

FORE!FEST
BRIDGE PARK
DUBLIN, OH

JUNE 7TH & 8TH

FORE!FEST

SPONS



SOR

SHIP

FORE!FEST
BRIDGE PARK
DUBLIN, OH

JUNE 7TH & 8TH



BRIDGE PARK FORE!FEST

YOU'RE INVITED TO JOIN US
AS AN OFFICIAL SPONSOR
OF THE ANNUAL STREET AND
MUSIC FESTIVAL – FORE!FEST.
THIS TWO-DAY COMMUNITY
EVENT IS HELD AT BRIDGE
PARK IN PARTNERSHIP WITH
THE MEMORIAL TOURNAMENT
PRESENTED BY WORKDAY.

LOCATION:

BRIDGE PARK, DUBLIN, OHIO

DATES:

FRIDAY, JUNE 7 FROM 5–10PM

SATURDAY, JUNE 8 FROM 5–10PM

FORE!FEST BRIDGE PARK DUBLIN, OH

JUNE 7TH & 8TH



THE OFFICIAL OFF-SITE DESTINATION OF THE MEMORIAL TOURNAMENT PRESENTED BY WORKDAY

Fore!Fest was created in 2013 during the week of the Presidents Cup, hosted throughout the streets of historic Dublin, Ohio. In 2018, Fore!Fest was brought back in partnership with the Memorial Tournament as a one-day street and music festival in Bridge Park. By 2019, Fore!Fest expanded to a two-day music festival featuring local and regional acts.

This year's event will host thousands of visitors in the streets of Bridge Park and feature an exciting local country music line-up, family-friendly activations, DORA (Designated Outdoor Refreshment Area) stations, drink specials and pop-up retail vendors.

FREE GENERAL ADMISSION IS OFFERED TO GUESTS TO ENJOY THE BEST LIVE ENTERTAINMENT, FOOD AND BEVERAGES AVAILABLE DURING THE WEEK OF THE MEMORIAL TOURNAMENT PRESENTED BY WORKDAY.

LAST YEAR, MORE THAN
20,000 PEOPLE ATTENDED
THE TWO-DAY FESTIVAL WHICH
INCLUDED LOCAL, NATIONAL
& INTERNATIONAL VISITORS.



FORE
FEST
BRIDGE
PARK

ES
TD.
20
18

FILE

FORE
FEST
BRIDGE
PARK

ES
TD.
20
18

THE BIG

FORE! F
BRIDGE
DUBLIN
JUNE 7TH

!FEST
PARK
N, OH
7TH & 8TH

PICTU

URE



A BIRDS EYE VIEW

FESTIVAL OPERATIONS

- Event hosted on closed off portions of Bridge Park Avenue and Longshore Street
- One main stage at the intersection of Riverside Drive and Bridge Park Avenue
- Mobile bars, food trucks and street vendors
- Golf and entertainment activations throughout the district
- Restaurant, retail and entertainment from 20+ businesses throughout Bridge Park
- VIP experiences to select attendees/sponsors

HOTEL ACCOMODATIONS

- AC Hotel by Marriott Dublin
- SpringHill Suites by Marriott

EVENT MAP KEY

-  MAIN STAGE
-  BEVERAGE STATIONS
-  SPONSOR ACTIVATION
-  VIP AREA
-  VENDORS
-  EVENT BOUNDARIES
-  FOOD TRUCKS



An aerial photograph of a large outdoor music festival. A stage is visible on the left with several musicians performing. A massive crowd of people fills the rest of the street and surrounding areas. Banners for 'FORE! FEST' and various sponsors like 'Tite' and 'Makers to Mark' are visible. The scene is set in an urban environment with buildings and trees.

**IN 2023, MORE THAN \$40,000
WAS RAISED FOR OUR EVENT
BENEFICIARIES WHICH PROVIDE
DIRECT SUPPORT & ASSISTANCE
TO YOUTH IN NEED.**



HOW YOUR SPONSORSHIP MAKES A DIFFERENCE



Crawford Hoying
FOUNDATION

CRAWFORD HOYING FOUNDATION

Dedicated to supporting the community by opening doors for underserved youth across Ohio, the Crawford Hoying Foundation works to develop actionable solutions through mentorship, scholarships, community events and more.



