



**Ingenuity Cleveland ignites the creative spark among artists, entrepreneurs, and innovators through joy and collaboration in service to social progress.**



**INGENUITY CLEVELAND  
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CLEVELAND, OH 44114**

Ingenuity Cleveland is a 501-c-3 non-profit with the Federal Tax ID 20-2031718

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# Ingenuity is a catalyst that revitalizes and reinterprets Cleveland.



Going on sixteen years, Ingenuity Cleveland has been igniting the creative spark among artists, entrepreneurs and innovators, through joy and collaboration, in service of social progress.

From boundary-pushing events, to resources and programs for our year-round community of 300+ volunteers, creatives and entrepreneurs, Ingenuity nurtures makers, doers and learners of all types, welcoming our neighbors and all Clevelanders to fire up their imagination.

## WHY GET INVOLVED?

### Reach



Ingenuity reaches a diverse, year-round audience of 200,000+ mostly urban young professionals, plus a wide range of creators, educators, families and idea-leaders, through our PR, media and event partners.

### Community



We engage 20,000+ visitors over the weekend-long festival and reenergize underutilized urban communities while generating \$4.5 million of economic impact to our region.

### Trust



Residents of Northeast Ohio will recognize your support of one of Cleveland's most reliable and highly anticipated festivals. For over sixteen years, we have been dazzling and delighting audiences!



"IngenuityFest is one of the most innovative events in Cleveland. You spend the weekend appreciating the arts, inventions, historical equipment, and wares from artisan designers. Huge-scaled installations, music and comedy across multiple stages and open lofts! All walks of life can contribute and leave inspired to create until next year's IngenuityFest!"

- FESTIVAL ATTENDEE SURVEY

# Program Highlights



Engagement at a glance.

**20,000+**

Attendees at IngenuityFest annually.

**500+**

Bands, artists, and performers engaged each year for paid opportunities.

**10,000+**

(Wo)man-hours collaboratively visioning, building & creating.

**1,000's**

Free tickets distributed to and through neighborhood & community groups, allowing us to reach the widest audience possible.

**40,000+**

Annual visitors to the St. Clair - Superior Neighborhood for Combined Ingenuity Programs.

**8** Hamilton Collaborative partners drawing

**100,000+**

Combined visitors to the St. Clair - Superior Neighborhood.

**18** Small Businesses housed in IngenuityLabs receive space, tools and resources.

**10**

Ignite! Impact Awards offer entrepreneurship support and microgrants to women and minorities.





# Our Core Values

**Our annual survey shows that we serve a diverse population of all ages and income levels, races and ethnicities, from the immediate neighborhood to all Cleveland and beyond. In short, Ingenuity is for everyone!**



### COLLABORATION

We work with businesses, residents and community partners alongside our dynamic cohort of artists and entrepreneurs to infuse creativity into the interconnected fields of placemaking, urban planning, public art & programming.



### CURIOSITY

Through hands-on activities, peer-to-peer teaching and distributed leadership models, we offer year round opportunities to engage, learn and grow. Our entrepreneurship programming, incubator, microgrants and workshops serve an intergenerational audience and reach even the littlest makers - igniting the creative spark for all.



### INNOVATION

We invest in building the conditions necessary for cross pollination and growth. IngenuityLabs is not just a home for immersive installations or tinkering with tech. It is a vibrant network welcoming corporate partners, cutting-edge artists, engineers, professionals, and hobbyists alike to a flexible inclusive space stocked with talent, tools, and resources.



### JOY

That's right, we said it! Ingenuity is driven by the joy of creating, and of doing it together. Need we say more?



# What else do we do?



## Year-Round Initiatives

### Ignite!

Ignite! is a program, free and open to the public, that brings entrepreneurship expertise into an accessible setting, elevates peer-to-peer learning, and brings the community together through youth-focused workshops, neighbor nights and more.

### IngenuityLabs Incubator

Part residency, part accelerator! IngenuityLabs provides grantees with private & shared space, tools, and other resources needed to launch and grow small businesses and creative projects with a focus on social impact. INGENEERS Members of our 300+ person (and growing!) creative collective meet weekly to vision, build and network. Ingeneers share knowledge, direct new initiatives and get a little messy, welding, painting and stitching together large-scale collaborative works featured at IngenuityFest and other events.

### Commissions

Ingenuity is proud to work with Cleveland's most beloved cultural institutions, from rockin' out with Lottery League, to creating vibrant artistic landscapes for Brite Winter in the Flats and Literary Lots in Slavic Village, to firing up floating artwork at Burning River Fest, to driving the new #VoicesofCLE partnership to amplify voices of color across town.

