

SATURDAY
SEPTEMBER 9
2023



**Fresh
Fest
Cleveland**
ARTS
& CULTURE
URBAN
FARM MUSIC

2023

**PARTNERSHIP
GUIDE**



OVERVIEW



ABOUT FRESH FEST CLEVELAND:

We're a free music and arts festival nestled in the Urban Agriculture Innovation Zone located on Rid-All Farm and Otter Park. This annual event features a series of workshops, educational demos, musical performances, art installations, kids zone, farmers market, and food & art vendors.

Through the FreshLo initiative, our goal is to make this Urban Farm, Music, Arts & Cultural Festival a staple to the City of Cleveland and to create a sustainable community through change and revitalization, supported by our four main programs:

- Health & Wellness
- Visual & Performing Arts
- Entrepreneurship & Community Development
- Culinary Arts

HIGHLIGHTS:

- A cultural celebration for the entire family
- A festival that strengthens the community
- A festival that gives back by offering educational tools and knowledge



DETAILS:

This year, the festival will be held on September 9th, 2023 from 1:00 p.m. - 9:00 p.m.

Demographic: This event is intergeneration and includes young adults to seniors in Northeast Ohio.

ABOUT THE NEIGHBORHOOD:

The Lower Kinsman neighborhood in Ward 5 on Cleveland's east side is otherwise known as the "forgotten triangle" or "Garden Valley." Approximately 5,709 people live within the service area, and 94% of residents are African-American. Currently, this area has one of the highest poverty indicators in the City of Cleveland.

LOCATION:

Rid-All Farm & Otter Park (8129 Otter Road, Cleveland, OH 44104) is one of the largest urban farms in Cleveland, which occupies 26.5 acres of previously vacant repurposed land.

FRESH FEST CLEVELAND BY THE NUMBERS:

- 2019 ATTENDANCE: 6,000+
- 2021 ATTENDANCE: 7,000+
- 2022 ATTENDANCE: 7,500+

SUPPORT



FRESH FEST CLEVELAND

is brought to you by The One Garden Valley Initiative, a national Kresge FreshLo (Fresh, Local, and Equitable) four-year funded program (2015-2019.)

A strong partnership between Environmental Health Watch, Rid-All Green Partnership, and Brittany's Record Shop makes this mission and vision possible.

THE MISSION:

One Garden Valley represents a unified and fertile neighborhood where talented youth, active elders, and families work together to establish a connected, safe, and supported community—emphasizing cultural unity, creating more outstanding stakeholder agency and business connections. This project will foster a healthy community that promotes collaborative energy, ownership, and value.

THE VISION:

We will activate creative, safe spaces and inspire leadership through holistic entrepreneurial activities focused on performing arts, visual & media arts, culinary arts, health & wellness, and urban agriculture. Also, we will conduct workshops and educational demos promoting sustainability in health, arts, and community for all ages.

ENVIRONMENTAL HEALTH WATCH:

We provide education, advocacy, and direct services to families while working alongside policymakers and community leaders to develop policies and spotlight and confront critical environmental health issues. Since its incorporation, EHW has engaged and convened concerned citizens and representatives regarding important and evolving environmental justice issues. EHW has partnered with numerous academic researchers throughout its history to further its understanding of environmental needs and develop new approaches to evolving environmental challenges.

“We believe in promoting regenerative environments and communities by supporting the continuous enhancement of health, justice, and prosperity while maintaining respect for place’s natural, social, cultural, and historical value.”

RID-ALL GREEN PARTNERSHIPS:

Their mission is to use urban agriculture to educate the next generation of Clevelanders not only to learn to grow and eat fresh foods but also to operate and develop their own business in the food industry, ranging from selling fresh produce and fish to food distributors to full-fledged processing and packaging of fresh food products.

BRITTANY’S RECORD SHOP:

is an independent record shop located in Cleveland, Ohio, specializing in hip-hop, reggae, and soul. The store is owned by local DJ and musician Brittany Benton, who performs regularly as DJ Red-I Benton has featured black musicians and art in the store, highlighting the history and culture that created the shop’s music.

ACTIVITIES

Over the past fourteen years, Environment Health Watch has been building relationships and delivering direct service programs within the Kinsman/Central community. The programs below are custom-built based on neighborhood feedback and integrated throughout the festival.

