

PRO FOOTBALL HALL OF FAME *Enshrinement Festival*

A department of the
CANTON REGIONAL CHAMBER OF COMMERCE



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PRO FOOTBALL HALL OF FAME *Enshrinement Festival* **HISTORY**

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 63rd 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:

Balloon Classic *Presented by Aultman*

Up, Up & Away 5K *Presented by OrthoUnited*

Community Parade

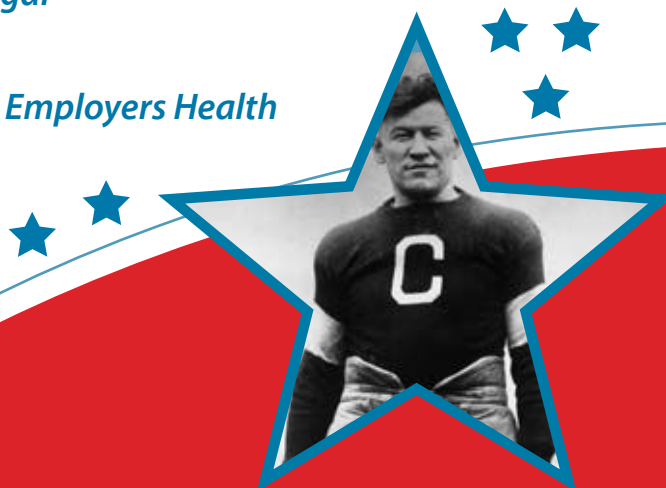
Fashion Show Luncheon *Presented by Crystal Clinic Plastic Surgeons*

Enshrinees' Gold Jacket Dinner *Presented by Haggar*

Grand Parade

Class of 2026 Unscripted & Tailgate *Presented by Employers Health*

Appreciation Party





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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 6,000 spectators. This event is also broadcast for many more to enjoy. Approximately 75-100 units

ESTIMATED ATTENDANCE – 6,000

Presenting Sponsor - \$5,000

Gold Sponsor – \$3,000

- Broadcast Booth Sponsor
- Grand Marshal Sponsor

Silver 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.

Bronze Sponsor – \$500

Event Sponsor - \$250

Your sponsorship includes website promotion and 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.





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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, and children's activities. It has become one of the most popular of all Festival events with thousands of 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 35 hot air balloons filling the skies. Added excitement is generated via the fabulous drone show on Friday and Saturday night.

\$5,000

- Soaring Soiree Corporate Tent Sponsor

*Benefits include 8 tickets each night to the private event, ½ page ad in the event program, logo recognition in the event program, logo recognition on the event website as a Silver sponsor, logo recognition on event signage as a Silver sponsor, and name recognition from the PA system.

\$4,000

- Entertainment Sponsor
- Tethered Balloon Rides

*Benefits include 6 tickets each night to the VIP tent, ½ page ad in the event program, recognition in the event program for sponsored item, logo recognition in the event program, logo recognition on the event website as a Silver sponsor, logo recognition on event signage as a Silver sponsor, and name recognition from the PA system.

\$3,500

- 10x10 Commercial Booth Sponsor (Table and two chairs provided, tent upon request)

*Benefits include 4 tickets each night to the VIP tent, recognition in the event program as a commercial booth sponsor, logo recognition in the event program, logo recognition on the event website as a Bronze sponsor, logo recognition on event signage as a Bronze sponsor, and name recognition from the PA system.





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BALLOON CLASSIC

Presented by Aultman

\$3,000

- Hot Air Balloon Sponsor

*Benefits include 4 tickets each night to the VIP tent, one ride in the balloon on Friday night (weather permitting), recognition in the event program as a balloon sponsor, logo recognition in the event program, logo recognition on the event website a Bronze sponsor, logo recognition on event signage as a Bronze sponsor, and name recognition from the PA system. Note: Commercial balloons are an up charge. Please inquire for pricing.

\$2,500

- Golf Cart Sponsors (Your company logo placed on four total golf carts)
- Video Screen Sponsor
- Food Truck Zone Sponsor
- Kid Zone Bounce Houses

*Benefits include 4 tickets each night to the VIP tent, recognition in the event program, logo recognition in the event program, logo recognition on the event website a Bronze sponsor, logo recognition on event signage as a Bronze sponsor, and name recognition from the PA system.