Benefiting
**NATIONWIDE
CHILDREN'S**

NATIONWIDE CHILDREN'S HOSPITAL

When your child needs a hospital, everything matters. Nationwide Children's Hospital has become America's largest children's hospital and research center. Your support will help them continue to change the future of pediatric care.



**EAT.
LEARN.
PLAY.**

EAT. LEARN. PLAY. FOUNDATION

Stephen and Ayesha Curry's foundation is committed to unlocking the amazing potential of every child by fighting to end childhood hunger, ensuring students have access to a quality education, and providing safe places for all children to play and be active.



BUT WAIT, THERE'S EVEN MORE BENEFITS TO SPONSORING FOREFEST

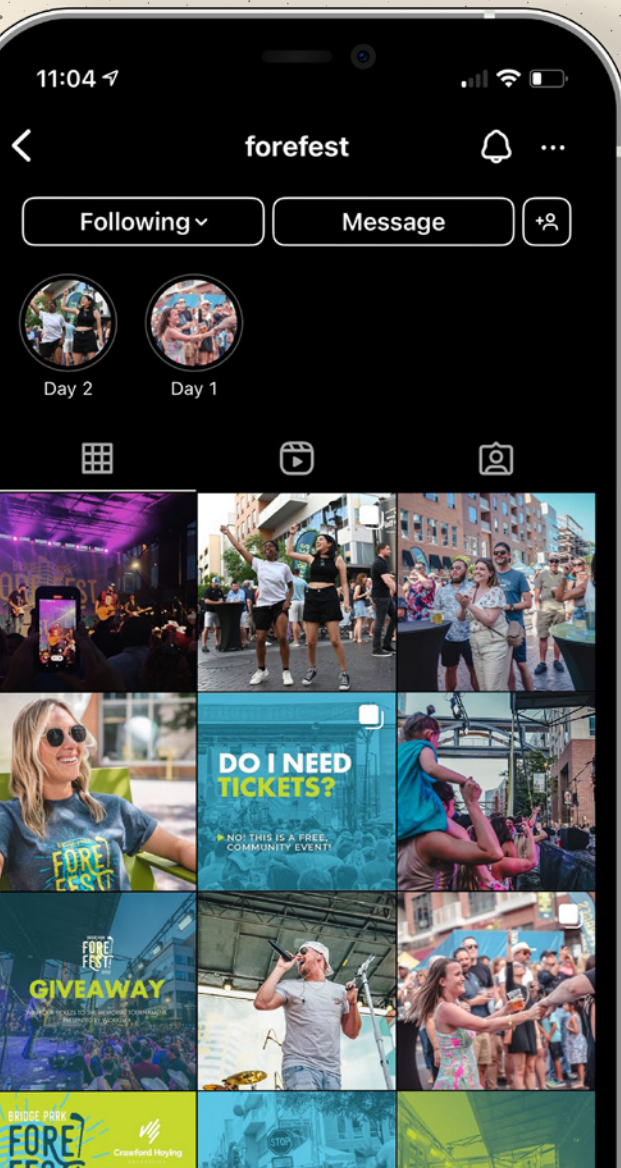
NOT ONLY DO FORE!FEST
SPONSORSHIPS CONTRIBUTE TO
THE BENEFICIARY ORGANIZATIONS,
**BUT IT WILL ALSO PROVIDE
BENEFITS FOR YOUR COMPANY**

BRAND AWARENESS

With thousands of people in attendance, your branding will be seen throughout the festival on signage, swag items, advertisements and more.



PROMOTIONAL STRATEGY & VALUE



A COMPREHENSIVE ADVERTISING AND PROMOTIONAL CAMPAIGN WILL BE ACTIVATED TO HEAVILY PROMOTE FORE!FEST IN THE MONTH LEADING UP TO THE EVENT. TARGETED THROUGHOUT CENTRAL OHIO, INITIATIVES WILL INCLUDE PRINT, DIGITAL, OUTDOOR, RADIO AND PAID SOCIAL CAMPAIGNS.

OUTDOOR/ DIGITAL BILLBOARDS

Dedicated plan pushing promotion of event and brand awareness throughout specific locations around Central Ohio. Digital displays include highly visible boards located in Dublin, Grandview and downtown Columbus.

