

**KeyBank**   
PRESENTS



**FATHERHOOD**  
**2023** expo

Celebrating & Equipping D.A.D.D.S. In Our Community!

**FRIDAY**  
**06.16.23**

**SATURDAY**  
**06.17.23**

**SUNDAY**  
**06.18.23**  
(FATHER'S DAY)

[www.FatherhoodExpo.com](http://www.FatherhoodExpo.com)





“Celebrating & Equipping D.A.D.D.S. In Our Community!”

Dear Sponsor/Community Partner:

**DADDS Enterprises LLC (DADDS)** in conjunction with **Extra MYLE International (EMI)** is pleased to announce the **5<sup>th</sup> Annual FATHERHOOD EXPO™: “Celebrating & Equipping Fathers In Our Community!”** taking place over Father’s Day weekend Friday, June 16<sup>th</sup> through Sunday, June 18, 2023 (**Father’s Day**). The **grand finale** takes at **Huntington Park** in the heart of Columbus, Ohio’s Downtown **Arena District**.

Hosting the culminating event at this world-class facility enables the Fatherhood Expo™ to expand its programming and activities to include DADDS Night Out™, Evolution of Fatherhood: Resource & Vendor Fair™, and much more! 1500 fathers and their families are expected to attend this year’s three-day celebration.

As a sponsor or vendor, you have the opportunity to help DADDS and EMI equip men to become amazing fathers and enable children to grow up connected to their own personal hero. The Fatherhood Expo™ provides a collective platform for businesses, faith-based and community organizations that have products, programs, or services that help fathers create the best possible parenting environment. The Fatherhood Expo™ is an ideal platform to promote your interests, while demonstrating your support of Central Ohio Fathers and their families.

Attached is our Sponsorship and Vendor application form. Please consider how you will invest in the lives and futures of Central Ohio fathers and families.

The sponsorship fee and/or letter of intent must be received by Friday **June 2, 2023**. The vendor registration form and fee must be received by Friday **June 2, 2023**.

We are planning a great event and look forward to working with you! For more information, sponsorship opportunities or to register visit us online: <http://www.FatherhoodExpo.com>

Feel free to contact me at [info@FatherhoodExpo.com](mailto:info@FatherhoodExpo.com) or (614) 943-EXPO (3976) with any questions.

Regards,

Michael “The Ambassador” Hargrove  
Husband/Father/Founder/Servant/C.E.O.  
DADDS Enterprises LLC



Phone: (614) 943 - EXPO (3976) \* Email: [info@FatherhoodExpo.com](mailto:info@FatherhoodExpo.com)  
1255 North Hamilton Road # 178 \* Gahanna, Ohio 43230



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## **DEMOGRAPHICS & MARKETING EFFORTS**

### ***Demographics***

Your organization will be exposed up to 1,500 Fathers and their families at the event

- ◆ *Fathers, mothers, men, women, and children of all ages.*
- ◆ *Primarily targeting first-time dads, hero dads (military, police and fire), granddads, father’s with special needs children, father figures, and their families.*

### ***Radio Promotions***

Informative commercial spots and purchased time buys will be one of the premier promotional resources that will be used to reach participants across Central Ohio. These commercial spots will be strategically placed on syndicated radio outlets in order to reach the optimum amount of listeners

### ***Marketing Efforts***

Our marketing efforts will be deliberate and pointed in order to raise maximum consumer awareness. Efforts include, but are not limited to the following:

- E-Marketing:
  - E-Blasts
  - Press Releases
  - Fatherhood Expo Website
  - Social Media – Facebook, Twitter, Instagram and YouTube
- Physical Merchandise:
  - Event Tee Shirts
  - Posters
  - Flyers
  - Post Cards
  - Event Based Promotional Teams
- Community Involvement:
  - Experience Columbus
  - Online Community Calendars
  - Community Outreach Events
  - Church Announcements
  - Local civic organizations
  - Local Greek organizations





