



WellFest 2022

Integrated Marketing Campaign

CENTERS, LLC @ Cleveland State University

WellFest 2022 | Theme & Logo

Unlike previous WellFest events, in 2022 we decided to incorporate a Hawaiian theme into the event to not only infuse an eye-catching, warm, and fun concept into the marketing, but to also help craft a more memorable experience for attendees.

The traditional “apple” logo was adapted to reflect the theme while still retaining some branded characteristics; a catchy event tagline (“Aloha, Health!”) was established to provide quick recognition and understanding of what WellFest is about; and theme graphic was developed to use throughout the integrated marketing campaign.



WellFest 2022 | Sponsor Packet

WellFest has always been a sponsor/vendor-supported event, and 2022 was no different. Our sponsor packet was updated to reflect the Hawaiian theme, as well as the inclusion of some new virtual elements added based off the success of the fully-virtual event in 2021.



In collaboration with the CSU community and invested health and wellness organizations like yours, we are excited to host our annual WellFest event again this year on **Wednesday, February 2, 2022 from 10am-2pm!** Open to the CSU campus community as well as the local Cleveland community, WellFest is intended to bring health awareness and spread a culture of wellness that can be adopted by all. In 2020, we welcomed nearly 800 attendees, and in 2021 we hosted our first ever virtual WellFest! This year will feature both in-person and virtual elements to help make this year's event the best one yet. There's no better time to get involved!

In an effort to make this year's WellFest a successful and influential event, we graciously request your participation. This event is an opportunity for your organization to target CSU faculty, staff and students, as well as the Cleveland community. Not only is WellFest a fantastic promotional opportunity, but also a chance to ensure that your organization is involved in helping build a strong and enduring culture of health and wellness in Cleveland.

Included in this packet is information on the many ways to be involved in WellFest. We would appreciate any contribution you may provide. If you need further information regarding our event or possible sponsorship opportunities, please feel free to contact us.

Thank you and we look forward to partnering with you this year!

Yours in health,

MICHAEL NOZAK
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216.802.6214

Cleveland State University
Campus Recreation Services
2420 Chester Ave., Cleveland, OH 44115
csurec.com

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k.mrcela@vikes.csuohio.edu
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Cleveland State University
Campus Recreation Services
2420 Chester Ave., Cleveland, OH 44115
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SPONSORSHIP OPPORTUNITIES

All sponsor commitments due by: 1/12/22 (1/5/22 for inclusion on t-shirt)
Art materials due by: 1/14/22

	PRESENTING SPONSOR	T-SHIRT SPONSOR	GOLF SPONSOR	TABLE SPONSOR	GRAND PRIZE SPONSOR	EXHIBITOR ONLY	VIRTUAL SPONSOR	DONATION ONLY
Sponsor Marked as the Presenting Sponsor on all WellFest marketing	•							
Sponsor Recognition on WellFest T-shirt	•	•						
Link to your website on the WellFest website	•	•	•	•				
Logo Recognition on all WellFest marketing materials	•	•	•	•				
Logo Recognition on WellFest Marketing Bags	•	•	•	•				
Sponsor Recognition on WellFest Thank You signs and attendee lanyards	•	•	•	•	•	•	•	•
Sponsor Recognition on select WellFest marketing materials (limited placement)				Select print & digital	Select digital only	Select digital only		
Event/Sponsor Recognition on pre-recorded videos and live sessions	•	•						
Number of digital business advertising in the CSU Rec Center	3 months	2 months	1 month					
Number of print business advertising in the CSU Recreation Center	3 months	2 months	1 month					
Display Table at WellFest	up to 5	1	1	1	1	1		
Parking Space	up to 5	2	1	1	1	1		
Commitment	unlimited	2	2	2	1	1		
	SPONSOR SUPPORT	\$1,000	\$1,500	\$900	\$600	\$450	\$300	DONATION*

*Virtual Sponsors will be recognized in 2-4 live virtual sessions and all pre-recorded session videos. As a **Donation Only Sponsor** we are looking for large and small cash items that support your organization and the spirit of Cleveland. Large cash examples include gift cards, tickets, merchandise, etc. Small cash examples include donations, key rings, pens, pens, etc.
Only one (1) Presenting Sponsorship is available.

EVENT FEATURE SPONSORSHIPS

We've added some new ways for you to be involved in WellFest this year! Our Event Feature Sponsorships give you the opportunity to provide specific items for the event or sponsor specific event features and require the sponsorship level equivalent to your event investment*. Additional event marketing will also accompany these sponsorship options. Additional options may be available beyond the ones listed below - contact us to explore additional opportunities.

Bag Sponsor: Provide attendee bags for the event. Sponsor can choose the type of bag (min. \$200)

Grand Prize Sponsor: Provide funds for the purchase of a grand prize OR donor can provide a grand prize (min. of \$300)

*Includes Presenting Sponsor level. Event Feature Sponsorships are granted on a first come, first served basis.

