSORSHIPS

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## Featured Event Opportunities

Targeted sponsorship options tied to specific high-value weekend experiences - ideal for organizations wanting a clear connection to one event while still receiving full weekend visibility.

OPPORTUNITY	INVESTMENT	KEY BENEFITS
Saturday Concert Sponsor	\$9,000	Naming rights, stage recognition, large logo, premium signage, social media, VIP seating, half-page ad
Friday Concert Sponsor	\$9,000	Naming rights, stage recognition, large logo, premium signage, social media, VIP seating, half-page ad
VIP Dinner Sponsor	\$2,500	Exclusive recognition at VIP dinner, logo in dining area, stage recognition, VIP seating, social media, program ad
Meet & Greet Sponsor	\$2,500	Event signage, recognition during meet-and-greet, social media, reserved tickets, program listing

## Program Advertising

The event program is distributed at all major weekend events and includes schedules, performer information, sponsor recognition, and inspirational content.

PLACEMENT	INVESTMENT
Back Cover	\$3,000
Inside Front Cover	\$2,000
Inside Back Cover	\$2,000
Full Page	\$1,000
Half Page	\$500
Quarter Page	\$250

# ADDITIONAL VISIBILITY

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## Partnership Opportunities

Additional ways for organizations to participate and gain targeted event exposure beyond traditional sponsorship tiers. Custom packages are available.

### AVAILABLE PARTNERSHIPS:

- VIP Lounge
- Hospitality
- Volunteer Shirt
- Lanyard
- Transportation
- Merchandise
- Charging Station
- Livestream
- Community Service
- Water Station
- Photo Booth

### WHY PARTICIPATE:

- Align with positive community values
- Reach thousands of engaged attendees
- Support family-centered entertainment
- Gain meaningful regional visibility

## CUSTOM OPPORTUNITIES

Don't see exactly what you're looking for? Custom sponsorship opportunities are available. We welcome the chance to create a package tailored to your organization's goals and budget.



# COMMUNITY IMPACT

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## Why Partner With This Event?

This is more than a sponsorship opportunity. This unique community event will feature cast members from *The Chosen* — the most successful crowdfunded television series in history, viewed by more than 280 million people worldwide — along with live performances and special appearances by The Piano Guys, the internationally acclaimed music group with more than 2 billion YouTube views and multiple #1 Billboard albums.

This event will bring together thousands from across Northeast Ohio for an uplifting experience centered on faith, family, music, inspiration, and community connection while providing sponsors with significant regional visibility and community impact.

- **Music & Inspiration:** Nationally recognized performers bringing world-class entertainment to Northeast Ohio families.
- **Interfaith Community:** Bringing together individuals and families across many backgrounds and faith traditions.
- **Regional Tourism:** Drawing visitors from Ohio, Pennsylvania, Michigan, Indiana, and New York.

## PROCEEDS SUPPORT:

- Interfaith community events
- Educational experiences
- Community outreach across Northeast Ohio
- Family-centered programming
- Tourism initiatives

# QUICK REFERENCE

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A simplified overview for meetings, emails, and follow-up conversations.

## Sponsorship Levels

LEVEL	INVESTMENT
Presenting Sponsor	\$12,500
Saturday Concert Sponsor	\$9,000
Friday Concert Sponsor	\$9,000
VIP Dinner Sponsor	\$2,500
Meet & Greet Sponsor	\$2,500
Platinum Sponsor	\$5,000
Gold Sponsor	\$2,500
Silver Sponsor	\$1,750
Bronze Sponsor	\$1,000
Friend of the Event	\$500

## Program Advertising

PLACEMENT	INVESTMENT
Back Cover	\$3,000
Inside Front Cover	\$2,000
Inside Back Cover	\$2,000
Full Page	\$1,000
Half Page	\$500
Quarter Page	\$250

## NEXT STEPS

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### **Partner With Us**

We would love the opportunity to discuss how your organization can become part of this meaningful community event and help create experiences that uplift, inspire, and strengthen communities across Northeast Ohio.

## CONTACT INFORMATION

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### **Joe Jackson**

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