Est. Value: \$10,000 / 3-4 weeks out from the event.

DIGITAL MARKETING

Targeted digital marketing plan reaching potential visitors across Central Ohio utilizing display advertising, Google ads, SEO, etc.

Est. Value: \$10,000 / 4-6 weeks out from the event.

ORGANIC + PAID SOCIAL (FACEBOOK & INSTAGRAM)

Hyper-targeted organic and paid social campaign reaching 21-60 year old demographic in Central Ohio and surrounding region. In addition, a social plan will include promotions on the Memorial Tournament, HNS Sports Group, Fore!Fest, Crawford Hoying and Bridge Park social pages leading up to and during tournament week, as well as influencer partnerships and giveaways.

Est. Value: \$7,500 / 4 weeks out from the event.



FORE!
FEST
BRIDGE PARK
TD. 20 18

ONLY ONE SPOT AVAILABLE

TITLE SPONSOR

\$30,000

TITLE SPONSOR NAME AND/OR LOGO WILL BE EXCLUSIVELY FEATURED IN FORE!FEST LOGO LOCK UP. FORE!FEST "BROUGHT TO YOU BY [INSERT SPONSOR COMPANY NAME]" LOCK UP WILL INCLUDE THE TITLE SPONSOR'S LOGO AND/OR NAME ON ALL PROMOTIONAL MATERIALS, PRESS RELEASES AND MORE.

**Logo lockup to be approved by both Fore!Fest and sponsor in advance.*

BRAND AWARENESS

- Company mentions/ tags on Bridge Park and Fore!Fest social media accounts (Facebook and Instagram) and Fore!Fest website (forefest.com)
- Logo signage on all Fore!Fest promotional materials, including in the official Tournament magazine
- Logo signage on the top banner portion of the Fore!Fest backdrop(s)
- Company name and logo to be included in all Fore!Fest advertising, promotion and social campaigns (see previous page for specific promotional strategy).
Subject to change due to deadlines and timing.

HOSPITALITY

Entry on Friday and Saturday for 8 people in designated Fore!Fest VIP area. Food and beverage included.

ENGAGEMENT & ACTIVATION

Sponsor will be provided space to showcase product at a premium location within the Fore!Fest event boundaries. Specific location to be situated near the main stage. Dimensions of the space to be discussed with the sponsor and finalized prior to the event date.



FORE!
FEST
BRIDGE PARK
ES
TD.
20
18

ONLY ONE SPOT AVAILABLE

VIP AREA SPONSOR

~~\$20,000~~

This year's spot is already taken. Ask us about sponsoring Fore!Fest 2025!

VIP AREA SPONSOR'S COMPANY NAME AND/OR LOGO WILL BE PROMINENTLY FEATURED OUTSIDE OF THE VIP AREA, ON SITE AT THE EVENT, ON THE EVENT MAP AND PROMOTIONAL MATERIALS. VIP AREA SPONSOR'S COMPANY NAME AND/OR LOGO WILL BE PROMINENTLY FEATURED OUTSIDE OF THE VIP AREA, ON SITE AT FORE!FEST, ON THE EVENT MAP AND PROMOTIONAL MATERIALS.

BRAND AWARENESS

- Company mentions/ tags on Bridge Park and Fore!Fest social media accounts (Facebook and Instagram) and Fore!Fest website (forefest.com)
- Logo signage on all Fore!Fest promotional materials, including in the official Tournament magazine
- Logo signage on Fore!Fest backdrop(s)
- Company name and logo to be included in all Fore!Fest advertising, promotion and social campaigns (see previous page for specific promotional strategy)
- Company name and logo signage at entrance and throughout the VIP area.
**Subject to change due to deadlines and timing*

HOSPITALITY/SPONSORSHIP AREA

Entry on Friday and Saturday for 6 people within the designated Fore!Fest VIP area. Company activations will be located within the designated Fore!Fest VIP area, including A-frame signage, access to table tents and more.

ENGAGEMENT & ACTIVATION

Sponsor will be provided with a premium location for branded tent space to showcase product throughout the two days. Specific location to be positioned near the VIP Area. Dimensions of the space to be discussed with the sponsor and finalized prior to the event date.

betPA
SPORTSBO



FORE!
FEST
BRIDGE 20
PARK 18

ONLY ONE AVAILABLE PER CATEGORY.

