

Destination
HILLIARD
SPONSORSHIP
OPPORTUNITY



Hilliard Halloween Haunt
Hilliard's Station Park
Saturday, October 26, 2024
9a.m. to 11 a.m.



\$1000 SPONSORSHIP:

Only one spot available per event

- 📍 Large logo included on the official event map.
- 📍 Sponsor will be tagged in a minimum of 4 social media posts leading up to the event and 1 following the event.
- 📍 Mention of your headlining sponsorship on the Events Calendar of the Destination Hilliard website (our most visited page) for the month of the event.
- 📍 Space for your participation at the event.

\$500 SPONSORSHIP:

- 📍 Small logo included on the official event map.
- 📍 Sponsor will be tagged in a minimum of 2 social media posts.
- 📍 Mention of your sponsorship on the Event Page of the Destination Hilliard website for the month of the event.



March 23 Bunny Hop

Hilliard's Bunny Hop is a free, family event in the heart of Hilliard! Local businesses will set up tables along Main Street and at Hilliard's Station Park to pass out treats. Children are encouraged to bring baskets or bags to collect goodies. A DJ playing family-friendly tunes and the Easter Bunny will be located at Station Park to greet our youngest guests and add to this seasonal event. This event draws around 1000 visitors.

September 7 For the Love of Hilliard

When Old HilliardFest announced the cancelation of their event in 2023, the businesses of Hilliard banded together with the help of the City of Hilliard and Destination Hilliard to create an all-new family event. This year, the For the Love of Hilliard event returns and participating businesses will host shopping opportunities with local vendors and entertainment such as live music, face painting, carnival games, magic, and community engagement. Participating businesses will punch Shop Local Passports to allow Hilliard visitors and community members to earn entries for giveaways and other fun prizes.

October 26 Halloween Haunt

Hilliard's Halloween Haunt is another free, family event that takes place in Downtown Hilliard! Children are encouraged to bring trick-or-treat bags to collect goodies from local businesses along Main Street and in Hilliard's Station Park. This event draws around 2000 visitors. Main Street will be closed during this event.

December 31 Noon Year's Eve

In 2022, The Crooked Can hosted their first Noon Year's Eve event. It was so incredibly popular, that the market was brimming with families excited to countdown for the New Year at NOON to allow for children to get the New Year's Eve experience without staying up late! The Can will continue their event, but Destination Hilliard will be hosting visitors in Hilliard's Station Park to accommodate more guests and to add a very special new element - a countdown ball (details to come)! Hilliard's Station Park will have a DJ-led dance party for the hour leading up to the ball drop, while neighboring businesses will be participating in various ways.

Destination
HILLIARD
SMALL EVENT



Open Mic Night
Coffee Connections
Second Tuesday of the Month
7-8:30pm (School Year)
8-9:30pm (Summer)



- 🌻 \$100 per event, \$500 for the year
- 🌻 Sponsor will be tagged in at least on post per event. Logo will be on the social media graphics and visible at the event.
- 🌻 Mention of your sponsorship on the Event Page of the Destination Hilliard website for the month of the event.

Destination
HILLIARD
SPONSORSHIP
OPPORTUNITY



Self-Guided Scavenger Hunt
City of Hilliard Parks
June through August



\$500 SPONSORSHIP:

- 🌸 Logo on the parks passport booklet cover.
- 🌸 The sponsor will be tagged in a minimum of 3 posts throughout the life of the pass.
- 🌸 Mention of your sponsorship on the Experience Pass page of the Destination Hilliard website.

\$250 SPONSORSHIP:

- 🌸 Logo on a park page of the passport booklet.
- 🌸 The sponsor will be tagged in a minimum of 1 post throughout the life of the pass.
- 🌸 Mention of your sponsorship on the Experience Pass page of the Destination Hilliard website.



May

Pilot of Hilliard History Express

A collaboration among Hilliard City Schools, City of Hilliard, Hilliard Ohio Historical Society, Destination Hilliard, and local businesses, Hilliard History Express presents opportunities for students, residents, and visitors to learn about the history of Downtown Hilliard. Students from Brown and Beacon Elementary Schools will collaborate with Downtown Hilliard businesses to learn about the history of various locations – specifically what was happening in that building or space when the train was running through town – and create a history-based scavenger hunt including a short recording (recorded by students) and hidden train car (created by students under the direction of their collaborative business) located at each stop.

In May 2024, the Hilliard History Express will be piloted with students as they take a field trip into Downtown Hilliard to see their hard work come to fruition.. Participants will get a passport booklet/map and will collect stamps at each location when they find the hidden train cars. Visitors who fill their books with stamps will earn a prize. The full-scale rollout of this initiative will kick off with all 3rd-grade classrooms in Hilliard in Fall of 2024 and will be available to all visitors in May of 2025.

June

Parks & Playground Passport

Did you know there are 25 parks throughout Hilliard? This paper-based scavenger hunt is a collaboration between the City of Hilliard and Destination Hilliard and encourages participants to explore Hilliard's parks. Prizes will be awarded to individuals who complete the scavenger hunt. Last year's gamified passport had 1000 registered participants.

Destination
HILLIARD
2024 SIP &
SHOP EVENTS



July 27

Christmas in July

New for 2024: Spend a day in Downtown Hilliard, celebrating Christmas in July. Businesses will be hosting family events in the morning. Destination Hilliard will host a sip & shop in the afternoon featuring a themed shopping and sipping experience. While exploring various sipping options and retail offerings, visitors can fill up their Shop Local Passport to earn entries into giveaways and other fun prizes. Vendors (including artisans and novelty treats) will be present at several locations throughout Old Hilliard to elevate the shopping experience.

December 12

Sip, Shop & Stroll

A fun “shop local” holiday event, Sip, Shop & Stroll, provides opportunities for Hilliard visitors to enjoy the offerings of local Hilliard businesses. Local vendors will provide visitors the chance to buy unique gifts for the holiday season. Select local businesses will be offering a holiday drink menu visitors can enjoy as they shop and stroll their way down Main Street (thanks to DORA). Lattimer Square will also offer promotions. Downtown Hilliard will be lit and decorated for the holidays, making for a unique, fun, and quaint holiday experience. Visitors can fill up their Shop Local Passport by making purchases at participating businesses to earn a fun prize and entries for giveaways.

***At this time, the sponsorships available for these events are offered to participants of the event.