



MUSIC



ART



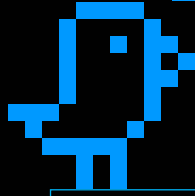
TECHNOLOGY

INGENUITY MARKETING INFORMATION



ingenuityfest

THIS IS INGENUITY.



IngenuityFest is a festival of art, music, and technology, but it's also about finding and celebrating truly passionate and engaged people using every tool at their disposal to explore and create.

Visitors to IngenuityFest see that technology becomes a natural extension of art, and artistic expression flows freely from the exploration of science, engineering, and math. We don't simply bring two disciplines together; we highlight the creativity and innovation taking place at the edge of both worlds. And Cleveland is a natural place for this exploration to take place. On any given weekend, this is a place where Rock music, cutting edge technology, and world class performances mix and mingle freely. Our Festival celebrates the good things that come from this sometimes odd, but always interesting combination.

This is where passions collide, where expertise mix, and the unexpected is born. **This is Ingenuity.**



MUSIC



ART



TECHNOLOGY

FOR MORE INFORMATIONS CONTACT:

Paula Grooms, Executive Director

paula@ingenuitycleveland.org

Phone: 216.589.9444

www.ingenuitycleveland.com

FESTIVAL STATISTICS

45,000 Attendees

52% Female 48% Male

90%



Are visiting Cleveland specifically for the Ingenuity Festival

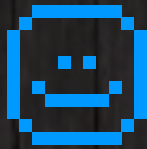
INCOME LEVEL

24% 30K or less

20% 30K - 50K

20% 50K - 75K

36% 75K +



AGE

19% 25 or younger

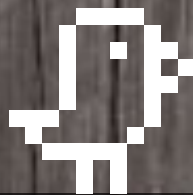
23% 26 - 35

17% 36 - 45

22% 46 - 55

15% 56 - 65

4% over 65



60% Spend 2-3 Hours

31% Spend 4 Hours or More

17% Stay the Night in a Hotel

75%

Rated the Festival as "8", "9", or "10"

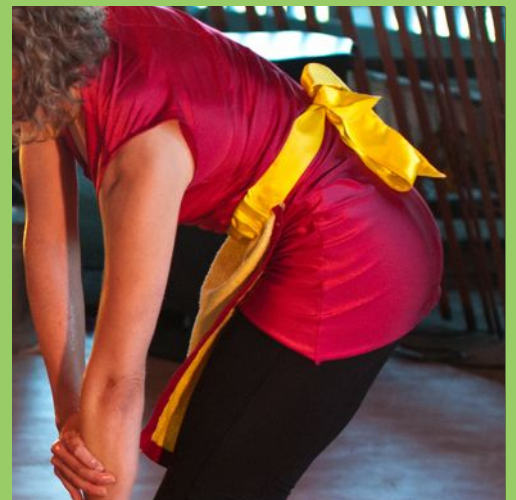
On a Scale of 1 - 10

17% are College Students





 7 STAGES AND PERFORMANCE SPACES



INGENUITY SPONSORSHIPS

Ingenuity Sponsorships deliver the greatest marketing impact possible, aligning brands with Ingenuity leading up to, during and, after the Festival. Ingenuity works closely with sponsors to:

- Reach target demographics
- Integrate sponsor offerings
- Achieve marketing objectives
- Draw attention to innovation within your organization
- Provide opportunities to reach tens-of-thousands of general consumers

Sponsorships are available for:

- Title and Presenting Levels
- Stages and Performance Areas
- Segments of Festival Programming
- Individual Artists
- Galleries and Exhibition Spaces
- Web / Online Activities

PARTNERSHIPS

We put on one of the largest art and technology festivals in America -- but we can't do it alone. With a long history of partnerships with non-profits, corporations, small businesses, and government entities, Ingenuity has built its success through strategic partnerships in the community.

We are continuing to seek out new partners for this season including:

- Museums
- Performance Groups
- Non-profits
- Corporations
- Small Businesses
- Hotels
- Restaurants

Ingenuity is always seeking in-kind donations of equipment and services for the Festival and for our year-round programming. Computers, monitors, projectors, fabric, lighting, industrial surplus...we need it all!



50+ ART AND TECHNOLOGY INSTALLATIONS



29 HOURS OF OPERATION

WHO SHOULD EXHIBIT AT INGENUITYFEST?

Software/Web Tools + Marketing/Promotions/PR + Non-Profits/Associations/Organizations + Education/Universities + Manufacturer/Merchandising + Online Entertainment + Industry Events/Conventions + Distribution Equipment/Hardware + Media + Film Services/Gear Management + Talent Agencies + Publishers + Fashion Designers/Retailers

Get in front of the 45,000+ IngenuityFest attendees on site all three days of the festival:

Table (8 Ft) - \$700

Kiosk (10 x 8) - \$1,000

Bay (15 x 30) - \$5,000

Programming Display

Be part of the Ingenuity programming with your own mix of creativity and innovation - \$2,500 - \$5,000

ADVERTISE WITH INGENUITYFEST

Magazine Program Guide

Ingenuity's program guide is distributed to over 50,000 readers with additional distribution at the Festival.

1/4 - \$700

1/2 - \$1200

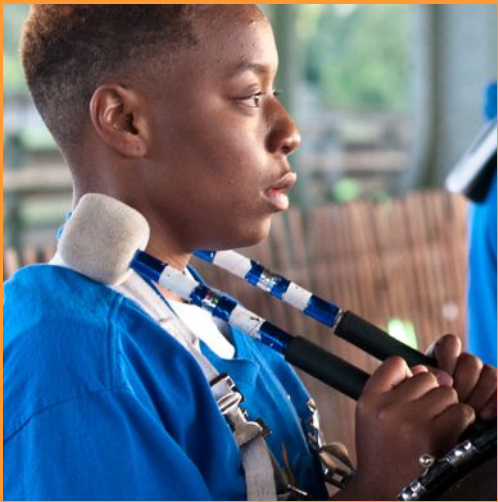
Full - \$2000

Web Banner

Over 150,000 unique visitors during the Festival weekend

From \$1,500





FOR MORE INFORMATIONS CONTACT:

Paula Grooms, Executive Director

paula@ingenuitycleveland.org

Phone: 216.589.9444

www.ingenuitycleveland.com