

PRO FOOTBALL HALL OF FAME

Enshrinement Festival

a dept. of the Canton Regional Chamber of Commerce



CANTON
REGIONAL
CHAMBERSM

On September 17, 1920, a group of men gathered in downtown Canton, Ohio and the result of that historic meeting was the birth of the National Football League. A Canton Repository article published On December 6, 1959, announcing the need for a Professional Football Hall of Fame, marked Canton as the perfect site. Due to the tremendous efforts of the community, the Canton Regional Chamber of Commerce supported the idea and the efforts.

After nearly two years of planning, the ground broke on August 11, 1962, and the Pro Football Hall of Fame Museum was first opened to the public on September 7, 1963. The celebration that started continued to expand, earning recognition as **"Football's Greatest Weekend."**

Now in its 62nd year, The Pro Football Hall of Fame Enshrinement Festival hosts football's elite as they find their home at the revered Pro Football Hall of Fame. Drawing approximately 700,000 spectators from across the nation and beyond, the Festival unfolds over two weeks, showcasing 17 meticulously curated events.

Of the Enshrinement Week events, the Canton Regional Chamber of Commerce proudly presents the following:

Community Parade

Aultman Balloon Classic

Up, Up & Away 5K Presented by Ortho United

Fashion Show Luncheon Presented by Crystal Clinic

Enshrines Gold Jacket Dinner Presented by Haggar

Canton Repository Grand Parade

Unscripted & Tailgate Presented by Certified Angus Beef



SPONSORSHIP INFORMATION



COMMUNITY PARADE

During the **1980's** the Festival experienced tremendous growth, adding the Community Parade. The community parade is the kick off to festival and attracts 3,000 spectators. Approximately 75-100 units

Estimated Attendance – 6,000

Presenting Sponsor - \$15,000

Gold Sponsor – \$5,000

- Stage Sponsor
- Grand Marshal Sponsor
- Sponsor a branded giveaway such as balloons, fans, or flags for spectators.

Parade Sponsor - \$1,000

- Unit Sponsor – Carry your banner before a Parade unit such as a Car, Band, School Group, Music Group, or other entertainment.
- Benefits include announcement in the video production portion of the event and banner recognition in the parade.

Booth Sponsor – \$500

Community Sponsor - \$250





SPONSORSHIP INFORMATION



BALLOON CLASSIC PRESENTED BY AULTMAN

First started in 1984, The Balloon Classic annually attracts balloonists from throughout the United States. People that attend this fun, family, free event experience colorful balloons, great food, music, children’s activities, and fabulous fireworks. It has become one of the most popular of all Festival events with more than **130,000** spectators viewing the balloon activities over the weekend.

There are a total of five scheduled balloon flights and an exciting “Night Glow” on Friday evening. The capacity crowd will thrill to the site of approximately 50 hot air balloons filling the skies. Added excitement is generated via the fabulous drone show on Friday and Saturday night and the firework display that is on Saturday night.

Drone Sponsor - \$30,000

30 tickets to the VIP tent each night

Fireworks Sponsor - \$20,000

20 tickets to the VIP tent each night

Gold Sponsor - \$7,500

10 tickets to the VIP tent each night

- Map Sponsor
- Schedule Sponsor

Silver Sponsor - \$4,000

6 tickets to the VIP tent each night

- Entertainment Sponsor
- Tethered Balloon Rides
- Pilot Dinner Sponsor
- Food Trucks
- Kid Zone Bounce Houses

Bronze – \$2,500

4 tickets to the VIP tent each night

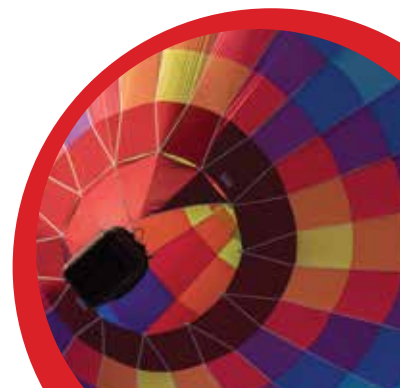
- Sport Balloon Sponsor - *includes balloon, pilot basket banner*
- Golf Cart Sponsors
- Video Sponsor
- Photo Sponsor
- Parking Sponsor

Event Sponsor \$1,000

2 tickets to the VIP tent each night

Sponsorship benefits include recognition in the event program, recognition from the PA system, and logo recognition in all event promotions including website, social media, press releases, and email, as well as on-site logo recognition opportunities.

