



2018 Sponsorship
Opportunities



Event Overview

2018 will mark the 38th annual Red, White & BOOM!, Columbus' Independence Day celebration.

Red, White & BOOM! is the most recognized fireworks display in the Midwest, the largest fireworks display in Ohio, and the largest single day event in Columbus.

Over 500,000 people will be in attendance.



July 3, 2018

Sponsor Opportunities

“Title”, “Presented by”, and “Sponsored by” opportunities available for the fireworks and ancillary entertainment, including:

Red, White & BOOM! Parade

VIP

BOOM! Central

Midway locations - Long St., Civic Center Dr. and Bicentennial Park

Entertainment

Stages

Children’s Park

Charity Day 5k

Supportive



July 3, 2018

Red, White & BOOM! Parade (Title) \$35,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - (614) magazine, May and June issues, x 2
 - (614) magazine supplemental publications x 2
 - Columbus Business First, May and June issues, x 2
 - 1870 magazine, formally UWeekly, x 4
- Within promotional apartment ad bags delivered to nine (9) Edward Communities
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Email blasts to 70,000+ BOOM! subscribers
 - Additional opportunity to include product coupon
- Social media mentions on BOOM! and 614 Media Group accounts
- 110+ TV spots, six (6) weeks of runtime
- 400+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities throughout event
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

1 of 1 Sold

BOOM! Event Access

125 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment



July 3, 2018

BOOM! Central \$35,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - (614) magazine, May and June issues, x 2
 - (614) magazine supplemental publications x 2
 - Columbus Business First, May and June issues, x 2
 - 1870 magazine, formally UWeekly, x 4
- Within promotional apartment ad bags delivered to nine (9) Edward Communities
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Email blasts to 70,000+ BOOM! subscribers
 - Additional opportunity to include product coupon
- Social media mentions on BOOM! and 614 Media Group accounts
- 110+ TV spots, six (6) weeks of runtime
- 450+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities throughout event
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

125 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

1 of Available



July 3, 2018

Red, White & BOOM! Parade (Supporting) \$25,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - (614) magazine, May and June issues
 - Columbus Business First, June issue
 - 1870 magazine, formally UWeekly, x 4
- Within promotional apartment ad bags delivered to nine
 - (9) Edward Communities
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Email blasts to 70,000+ BOOM! subscribers
 - Additional opportunity to include product coupon
- Social media mentions on BOOM! and 614 Media Group accounts
- 85+ TV spots, six (6) weeks of runtime
- 200+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities throughout event
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

1 of 1 Available

BOOM! Event Access

- 100 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:
- VIP views of the fireworks display
 - Complimentary food and beverages
 - FREE entertainment



July 3, 2018

Entertainment \$25,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - (614) magazine, May and June issues
 - (614) magazine supplemental publication
 - Columbus Business First, June issue
 - 1870 magazine, formerly UWeekly, x 4
- Within promotional apartment ad bags delivered to nine (9) Edward Communities
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Email blasts to 70,000+ BOOM! subscribers
 - Additional opportunity to include product coupon
- Social media mentions on BOOM! and 614 Media Group accounts
- 85+ TV spots, six (6) weeks of runtime
- 200+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities at all stages
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

75 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

1 of 1
Available



July 3, 2018

Children's Park \$12,500

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - 1870 magazine, formally UWeekly, x 4
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 45+ TV spots, six (6) weeks of runtime
- 1000+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities in park
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

40 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

1 of 1
Available



July 3, 2018

VIP \$10,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - 1870 magazine, formerly UWeekly, x 4
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 45+ TV spots, six (6) weeks of runtime
- 80+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities throughout VIP area
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

2 of 4 Available

BOOM! Event Access

50 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment



July 3, 2018

Midway locations - Long St. \$10,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - 1870 magazine, formally UWeekly, x 4
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 45+ TV spots, six (6) weeks of runtime
- 80+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities on Long Street
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

40 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

1 of 2
Available



July 3, 2018

Midway locations - Civic Center Dr. \$10,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - 1870 magazine, formally UWeekly, x 4
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 45+ TV spots, six (6) weeks of runtime
- 80+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities on Civic Center Dr.
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

40 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

1 of 2
Available



July 3, 2018

Midway locations - Bicentennial Park \$10,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - 1870 magazine, formally UWeekly, x 4
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 45+ TV spots, six (6) weeks of runtime
- 80+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities Bicentennial Park
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

40 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

1 of 2
Available



July 3, 2018

Stage \$10,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Full page, full color ads in:
 - 1870 magazine, formally UWeekly, x 4
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 45+ TV spots, six (6) weeks of runtime
- 70+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities at sponsored stage
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

40 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

2 of 3
Available



July 3, 2018

Charity Day 5k \$10,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and television and radio advertisements as part of Charity Day 5k at Red, White & BOOM!'s promotional campaign.

- Access to all participant email addresses
- Full page, full color ads in:
 - 1870 magazine, formally UWeekly, x 4
- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 45+ TV spots, six (6) weeks of runtime
- 70+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Customized branding opportunities at sponsored stage
- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

40 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

3 of 3
Available



July 3, 2018

Supportive \$5,000

Promotional Campaign Placement

Your logo and/or business name featured in print, digital and radio advertisements as part of Red, White & BOOM!'s promotional campaign.

- Promotional advertisements and signage
- Promotional items
- Press Releases
- RedWhiteandBoom.org
- Social media mentions on BOOM! and 614 Media Group accounts
- 25+ mentions on 97.9 WNCI, weeks prior and days after

On-Site Brand Exposure

Your logo and/or business name featured on-site in prominent locations, including the VIP area, and on-air throughout the duration of Red, White & BOOM!

- Printed and digital signage
- On-air media recognition
- Promotional videos
- Social Media mentions
- Complimentary Parade entry, 100,000+ attendees
- Complimentary booth space
- Opportunity to participate in contests and giveaways

BOOM! Event Access

25 VIP wristbands and VIP hospitality tent to entertain your guests, featuring:

- VIP views of the fireworks display
- Complimentary food and beverages
- FREE entertainment

No Limit on
Category



July 3, 2018