\$1,000

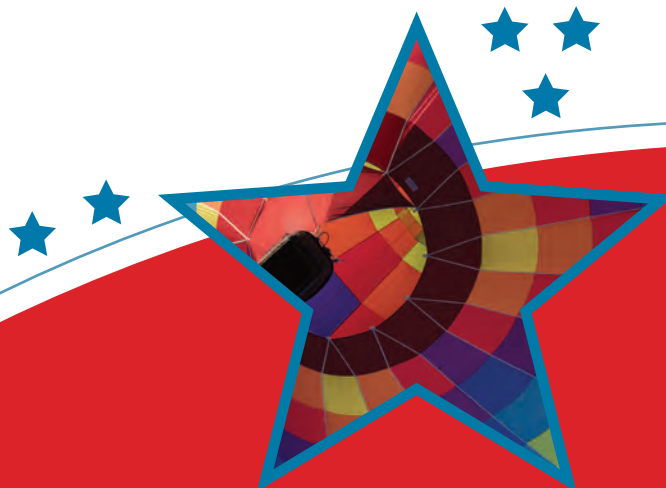
- Event Sponsor

*Benefits include 2 tickets each night to the VIP tent, logo recognition in the event program, logo recognition on the event website as an event sponsor, logo recognition on event signage as an event sponsor, and name recognition from the PA system.

\$500

- Pilot Dinner Sponsor (Did you know that it costs nearly \$30,000 to provide food for our pilots and their crew? Help us say thank you to our event guests by providing monetary support.)

*Benefits include name recognition in the event program and the event website.





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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 there is a FREE KIDS FUN RUN (launched in 2018). 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

Corporate Sponsor – \$2,500

- Includes 8 free tickets to the event
- \$5 off discount for all employees to participate (discount does not apply to children's rate)

Table Sponsor - \$1,500

- Includes a table and two chairs
- Video Screen Sponsor

Event Sponsor - \$1,000

- Logo placed on all supporting event marketing materials.





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FASHION SHOW LUNCHEON

Presented by
Crystal Clinic Plastic Surgeons

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 thousands of 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)
- Full-page ad in the event program
- Company logo included in the multimedia presentation as a gold sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a gold sponsor
- Company name tagged in social media recognition
- Logo in the event program as a gold sponsor (top-tier)
- Logo on the event website (top-tier)

Silver - \$3,500

- 6 event tickets
- ½ page ad in the event program
- Company logo included in the multimedia presentation as a silver sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a silver sponsor
- Company name tagged in social media recognition
- Logo in the event program as a silver sponsor (second-tier)
- Logo on the event website (second-tier)





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FASHION SHOW LUNCHEON

*Presented by
Crystal Clinic Plastic Surgeons*

Bronze - \$2,500

- 4 event tickets
- 1/4 page ad in the event program
- Company logo included in the multimedia presentation as a bronze sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a bronze sponsor during scripted thanks
- Company name tagged in social media recognition
- Logo in the event program as a bronze sponsor (third-tier)
- Logo on the event website (third-tier)

Event Sponsor - \$1,500

- 2 tickets to the event
- Company logo included in the multimedia presentation as an event sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome
- Logo in the event program as an event sponsor (fourth-tier)
- Logo on the event website (fourth-tier)

Sponsorship Opportunities Sold Separately

Dessert Sponsor - \$2,500 (limit 2)

Booth Sponsor - \$2,500

Wine Sponsor - \$2,500 (limit 2)

Entertainment Sponsor - \$2,500 (limit 2)





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ENSHRINEES' GOLD JACKET DINNER *Presented by HAGGAR*

The Enshrinees' Gold Jacket Dinner is a highlight of the Enshrinement Festival, bringing together thousands of 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 – Haggar

Gold Sponsor - \$7,500

- Opportunity to purchase tickets or a table in the main auditorium
- Full-page ad in the event program
- Company logo included in the multimedia presentation as a gold sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a gold sponsor
- Company name tagged in social media recognition
- Logo in the event program as a gold sponsor (top-tier)
- Logo on the event website (top-tier)