***2024 sponsors have the first right of refusal until February 1, 2025*





SPONSORSHIP INFORMATION



CANTON REPOSITORY GRAND PARADE

In 1963, just two days after the first Fashion Show Luncheon, 40,000 people lined the streets downtown to watch the premiere Grand Parade featuring 89 units and 17 bands. The Grand Parade, Canton's largest free event draws approximately **200,000** people each year, making it the 5th largest parade in the country, and thousands more watch on the live-streamed broadcast! Indulge in the spectacle of Giant Helium Balloons, dazzling floats, spirited marching bands, unique vehicles, and captivating specialty units, as spectators gather along the 2.2-mile parade route. The excitement is evident as fans eagerly welcome the 2025 Class of Enshrinees alongside many returning Hall of Famers gracing the parade.

Presenting Sponsor – Canton Repository

Gold Sponsor - \$8,000

- Balloon Sponsor – Your company's logo will be prominently displayed on a banner preceding the giant helium balloon of your choice. This banner will capture the attention of fans along the entire route, generating excitement and recognition. You will have the chance to select the balloon of your choice. Premium balloons start at \$10K.
- Parade Float – Be a part of the creative design process as you create your own unique parade float.
- Premium Specialty Unit – Dance group, jazz band, entertainment groups, and more. A banner promoting your business will lead in front of the entertainment group of your choice. Includes 8 tickets for VIP seating.

Silver Sponsor - \$5,000

6 tickets for VIP seating

- Stilt Walker **
- Color Guard Group **

Your sponsorship includes scripting on the live stream broadcast, where you can convey your company's message using approved talking points. This exposure ensures that your brand reaches not only the on-site audience but also digital viewership, amplifying your reach.

Event Sponsor - \$1,500

2 tickets for VIP seating

- Sponsorship benefits include logo recognition in all event promotions including website, social media, press releases, and email, as well as on-site logo recognition opportunities.
- Entrance fee for providing your own unit.

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SPONSORSHIP INFORMATION



FASHION SHOW LUNCHEON PRESENTED BY CRYSTAL CLINIC

In 1963, wives of Cleveland Browns and Pittsburgh Steelers modeled for a crowd of 300 at the first Fashion Show Luncheon at the downtown Hotel Onesto. Today, the Pro Football Hall of Fame Enshrinement Festival Fashion Show is the largest fashion show in Ohio, attracting over **2,000** guests for an unforgettable afternoon of fashion and fun. This event provides a unique opportunity to market your brand to a diverse and engaged audience, particularly reaching influential women from throughout Stark County. The Fashion Show is an ideal platform to showcase your brand's commitment to style, community engagement, and support for the iconic Pro Football Hall of Fame Festival.

Presenting Sponsor – Crystal Clinic

Gold - \$5,000

Sponsors receive a table for 8 (premium placement).

- Dessert

Silver - \$3,500

6 event tickets

- Booth Space
- Wine Sponsor

Bronze - \$2,500

4 event tickets

- Entertainment Sponsor
- Photography Sponsor
- Video Sponsor

Event Sponsor - \$1,500

2 event tickets

Sponsorship benefits include recognition in the event program, recognition from the podium, logo recognition on the video screen, and logo recognition in all event promotions including website, social media, press releases, and email, as well as on-site logo recognition opportunities.

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SPONSORSHIP INFORMATION



GOLD JACKET DINNER PRESENTED BY HAGGAR

The Enshrinees' Gold Jacket Dinner is a highlight of the Enshrinement Festival, bringing together **4,000** participants, and attended by Pro Football Hall of Fame Enshrinees, their presenters, NFL team owners, past and present football legends, and various celebrities. With a nationally renowned celebrity emcee and the presentation of Hall of Fame gold jackets, this event is truly special. By sponsoring the Enshrinees' Gold Jacket Dinner, you gain a unique chance to connect with diverse individuals from local, regional, and national communities.

Presenting Sponsor – Hagggar

Gold Sponsor - \$10,000 (3 available)

Sponsors receive a table for 8 (premium placement in the auditorium)

Silver Sponsor - \$3,000 (7 available)

4 dinner tickets (outer room seating)

Event Sponsor - \$1,500

2 tickets to the ceremony only

Sponsorship benefits include recognition in the event program, recognition from the podium, logo recognition on the video screen, and logo recognition in all event promotions including website, social media, press releases, and email, as well as on-site logo recognition opportunities.

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SPONSORSHIP INFORMATION



CLASS OF 2025 UNSCRIPTED & TAILGATE PRESENTED BY CERTIFIED ANGUS BEEF

This one-of-a-kind event, formerly the Enshrinees' Roundtable, offers an unscripted, up-close-and-personal experience with the 2025 class of Pro Football Hall of Famers. It kicks off with an ultimate tailgate experience presented by the world-renowned chefs of Certified Angus Beef. As the afternoon progresses, the new class of Hall of Famers will take the stage to share untold stories from their lives and careers in football.