HEALTH & WELLNESS INITIATIVES:

Fresh Fest Cleveland will provide mental health resources and tools to residents. Activities include yoga, meditation, and other movements.

VISUAL & PERFORMING ARTS:

Fresh Fest Cleveland will provide diverse and multicultural visual and performing arts from local to national artists, featuring indie, hip hop, DJs, and art installations.

ENTREPRENEURSHIP & COMMUNITY DEVELOPMENT:

Fresh Fest Cleveland serves as a platform to introduce new and seasonal local entrepreneurs and vendors to the community audience by creating a supportive environment for food, artists, creatives, and retail vendors.

CULINARY ARTS:

Fresh Fest Cleveland will provide a farmer's market and food demos. We will introduce the public to alternative healthy food options. We want to change the stigma that healthy food is not tasty, accessible, or affordable. We also offer free food options and tastings at the event.

A LOOK BACK AT 2022 FRESH FEST CLEVELAND:

STAGE ZONE PERFORMANCES:

- Kid Capri
- Mourning [A] BLKSTAR
- Jah Messengers
- Abstract Sounds
- Mellowman Funk
- and Chanelle Kazadi.

OTTER PARK ATTRACTIONS:

- Health & Wellness: D Healings Hands, Upcycled Art, Synergy Holistic Health, Sol Wellness(Veganism), One Mind Reiki (Reiki), Yoga and Meditation
- Kids Zone: Fresh Hoops (Basketball tournament), Rollerskating, Dodgeball, gift giveaways, interactive chalk art, CMA Studio Go, and mobile gaming.
- Community Involvement: Interactive Graffiti Art and Scavenger Hunt

FARM:

- Farmers Market: Open from 12 pm-4 pm, Rid-All Puppeteers, Art vendors & Installations
- Food Tastings: FreshLo Youth, Hooper Farm, and Gent Culinary
- Food Demos: Food Experts Carol White, ZRi Hitchcock, Destiny Moore, Chef Ricardo Newell, and Heather Parks
- Tee Pee: Sound Healing by Lena Boswell, Meditation



OPPORTUNITIES AVAILABLE

Fresh Fest will activate spaces within the Urban Agriculture Innovation Zone and include the following mission programming:

CULINARY ARTS AREA

- Beer garden
- Farmers market
- Food demos, tastings and green space
- Tee Pee stage
- VIP area
- Food vendors
- Additional inventory: Logo inclusion on signage, sample & demo opportunities, booth activation (TBD) and naming rights

ENTREPRENEURSHIP LEARNING COMMUNITY

- Guest speakers
- Panel discussions
- Workshops
- Vendors
- Additional inventory: Logo inclusion on signage, speaker & panel opportunity, booth activation (TBD) and naming rights

HEALTH & WELLNESS AREA

- Activity tent
- Green space includes yoga, meditation and movement
- Mental Health workshops, panel discussions
- Kids Zone, includes basketball tournament, roller-skating, art activities and games
- Sound healing & meditation, workshops, student talks
- Additional Inventory: Logo inclusion on signage, speaker & panel opportunity, booth activation (TBD) and naming rights

VISUAL & PERFORMING ARTS AREA

- Farmers market-ongoing puppeteers
- Main stage-music programming
- Studio Go (Art truck)
- Live art installations
- Additional Inventory: Logo inclusion on signage, speaker & panel opportunity, booth activation and (TBD) and naming rights



OUR COMMITMENT TO YOU

Fresh Fest Cleveland believes in authentic partnerships. When you partner and help support this community event you will have access to the following:

FULL SUITE OF PROMOTIONAL DESIGNS:

We'll provide you with the creative assets you need to hype up your involvement with our festival right to your audience.

EXTENSIVE REACH TO NEW LEADS AND POTENTIAL CUSTOMERS:

Earn thousands of impressions for your brand through email blasts, websites, social posts, paid advertising campaigns and highlighting your involvement from the sign-up through September.

CONTRIBUTION TO THE GREATER GOOD OF NORTHEAST OHIO:

Feel the satisfaction of using your success to support a community celebrating change and revitalization while breaking down barriers to work towards an equitable, inclusive society.