Silver Sponsor - \$5,000

- Opportunity to purchase tickets or a table in the main auditorium
- ½ page ad in the event program
- Company logo included in the multimedia presentation as a silver sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a silver sponsor
- Company name tagged in social media recognition
- Logo in the event program as a silver sponsor (second-tier)
- Logo on the event website (second-tier)





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ENSHRINEES' GOLD JACKET DINNER *Presented by HAGGAR*

Bronze Sponsor - \$3,000

- Opportunity to purchase tickets or a table in the main auditorium
- 1/4 page ad in the event program
- Company logo included in the multimedia presentation as a bronze sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a bronze sponsor during scripted thanks
- Company name tagged in social media recognition
- Logo in the event program as a bronze sponsor (third-tier)
- Logo on the event website (third-tier)

Event Sponsor - \$1,500

- 2 tickets to the ceremony only (perimeter seating)
- Company logo included in the multimedia presentation as an event sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome
- Logo in the event program as an event sponsor (fourth-tier)
- Logo on the event website (fourth-tier)

Sponsorship Opportunities Sold Separately

Wine Sponsor - \$5,000 (limit 2)





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GRAND PARADE

In 1963, just two days after the first Fashion Show Luncheon, thousands of 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 drawing thousands of 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 2026 Class of Enshrinees alongside many returning Hall of Famers gracing the parade.

Parade Sponsor

- 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.
\$8,000 - \$10,000
- Parade Float – Be a part of the creative design process as you create your own unique parade float.
\$8,000
- 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.
\$5,000 - \$10,000

*Please inquire for balloon and entertainment selection.

Event Sponsor - \$1,500

2 tickets for seating

Your sponsorship includes logo recognition on the event web page, scripting on the 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.





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UNSCRIPTED & TAILGATE

Presented by Employers Health

This one-of-a-kind event, formerly the Enshrinees' Roundtable, offers an unscripted, up-close-and-personal experience with the 2026 class of Pro Football Hall of Famers. It kicks off with an ultimate tailgate experience. 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 – EMPLOYERS HEALTH

Gold Sponsor - \$5,000

- Sponsors receive a table for 8 (premium placement)
- Full-page ad in the event program
- Company logo included in the multimedia presentation as a gold sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a gold sponsor
- Company name tagged in social media recognition
- Logo in the event program as a gold sponsor (top-tier)
- Logo on the event website (top-tier)

Silver Sponsor - \$3,500

- 6 event tickets
- 1/2 page ad in the event program
- Company logo included in the multimedia presentation as a silver sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a silver sponsor
- Company name tagged in social media recognition
- Logo in the event program as a silver sponsor (second-tier)
- Logo on the event website (second-tier)





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UNSCRIPTED & TAILGATE *Presented by Employers Health*

Bronze Sponsor - \$2,500

- 4 event tickets
- 1/4 page ad in the event program
- Company logo included in the multimedia presentation as a bronze sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome and company name read from the podium as a bronze sponsor during scripted thanks
- Company name tagged in social media recognition
- Logo in the event program as a bronze sponsor (third-tier)
- Logo on the event website (third-tier)

Event Sponsor - \$1,500

- 2 tickets to the event
- Company logo included in the multimedia presentation as an event sponsor rotating on display before the event
- Company logo on display on the large video screen during sponsor welcome
- Logo in the event program as an event sponsor (fourth-tier)
- Logo on the event website (fourth-tier)

Sponsorship Opportunities Sold Separately

Centerpiece Sponsor - \$2,500 (limit 2)

Photo Booth Sponsor - \$2,500 (limit 1)

Snack Sponsor - \$2,500 (limit 2)

Football Toss Sponsor - \$2,500 (limit 1)

Outdoor Booth Sponsor - \$2,500





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APPRECIATION PARTY

The appreciation party recognizes the many community members who work tirelessly to execute Enshrine-ment 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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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, Enshrinees Gold Jacket Dinner, Unscripted & Tailgate, Fashion Show Luncheon, Up, Up & Away 5K. Event tickets will be provided to our sponsors.

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 Kapalko, VP of Development • melinda@cantonchamber.org • 440-855-9097
Canton Regional Chamber of Commerce, 222 Market Avenue North, Canton, Ohio 44702