EXCLUSIVE BEVERAGE SPONSOR
\$15,000

BEVERAGE CATEGORIES

TEQUILA / BOURBON / ~~VODKA~~ / WHISKEY
GIN / READY TO DRINK / ~~BEER~~ / WINE

EXCLUSIVE BEVERAGE SPONSOR(S) WILL RECEIVE COMPANY NAME AND/OR LOGO AND EXCLUSIVITY OF BEVERAGE CATEGORY AT DESIGNATED OUTDOOR REFRESHMENT AREA (DORA) MOBILE STATIONS LOCATED THROUGHOUT FORE!FEST.

BRAND AWARENESS

- Company mentions/ tags on Bridge Park and Fore!Fest social media accounts (Facebook and Instagram)
- Logo signage on Fore!Fest website (forefest.com)
- Logo signage on Fore!Fest promotional materials, including in the official Tournament magazine
- Logo signage on Fore!Fest stage backdrop(s)
**Subject to change due to deadlines and timing*



FORE
FEST
BRIDGE 20
PARK 18

ONLY ONE AVAILABLE PER CATEGORY.

ADDITIONAL EXCLUSIVE SPONSOR(S)
\$15,000

ADDITIONAL CATEGORIES:

AUTO / JEWELER / FURNITURE STORE
GROCERY / BANK / HEALTH CARE / HOSPITAL

EVENT HOSTS WILL WORK WITH ADDITIONAL EXCLUSIVE CATEGORY SPONSORS TO PROGRAM AN EXPERIENCE WITHIN THE FORE!FEST BOUNDARIES (I.E., SHOWCASE VEHICLES ALONG A SECTION OF THE STREET), AS WELL AS EXCLUSIVITY OF CATEGORY.

BRAND AWARENESS

- Company mentions/ tags on Bridge Park and Fore!Fest social media accounts (Facebook and Instagram)
- Logo signage on Fore!Fest website (forefest.com)
- Logo signage on Fore!Fest promotional materials, including in the official Tournament magazine
- Logo signage on Fore!Fest stage backdrop(s)
**Subject to change due to deadlines and timing*



FORE!FEST
BRIDGE PARK
2018

ONLY THREE AVAILABLE

ACTIVATIONS & PROGRAMMING SPONSOR

\$10,000

ACTIVATIONS & PROGRAMMING SPONSOR(S) WILL RECEIVE A SPACE FOR PROGRAMMING WITHIN FORE!FEST BOUNDARIES IN A KEY POCKET PARK AREA, AS IDENTIFIED ON THE EVENT MAP.

BRAND AWARENESS

- Company mentions/ tags on Bridge Park and Fore!Fest social media accounts (Facebook and Instagram)
- Logo signage on Fore!Fest website (forefest.com)
- Logo signage on Fore!Fest promotional materials, including in the official Tournament magazine
- Logo signage on Fore!Fest stage backdrop(s)
Subject to change due to deadlines and timing.



FORE
FEST
BRIDGE 20
PARK 18

COMMUNITY/CORPORATE SPONSOR
\$5,000

COMMUNITY/CORPORATE SPONSOR(S) WILL RECEIVE A 10X10 VENDOR TENT WITHIN FORE!FEST BOUNDARIES, AS IDENTIFIED ON THE EVENT MAP.

BRAND AWARENESS

- Logo signage on Fore!Fest website (Forefest.com)
- Logo signage on Fore!Fest promo materials, including the official Tournament magazine
- Logo signage on Fore!Fest stage backdrops
- 10x10 vendor tent located in prominent area of Fore!Fest (3 spots available)
Subject to change due to deadlines and timing.

E!FEST
GE PARK
LIN, OH
E 7TH & 8TH

THANK YOU.

WE CAN'T WAIT TO PARTNER WITH YOU
AT THIS INCREDIBLE EVENT.

FORE!
BRIDGE
DUBLIN

JUNE 27

GET IN TOUCH

IF YOU HAVE FURTHER QUESTIONS OR NEED ADDITIONAL INFORMATION, PLEASE REACH OUT.

LAUREN KOCSIS

Crawford Hoying
lkocsis@crawfordhoying.com
614.335.2001