### Consulting & Support

Ingenuity consults on public art strategies and community engagement initiatives, rents space to dozens businesses as co-founders of the Hamilton Collaborative, and supports myriad other events and activities annually from film shoots to fundraisers to master classes to visiting international artists.

### Impact Awards

Each year, we grant 5-10 Ignite! Impact Awards to creative entrepreneurs using arts-based strategies to effect social change. These awards offer a microgrant, space and individualized support services to local changemakers, with a focus on women, minorities, and others traditionally underrepresented in entrepreneurship.

### Collaborative Businesses

The 300,000+ square foot space called IngenuityLabs and the Hamilton Collaborative contains six collaborative businesses; 20 incubatees; dozens of partners and hundreds of students attending classes annually!

# Events



## IngenuityFest

IngenuityFest welcomes 20,000+ guests, IngenuityFest welcomes 20,000+ guests and includes immersive artwork, a half-dozen stages of entertainment featuring hundreds of musicians, dancers, poets, and performances of all types, maker and innovator exhibits, fine art and more!

## Neighbor Nights

Ignite! Neighbor Nights are hosted once monthly and serve the St. Clair-Superior Neighborhood and our entire creative community. These themed, hands-on events offer peer-to-peer learning, informal networking, skill acquisition, and access to community resources.

## Ingenuity Bal

The Ingenuity Bal is a themed, slightly off-kilter gala celebration featuring immersive installations unlike anywhere else in Cleveland!

# Why Sponsor Ingenuity?



**1,000,000+**

TOTAL IMPRESSIONS:  
Annual Impressions across Digital Platforms

**30,000+**

SOCIAL: Combined Followers  
(Instagram, Facebook, Youtube, Twitter)

**200,000+**

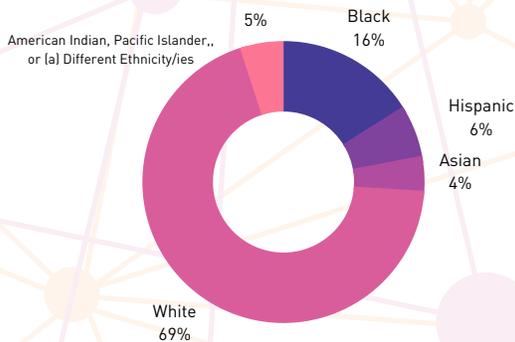
PRINT: postcards, posters, brochures,  
Newspapers and magazines across Northeast Ohio

**20,000+**

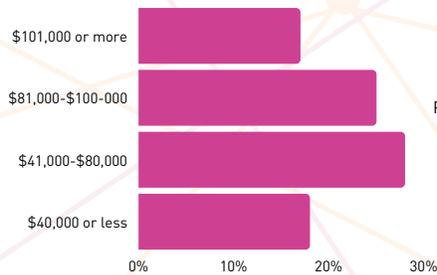
IN PERSON: Attendees at IngenuityFest annually. (Plus 1,000+ across other annual events, 500+ at the Ingenuity Bal, 150+ for Ignite!)



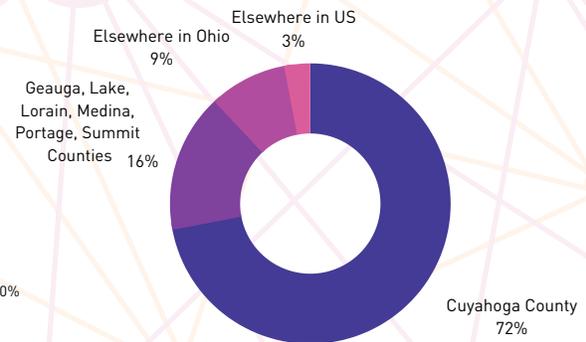
## Demographics



## Attendee Income



## Residence



## Attendee Satisfaction



## WHAT ARE YOU WAITING FOR?

By sponsoring Ingenuity, you can reach an audience of 200,000+ throughout the year across Northeast Ohio!

We can build a package to support your unique requirements based off of what's important to your brand and audience.

From e-newsletters, to prominent features on websites, marketing collateral and campaigns reaching Northeast Ohio and beyond, sponsoring Ingenuity allows your organization prominent and extensive exposure, increasing your return on investment.

# What are you waiting for?

## GET INVOLVED! PARTNERSHIP AND SPONSOR OPPORTUNITIES

Join our growing list of sponsors and community partners!  
Contact Managing Director Alyssa Perna at 216-589-9444 or by email at  
Alyssa@IngenuityCleveland.org to discuss options.



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