



# the **blast**

**SATURDAY**  
**06.29.24**



Join the fight against cancer by supporting the 2024 Hyde Park Blast, one of Cincinnati's premiere events. Come join 15,000+ of your closest friends at a weekend event that includes a run/walk, kids events, and block party. Your support and contribution will also put you in the race to cure various forms of cancer, help support local cancer-related programs, and other Hyde Park community initiatives.

## SCHEDULE OF EVENTS

- 7:30 AM 4 Mile Run/Walk
- 9:00 AM Kids Fun Run
- 12:45 PM Cycling Begins
- 4:00 PM Block Party
- 8:30 PM Pro 1/2/3 Mens Cycling

## BENEFICIARIES

After event costs, all sponsorship dollars are given to



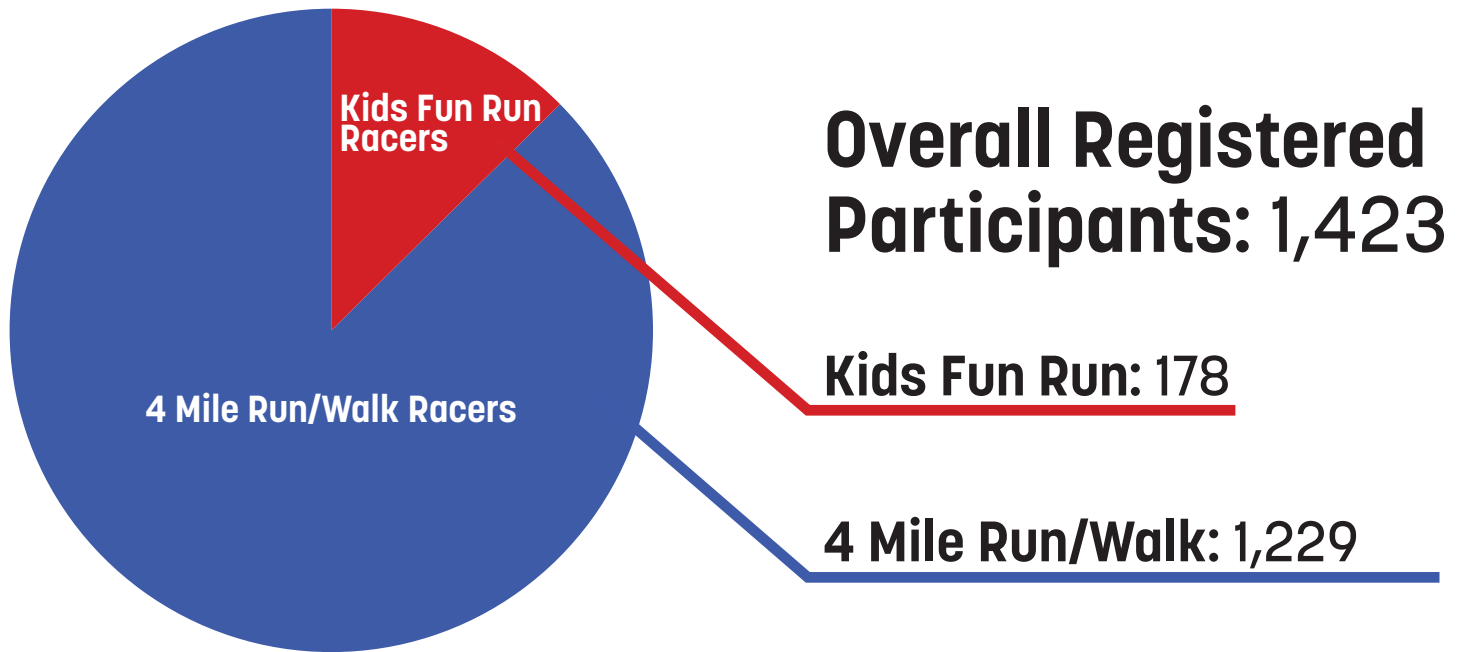
MORE THAN  
**\$770K**  
DONATED SINCE 2001

## PREVIOUS SPONSORS



FOR MORE INFORMATION, CONTACT [HPBLASTSPONSOR@GMAIL.COM](mailto:HPBLASTSPONSOR@GMAIL.COM)

# BY THE NUMBERS



## MEDIA REACH

Hyde Park Living

6,800 Readers



Twitter: 2,400 Followers

Movers & Makers

Cincinnati

30,000 Readers



E-Newsletter: 12,890 Subscribers  
Postcard Mailing: 6,800 recipients  
Mailing Zip Codes: 45206, 45208, 45209, 45226

Facebook: 5.6k Followers

**SUMMER TRADITION FOR CINCINNATI AND THE TRI-STATE FOR 20+ YEARS!**

# SPONSORSHIP LEVELS

	TENT/BOOTH \$500	ASSOCIATE \$1,000	4 MILE RUN \$2,000	FOUNDING \$5,000	KIDS FUN RUN \$5,000	BIKE RACE**	PLATINUM \$12,000	STAGE \$15,000	PRESENTING \$25,000
Logo identified on Blast website		●	●	●	●	●	●	●	●
Targeted mentions or promotions via Blast email newsletter			●	●	●	●	●	●	●
Mentions via Blast social media <i>(Twitter, Facebook, &amp; Instagram)</i>			●	●	●	●	●	●	●
Logo on event posters				●	●	●	●	●	●
Pre-race media advertising <i>(print, TV, radio)</i>				●	●	●	●	●	●
Logo on event sponsor banners <i>(Start/Finish &amp; Block Party)</i>				●	●	●	●	●	●
Logo on Finish Line arch				●	●	●	●	●	●
Company name announced at Start/Finish & Block Party				●	●	●	●	●	●
VIP/Sponsor benefits & perks on Hyde Park Square (Block Party)				●	●	●	●	●	●
Use of Blast name/logo				●	●	●	●	●	●
Table for 10 at The Cure Starts Now's Gala on March 9, 2024 <i>(\$1k value)</i>				●	●	●	●	●	●
Complimentary race entries							●	●	●
Logo placement on 3,500+ event/volunteer shirts							●	●	●
Exclusive visibility around band stage at block party								●	
Name highlighted in event title "The Blast, presented by..."									●
Representative to speak at awards ceremony, cycling race, or block party									●

**\*\*PLEASE REACH OUT DIRECTLY TO SPONSOR COORDINATOR FOR OPTIONS**