Cleveland State University Campus Recreation Services
2420 Chester Avenue, Cleveland, OH 44115 | nrcs@csuohio.edu | csurec.com | 216-802-3200

SPONSORSHIP CONFIRMATION FORM

All sponsor commitments due by: 1/12/22 (1/5/22 for inclusion on t-shirt)
Art materials due by: 1/14/22

Organization _____
Address _____
Contact Name _____
Contact's Phone Number _____
Contact's eMail Address _____

Please indicate the level of commitment:

☐ Presenting Sponsor ☐ T-Shirt Sponsor ☐ Golf ☐ Table ☐ Grand ☐ Exhibitor Only ☐ Virtual Only

☐ Donation Only ☐ Bag Sponsor ☐ Grand Prize Sponsor

Will your organization donate a prize to the WellFest raffle table? ☐ Yes ☐ No

If donating, what is your contribution?
Description of product(s)/service(s) on display: _____

*Please note: Because Cleveland State University is a state organization, direct sales on-campus are prohibited.

Will your organization have an activity at your table (i.e. demos, prize drawing, trivia, samples, etc.)? ☐ Yes ☐ No

If yes, what will your activity be? _____

Does your organization need a tablecloth? ☐ Yes (+\$10/tablecloth • qty. _____) ☐ No

Does your organization want additional lunches? ☐ Yes (+\$20/lunch • qty. _____) ☐ No

Does your organization want additional parking spaces? ☐ Yes (+\$10/spot • qty. _____) ☐ No

Does your organization need electricity? ☐ Yes ☐ No

If so, please recommend to which power strip and extension cord(s) _____

Please list the names of attendees accompanying your organization's table: _____

Please include the cost of your sponsorship AND any additional costs above in the total below.

TOTAL _____

QUESTIONS OR SUBMISSION INFO

Submit Confirmation Forms to Klara Mrcela at k.mrcela@vikes.csuohio.edu or by fax at 216-802-3203.
For questions and WellFest inquiries, please contact Michael Nozak at m.nozak@vikes.csuohio.edu.
For artwork/logo submissions and art specifications, please contact Matt Schmiedel at mschmiedel@csuohio.edu.
Please email payment to: Cleveland State University Campus Recreation Services, 2420 Chester Avenue, Cleveland, OH 44115.
Please make checks payable to: **Cleveland State University.**

SPREAD THE WORD 02.02.22

A better well-being starts here.

All sponsor commitments due by: 1/12/22 (1/5/22 for inclusion on t-shirt)
Art materials due by: 1/14/22

DIGITAL SCREENS
(Presenting & 1 Short Sponsors)
1024pxW by 636pxH
5 facility placements; ads rotate every 10 sec.

JPG or PNG files are acceptable in RGB format at screen resolution of 72dpi. Conversion to these specs after submission may result in unexpected changes to your art.

iPAD DISPLAY ADS
(Presenting & 1 Short Sponsors)
1500pxW by 537pxH
M facility placements; ads rotate every 10 sec.

JPG or PNG files are acceptable in RGB format at screen resolution of 72dpi. Conversion to these specs after submission may result in unexpected changes to your art.

LOGO FILES
(Presenting, 3 Short, & Gold)
2" W by 2" H (min.)

Vector PDF or EPS files are acceptable in CMYK format at 300dpi. Conversion to these specs after submission may result in unexpected changes to your art. Do not use fonts in PDF files or convert to outlines to avoid font and display discrepancies.

ADDITIONAL QUESTIONS OR SUBMISSION SPECIFICATIONS?

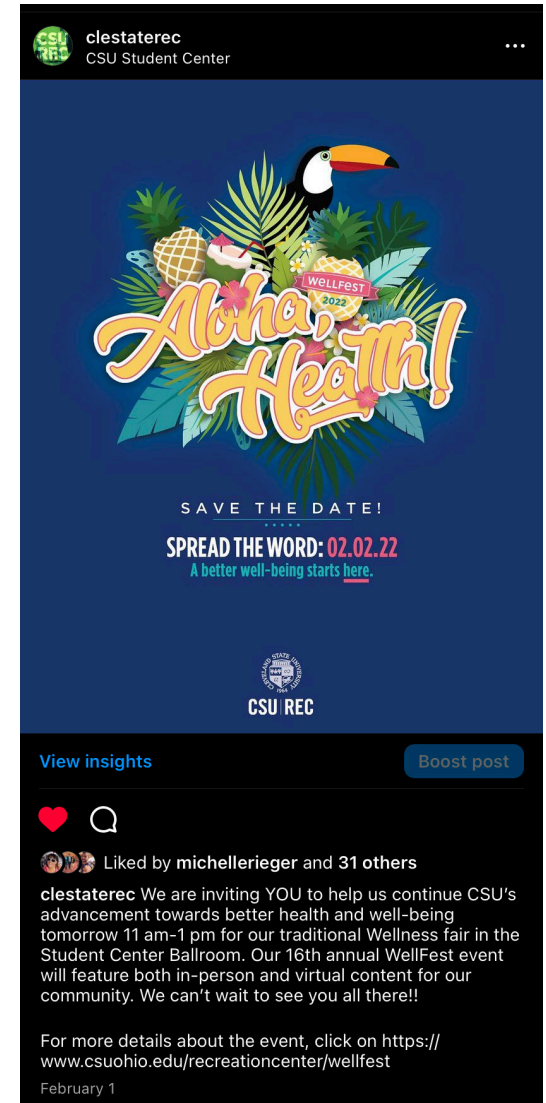
Submit Confirmation Forms to Klara Mrcela at k.mrcela@vikes.csuohio.edu or by fax at 216-802-3203.
For questions and WellFest inquiries, please contact Michael Nozak at m.nozak@vikes.csuohio.edu.
For artwork/logo submissions and art specifications, please contact Matt Schmiedel at mschmiedel@csuohio.edu.