SPONSORSHIPS INCLUDE (VARIES BY TIERS):

ACTIVATIONS:

- Stage presenter
- VIP seating
- Live Stream provider (Facebook live broadcast)
- VIP gifting suite
- Private VIP bar takeover

BRANDED PROMOTIONAL MERCH:

- T-shirts
- Swag bags
- Limited posters

LOGO & BRANDING VISIBILITY:

- Event website
- Step & Repeat backdrop
- Social media integration
- Signage--including gobos
- Co-branded entrance street pole signs
- Lanyards
- Emcee announcements from the stage

AND MORE:

- Festival footprint (to enhance the attendee experience!)
- Co-branded festival entrance
- Logo representation within marketing assets
- Custom integrations (contests)





INVESTMENT LEVELS



Fresh Fest Cleveland believes in authentic partnerships. When you partner and help support this community event you will have access to the following:

PLATINUM SPONSORSHIP (20K+)

INCLUDES THE FOLLOWING:

- Official press release announcing the partnership
- Brand logo listed on the Fresh Fest Cleveland website as official partner for 2023
- Fresh Fest Cleveland social media channels posts
- Dedicated email and SMS blast
- Brand logo included on the official Fresh Fest merch t-shirt
- Brand logo included on all marketing materials (posters, postcards, etc.)
- Opportunity to use Fresh Fest Cleveland markings
- Opportunity to use Fresh Fest Cleveland promotional branded materials
- Option to bring in signage to be mutually agreed upon location (TBD)
- Brand inclusion on radio advertisements
- Dedicated media interview
- Stage shout outs
- Reserved VIP parking passes
- Access to festival integration (all areas)
- Promoted as an official partner leading up and during September
- Festival recap report
- Listed in Fresh Fest Guide

GOLD SPONSORSHIP (10K)

INCLUDES THE FOLLOWING:

- Official press release announcing the partnership
- Brand logo listed on the Fresh Fest Cleveland website as official partner for 2023
- Social media posts
- Opportunity to use Fresh Fest branded materials
- Option to bring in signage to be mutually agreed upon location (TBD)
- Reserved VIP parking passes
- Brand inclusion on radio advertisements
- Stage shout outs
- Access to one festival integration (1 location TBD)
- Promoted as an official partner leading up through September
- Festival recap report
- Listed in Fresh Fest Guide

SILVER SPONSORSHIP (5K)

INCLUDES THE FOLLOWING

- Brand logo listed on the Fresh Fest Cleveland website as an official partner
- Social media posts
- Reserved VIP parking passes
- Booth set up (partners responsible for activation costs)
- Listed in Fresh Fest Guide

BRONZE SPONSORSHIP (2.5K)

INCLUDES THE FOLLOWING

- Social media posts
- Brand logo listed on the Fresh Fest Cleveland website
- Listed in Fresh Fest Guide



CONTACT INFORMATION



"At the end of the day, this was a wonderful community event and I hope more people attend next year. It's literally fun and education for the entire family."

Courtney Covers Cleveland by Courtney Lynn Ottrix

"Sustainability is about balance, preventing depletion of a resource. Fresh Fest demonstrated to participants how fresh food and the arts can help with the balancing act of everyday life."

Fresh Water by Cindy Hill

"What was supposed to be a few minutes turned into a few hours and me staying until the festival ended. I loved everything about Fresh Fest Cleveland and I cannot wait until next year! I will definitely be back!"

Black Girl in the CLE by Asia Armour

With the support of partners the 2022 Fresh Fest Cleveland event has an estimated social media reach of **ONE MILLION IMPRESSIONS ACROSS SOCIAL MEDIA PLATFORMS.**

PARTNERSHIPS INCLUDE:

- ENVIRONMENTAL HEALTH WATCH
- RID-ALL URBAN FARM
- BRITTANY'S RECORD SHOP
- SAINT LUKE'S FOUNDATION
- SISTERS OF CHARITY FOUNDATION OF CLEVELAND
- BURTON BELL CARR, CDC
- WOVU RADIO STATION
- CUYAHOGA COUNTY
- TITO'S HANDMADE VODKA
- THE CLEVELAND FOUNDATION
- AND MORE!



FOR PARTNERSHIP INQUIRIES, CONTACT:

HOH CREATIVE GROUP
(Cleveland, Ohio)

Dawn Burns

216-407-6618 | dawn@hohcg.com

FOR OTHER INQUIRIES, CONTACT:

Environmental Health Watch
(4600 Euclid Ave., Cleveland, Ohio, 44103)

Kim Foreman

Executive Director

216-961-4646 x100 | kim@ehw.org