Moderated by Steve Wyche, this roundtable discussion will feature exclusive interviews, behind-the-scenes anecdotes, and insightful conversations that provide a true insider's perspective. If you're a football fan, this event is for YOU!

Presenting Sponsor – Certified Angus Beef

Gold Sponsor - \$5,000

Sponsors receive a table for 8 (premium placement)

Silver Sponsor - \$3,000

6 tickets

Bronze Sponsor - \$1,500

4 tickets

Event Sponsor - \$500

2 tickets

Sponsorship benefits include recognition in the event program, recognition from the podium, logo recognition on the video screen, and logo recognition in all event promotions including website, social media, press releases, and email, as well as on-site logo recognition opportunities.

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SPONSORSHIP INFORMATION



UP, UP, AND AWAY 5K PRESENTED BY ORTHOUNITED

In 2017, the excitement and beauty of the Kent State University at Stark campus came alive as hot air balloons floated in the sky for the first inaugural UP, UP & AWAY 5K. The event caters to both serious and casual runners and walkers.

Following the 5K run, at 8:50 a.m., there is a FREE KIDS FUN RUN (launched in 2018) on the track near the finish line. This non-competitive fun run is designed for children ages 8 & under, focusing on fun and friendship while teaching the importance of exercise and fitness.

Presenting Sponsor – OrthoUnited

Gold Sponsor – \$2,500

- Winner and Participation Medals**
- Bells**
- Kids Fun Run**
- T-Shirt
- Water Station
- Video
- Photography

Table Sponsor - \$1,500

- Includes a table and two chairs.

Event Sponsor - \$1,000

- Logo placed on the event bib as well as all supporting event marketing materials.

Sponsorship benefits include recognition in the event program, recognition from the PA system, and logo recognition in all event promotions including website, social media, press releases, and email, as well as on-site logo recognition opportunities.

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SPONSORSHIP INFORMATION



VOLUNTEER APPRECIATION PARTY

The volunteer appreciation party recognizes the many volunteers who work tirelessly to execute Enshrinement Festival Events. This event is not open to the public.

Attendance – 1,000 – 1,500

Presenting Sponsor – \$5,000

Gold Sponsor – \$2,500

- 8 event tickets
- Opportunity to be recognized as a sponsor for one of the following event components; food, beverages, dessert, entertainment, game or activity, décor, or volunteer gifts.

Event Sponsor - \$1,000

- 4 event tickets

All sponsors will receive the following:

- Inclusion on the sponsor thank-you card distributed to each guest attending the party.
- Recognition on the sponsor banner showcased at the event.
- Logo display on the PowerPoint presentation visible throughout the evening on large video screens.
- Public acknowledgment from the stage.

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SPONSORSHIP INFORMATION



HONORING THE PAST AND LOOKING FORWARD TO THE FUTURE

A team of more than 4,500 volunteers work year-round with the professional staff at the Hall and Canton Regional Chamber to plan and stage 17 events for the enjoyment of nearly 700,000 people. An extensive economic impact survey provided the tools to tell us that the annual Enshrinement Festival today produces an economic impact of \$43 million on Canton/Stark County and nearly \$77 million on the State of Ohio.

The Canton Regional Chamber of Commerce enjoys a huge level of support from members, volunteers, the Pro Football Hall of Fame, governmental services, and especially, our sponsors! A festival of this magnitude is not possible without the care and support of our sponsors. We invite you to consider supporting the festival in 2025.

Major Event Sponsor - \$25,000

All sponsors supporting the festival with a minimum contribution of \$25K will be recognized throughout the week of events as a major event sponsor and will be given special recognition.

Enshrinement Week Event Investor - \$8,500

Recognized at the "event sponsor" level for all Enshrinement Week Events including the Balloon Classic, Community Parade, Grand Parade, Enshrines Gold Jacket Dinner, Unscripted & Tailgate, Fashion Show Luncheon, Up, Up & Away 5K. VIP tickets will be provided to our sponsors for all events.

Event Sponsor - \$500-\$25,000

Please select from the options listed above.

ACCEPTED ON BEHALF OF: _____
(Company name as you want it to appear in print)

Sponsorship: _____

Sponsorship: _____

Sponsorship: _____

Amount to be invoiced: _____ Signature: _____

Printed Name: _____

Title: _____ Date: _____

Address: _____

Phone: _____ E-mail address: _____

Thank you for your support! Send the completed contract to:

Melinda McNutt, VP of Development • melinda@cantonchamber.org • 440-855-9097

Canton Regional Chamber of Commerce, 222 Market Avenue North, Canton, Ohio 44702