WellFest 2022 | Promo Campaign

The promotional campaign for WellFest is always subject to a compressed timeline because the event takes place at the beginning of the spring semester. But we often try to take a multi-phase approach to marketing the event. This typically starts with a 'Save the Date' phase beginning in December with social media posts and a 'Save the Date' flyer that is hung around campus and placed in our Spring Program Guide.



8.5x11 Save the Date flyer



Save the Date Instagram post

WellFest 2022 | Promo Campaign (cont.)

Closer to the event date, we switch up the messaging and marketing pieces to bring new attention to the event. In 2022, we focused primarily on digital marketing efforts and for the week leading up to the event and highlighted the features and freebie to build interest and excitement. Shown at right are some examples of Instagram Stories and digital sign that ran in both the Rec Center and Student Center.



social media stories



digital signs

WellFest 2022 | Directional Signage

On the day of the event, we traditionally post directional signage along the full stretch of the Innerlink, the indoor walkway that connects one end of campus to the other. These direction signs pull triple duty, advertising the event, highlighting the features of the event to build interest, and guiding people to the Student Center where the event takes place.



11x17 directional signs



WellFest 2022 | Directional Signage (cont.)

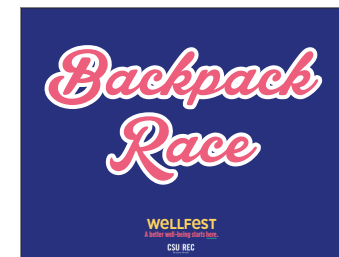
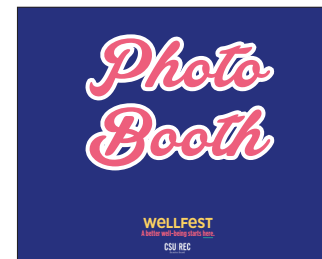
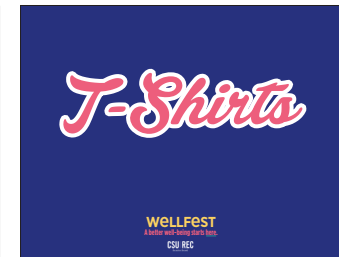
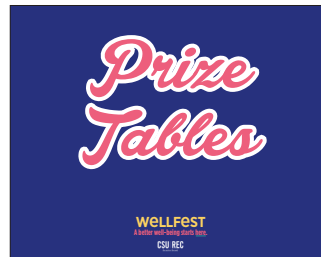
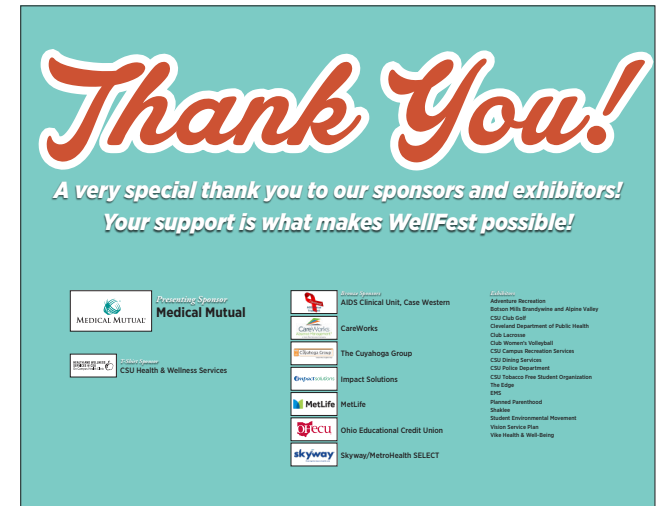
Since WellFest takes place on the 3rd floor of the Student Center in the Ballroom, additional large directional signs are placed on easels on each floor's staircase/elevator landing to help guide attendees to the event.



28x22 directional signs

WellFest 2022 | Event Signage

Event signage is important in helping attendees navigate the event and have the best experience possible, as well as recognizing the generous support of our sponsors. These large signs identify all of the various event activities and features in which attendees can participate in addition to visiting the vendor and sponsor tables. WellFest truly is an interactive wellness event and we want people to participate as fully as they can.



28x22 event and feature signs

WellFest 2022 | Event Social

We also know that students, in particular, often make decisions on attending events in the moment as time allows with their schedules. So, we plan to make timely posts to our social media Stories and platforms to remind people the event is going on and give a first-hand look at the event in progress.

