

2023  
BE A SPONSOR.



BRIDGE PARK  
FOREFEST





# MUSIC IN THE STREETS. SPIRITS IN THE PUBS.

You're invited to join us as an official sponsor of the annual street and music festival – Fore!Fest. This two-day celebration held at Bridge Park is hosted by Crawford Hoying in partnership with the Memorial Tournament presented by Workday. Join us and take in the sights, savory fare and melodic sounds at this unforgettable event!

## 2023 FORE!FEST

*Friday, June 2 & Saturday, June 3*

*In partnership with*

*the Memorial Tournament presented by Workday*

*Benefiting:*



# BRIDGE PARK FORE!FEST

MUSIC IN THE STREETS • SPIRITS IN THE PUBS

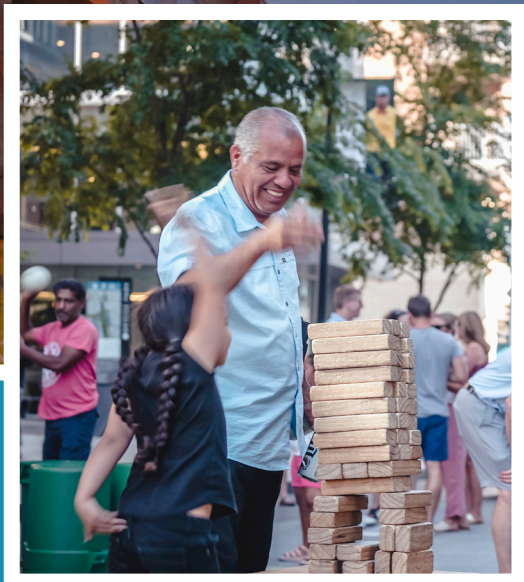
## HOW FORE!FEST STARTED

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

This year's Fore!Fest is sure to be the best yet. The event will host thousands of visitors in the streets of Bridge Park and feature an exciting local musical line-up. General admission will be free to guests to enjoy the best live entertainment, food and beverages available during the week of the Memorial Tournament presented by Workday. All ages are welcome!







## EVENT FACTS & FIGURES

### LOCATION:

Bridge Park, Dublin, Ohio

### DATES:

Friday, June 2 from 5-10pm

Saturday, June 3 from 5-10pm

### ATTENDANCE:

Attendees include Memorial Tournament patrons, central Ohio music fans, Bridge Park residents, visitors and tenants, and the Dublin and surrounding communities.





# FORE!FEST AT A GLANCE

## FESTIVAL OPERATIONS:

- Bridge Park Avenue and Longshore Street closed
- One main stage at the intersection of Riverside Drive and Bridge Park Avenue
- Mobile bars, food trucks and street vendors throughout district
- Golf and entertainment activations throughout district
- Restaurant, retail and entertainment involvement from 20+ tenants throughout Bridge Park
- VIP experiences to select attendees
- Downtown Dublin DORA allows participants to walk throughout the designated boundaries in Bridge Park and historic Dublin with an open beverage

## HOTELS

AC Marriott Dublin  
SpringHill Suites by Marriott

## SHUTTLES

Transportation to and from the Memorial Tournament presented by Workday available to sponsors

## KEY

 BEVERAGE STATIONS	 VIP EXPERIENCE
 PARKING	 MUSIC
 STREET & PATH CLOSURES	 FOOD TRUCKS
	 VENDORS





# WHERE DOES YOUR SPONSORSHIP MONEY GO?

**Crawford Hoying Foundation** // Dedicated to supporting youth-focused causes by opening doors for underserved young people across central Ohio, the Crawford Hoying Foundation works to develop actionable solutions through mentorship, scholarships, community events and more.

**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. Foundation** // Stephen & 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.



# WHY BECOME A SPONSOR?

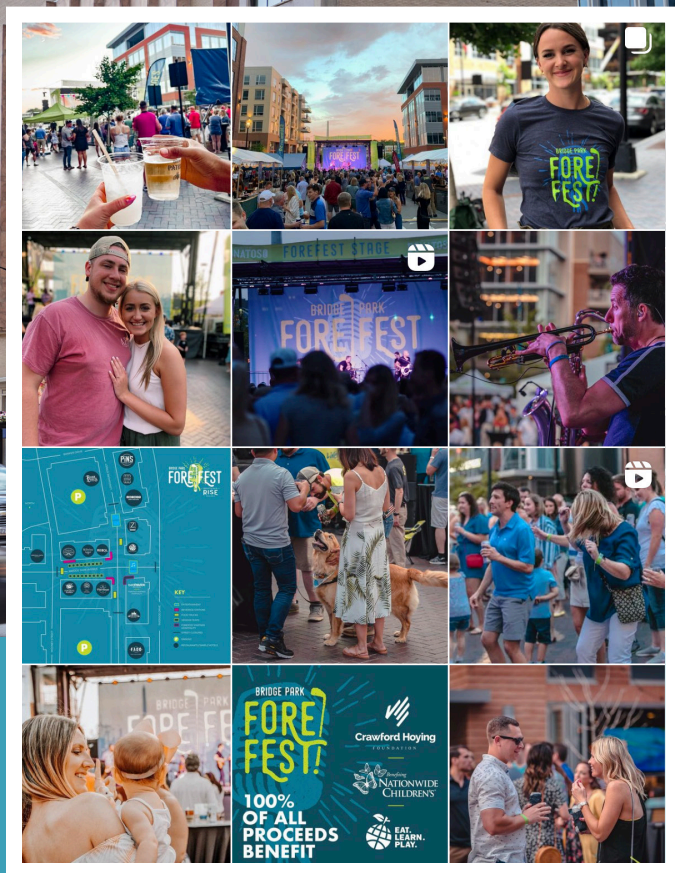
**There are so many reasons to become a Fore!Fest sponsor. In addition to contributing to our beneficiary organizations, here are a few reasons why sponsorship could be a great opportunity.**