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### **SPONSORSHIP LEVELS**

#### **\$5,000 Presenting Sponsor (limit 1)**

- \* Company name and logo on the **FatherhoodExpo.com** event website and social media outlets as Presenting Sponsor with link to your business
- \* Recognition and verbal acknowledgment as the Presenting Sponsor during all Fatherhood Expo™ related events
- \* Scrolling “Welcome Message” on **Huntington Park Score Board** during the Sunday event
- \* Opportunity to give Welcome Address during the DADDS Night Out™ event kick-off and the Evolution of Fatherhood: Resource and Vendor Fair™
- \* 50 V.I.P. (Very Important Partner) Expo passes to all Fatherhood Expo™ related events (includes meals plus 25 parking passes for Sunday’s activities)
- \* Company logo or name used in all print marketing and promotions as Presenting Sponsor
- \* Company logo prominently displayed on all signs, banners and multi-media (logo prominent on 360 Video Booth videos, Mirror Photo Booth and Digital Photo booth images) relating to the Fatherhood Expo™
- \* Vendor area at all Fatherhood Expo™ related events to promote, display, sell and/or sample products and services – Space at Huntington Park includes 10x20 area, 2 6x3 tables, 4 chairs and electricity available upon request
- \* Placement of souvenir/marketing material in event bags

#### **Media Sponsorship**

- \* Company name and logo on the **FatherhoodExpo.com** event website and social media outlets as Media Sponsor with link to your business
- \* Recognition and verbal acknowledgment as the Media Sponsor during all Fatherhood Expo™ related events
- \* Scrolling “Welcome Message” on **Huntington Park Score Board** during the Sunday event
- \* 30 tickets to the Evolution of Fatherhood: Resource and Vendor Fair™ at Huntington Park for **promotional use**. Other sponsorship benefits vary based on donation.
- \* 30 V.I.P. (Very Important Partner) Expo passes to all Fatherhood Expo™ related events (includes meals plus 15 parking passes for Sunday’s activities)
- \* Opportunity to present at the Evolution of Fatherhood: Resource and Vendor Fair™
- \* Company logo or name used in all print marketing and promotions as Media Sponsor
- \* Company logo prominently displayed on all signs and banners relating to the Fatherhood Expo™
- \* Vendor area at all Fatherhood Expo™ related events to promote, display, sell and/or sample products and services – Space at Huntington Park includes 10x20 area, 2 6x3 tables, 4 chairs and electricity available upon request
- \* Placement of souvenir/marketing material in event bags

#### **\$2,500 Ambassador Sponsor (limit 2)**

- \* Company name and logo on the **FatherhoodExpo.com** event website and social media outlets as Ambassador Sponsor with link to your business
- \* Recognition and verbal acknowledgment as the Ambassador Sponsor during all Fatherhood Expo™ related events
- \* 30 V.I.P. (Very Important Partner) passes to all Fatherhood Expo™ related activities (includes meals plus 15 parking passes for Sunday’s activities)
- \* Opportunity to present at the Evolution of Fatherhood: Resource and Vendor Fair™
- \* Company logo or name used in all print marketing and promotions as Ambassador Sponsor
- \* Company logo prominently displayed on all signs and banners relating to the Fatherhood Expo™
- \* Vendor area at all Fatherhood Expo™ related events to promote, display, sell and/or sample products and services - – Space at Huntington Park includes 10x20 area, 2 6x3 tables, 4 chairs and electricity available upon request
- \* Placement of souvenir/marketing material in event bags



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**\$1,500 V.I.P. (Very Important Partner) Sponsor (limit 4)**

