

Friday Night FOLKLORE

2019 SPONSORSHIP OPPORTUNITIES



ABOUT FRIDAY NIGHT FOLKLORE

October 25, 2019

Self-guided adult trick-or-treat story stops in and around the former Wood County Infirmary (now the Historical Center & Museum). Story stops provide engaging story-telling and folklore-themed experiences in a non-scary environment.

TARGET AUDIENCE

Young adults.

PRESENTING SPONSOR - \$2,000

- **Print Marketing**
Name/Logo on flyers at museum entrance, outdoor marquees, exhibit program, and community postings; event invitations
- **Verbal Marketing:** Mentions at civic talks, adult senior talks, and visitor conversations. This partnership will make our staff and volunteers more aware of your organization, giving you the best kind of PR you can get – WORD OF MOUTH!
- **Press Release:** sent to nearly 100 media outlets in NWOH
- **Radio Mention:** Monthly WBGU Morning Show
- **Chanticleer newsletter:** Name/Logo attached to all event listings + ad in 4 quarterly issues (~700 recipients)
- **Social Media:** Name/Logo on event posts
- **Website & Web Listings:** Name/Logo
- **Event Acknowledgement:**
Signage, your literature, and verbal announcement.
- **Event Passes: 8 tickets to event**
- **Museum Passes: 20 passes**
Individual sponsors may opt for a Family Membership instead of museum passes.
- **Behind-the-Scenes:**
Invitation to a museum behind-the-scenes opportunity

STORY STOP SPONSOR - \$250

- **Print & Verbal Marketing**
- **Press Release**
- **Chanticleer newsletter**
- **Social Media**
- **Website & Web Listings**
- **Event Acknowledgement**
- **Event Passes: 2 tickets to event**
- **Museum Passes: 5 passes**
Individual sponsors may opt for a Family Membership

EVENT SUPPORTER - \$100 or under/in-kind

- **Print & Verbal Marketing**
- **Press Release**
- **Chanticleer newsletter**
- **Social Media**
- **Website & Web Listings**
- **Event Acknowledgement**

Contact:

Barb Hayden, Development Coordinator

Wood County Historical Society

13660 County Home Road

Bowling Green, OH 434302

419-352-0967 • stepup@woodcountyhistory.org