**Brand Awareness** // With thousands of attendees expected to attend, your branding will be seen all over the festival on signage, swag, advertisements and more.

**Community Involvement** // Dublin is a vibrant community and your participation helps shape its culture as we continue to grow.







## ADVERTISING & PROMOTION

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, the strategy will likely include print, digital, outdoor, radio and paid social offerings.

### 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. Total Min. Value: \$10,000 / 3-4 weeks out from event

### ORGANIC + PAID SOCIAL (FACEBOOK & INSTAGRAM):

Hyper-targeted organic and paid social campaign reaching 25-54 year old demographic in central Ohio and surrounding region. In addition, a social plan will include promotions through the Memorial Tournament, HNS Sports Group, Fore!Fest, Crawford Hoying and Bridge Park social pages leading up to and during tournament week. Total Min. Value: \$7,500 / 4 weeks out from event

### DIGITAL MARKETING:

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







# TITLE SPONSOR \$25,000

ONLY ONE AVAILABLE

## BRAND AWARENESS:

- Company mentions/tags (20) 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 stage backdrop(s).
- Company name and logo to be included in all Fore!Fest advertising, promotion and social campaigns (see previous page for specific promotion strategy).

## HOSPITALITY:

- Free parking and shuttling for guests to the Memorial Tournament presented by Workday from Bridge Park.

## ENGAGEMENT & ACTIVATION:

- Sponsor will be provided premium location for branded tent space to showcase product throughout the two days. Specific location to be situated near main stage/main corridor; Dimensions of space to be discussed with sponsor and finalized prior to event.

*Have something else in mind? Reach out! We're happy to work with our sponsors to find the best way get involved with Fore!Fest.*





# GOLD SPONSOR \$15,000

## BRAND AWARENESS:

- Company mentions/tags (10) 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 promo materials, including the official Tournament magazine.
- Logo signage on Fore!Fest stage backdrop.

## HOSPITALITY:

- Free parking and shuttling for guests to the Memorial Tournament presented by Workday from Bridge Park.

## ENGAGEMENT & ACTIVATION:

- Sponsor will be provided premium location for branded tent space to showcase product throughout the two days. Specific location to be situated near main stage/main corridor; Dimensions of space to be discussed with sponsor and finalized prior to event.

*Have something else in mind? Reach out! We're happy to work with our sponsors to find the best way get involved with Fore!Fest.*





# SILVER SPONSOR \$10,000



## BRAND AWARENESS:

- Company mentions/tags (five) 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 promo materials, including the official Tournament magazine.
- Logo signage on Fore!Fest stage backdrop.

## HOSPITALITY:

- Free parking and shuttling for guests to the Memorial Tournament presented by Workday from Bridge Park.

## ENGAGEMENT & ACTIVATION:

- Sponsor will be provided premium location for branded tent space to showcase product throughout the two days. Specific location to be situated near main stage/main corridor; Dimensions of space to be discussed with sponsor and finalized prior to event.

*Have something else in mind? Reach out! We're happy to work with our sponsors to find the best way get involved with Fore!Fest.*





**THANK YOU**  
**FOR YOUR**  
**CONSIDERATION.**



---

Jessica Rexer  
Executive Vice President of Marketing  
and Communications  
[jrexer@crawfordhoying.com](mailto:jrexer@crawfordhoying.com)  
614.335.2093



# SPONSORSHIP OPPORTUNITIES

Friday, June 2 - Saturday, June 3, 2023

---

Organization/Business Name

---

Contact Name

---

Street Address

---

City, State, Zip

---

Phone

---

Email

---

Instagram Account

---

Facebook Account

Please reserve the following:

☐

Title Sponsor

☐

Gold Sponsor

☐

Silver Sponsor

By signing below, I agree to comply with all guidelines set forth by the Fore!Fest sponsorship application.

---

Print Name

---

Date

---

Sign Name

---

Position

\* Please email a high resolution logo to [marketing@crawfordhoying.com](mailto:marketing@crawfordhoying.com).