- \* Company logo on the **FatherhoodExpo.com** event website and social media outlets as V.I.P. Sponsor with link to your business
- \* Company logo on signs and banners displayed during the Evolution of Fatherhood: Resource and Vendor Fair™
- \* Verbal recognition and opportunity to speak during event announcements to share company information
- \* 10 V.I.P. (Very Important Partner) passes to all Fatherhood Expo™ related activities (includes meals plus 5 parking passes for Sunday’s activities)
- \* Vendor area during the Evolution of Fatherhood: Resource and Vendor Fair™ to promote, display, sell, and/or sample products and services - Space at Hunting Park includes 10x10 area, 6x3 table, 2 chairs, and electricity available upon request
- \* Placement of souvenir/marketing material in event bags

**\$1,000 Evolution of Fatherhood: Resource and Vendor Fair™ Sponsor (limit 5)**

**Options:      1. Man Cave      2. Enrichment Zone      3. Community Zone      4. Family Fun Zone      5. Health Pavilion**

**Man Cave:** Men or Father-related products and services. (Entertainment, Home Improvement, Electronics, etc.)

**Enrichment Zone:** Personal development products, programs, and services. (Career, Business, Legal, etc.)

**Community Zone:** Community related products, programs and services. (Non-profit, Faith based, etc.)

**Family Zone:** Family related products, programs and services for Dads, Moms and Kids. (School, Travel, etc.)

**Health Pavilion:** Men/Family health & wellness related products, programs and services. (Health screenings and more)

- \* Company logo on the **FatherhoodExpo.com** event website
- \* Company logo on signs and banners displayed in respective Zone
- \* Vendor area at the Evolution of Fatherhood: Resource and Vendor Fair™ to promote, display, sell and/or sample products and services – Space at Huntington Park includes 10x10 area 6x3 table, 2 chairs and electricity upon request
- \* Verbal recognition and opportunity to speak during event announcements to share company information
- \* 4 V.I.P. (Very Important Partner) Expo passes (meals included plus 2 parking passes)
- \* 2 tickets to DADDS Night Out™
- \* Placement of souvenir/marketing material in event bags

**\$250 Expo Vendor/Organization Table (Please inquire about Non-Profit rates) (50+)**

- \* Company name listed on FatherhoodExpo.com
- \* Vendor area during the Evolution of Fatherhood: Resource and Vendor Fair™ to promote, display, sell, and/or sample products and services – Space at Huntington Park includes 10x10 area, 6x3 table, 2 chairs, and electricity upon request (additional charge)
- \* 2 parking passes

**Please contact us at [info@FatherhoodExpo.com](mailto:info@FatherhoodExpo.com) for specialized packages, in-kind opportunities, and payment options!**

Additional information related to exhibit space and Expo set-up will be sent upon receipt of your application and fee.





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**\*PRELIMINARY EVENT AGENDA**

**5<sup>TH</sup> ANNUAL FATHERHOOD EXPO™**

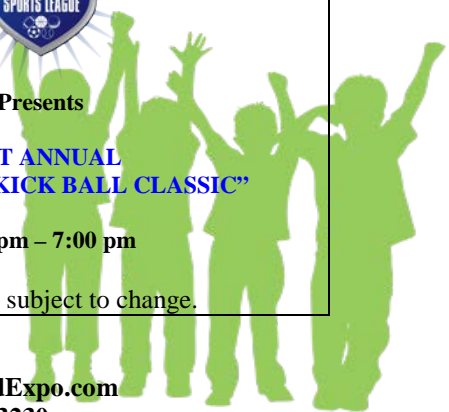
**EVENT OVERVIEW**

The Fatherhood Expo™ is a three-day celebration over Father’s Day weekend that encourages and equips fathers and father-figures to strengthen themselves and their families. The event serves as a platform for businesses, faith-based organizations, and community agencies to connect with our local fathers. These organizations will promote programs, products, and services that serve to help fathers create the best possible parenting environment for their children.

Please visit: <http://www.FatherhoodExpo.com> for the most up-to-date event itinerary.\*

\*Activities subject to change.

<p><b><u>FRIDAY JUNE 16, 2023</u></b> <b><i>EXPO KICK OFF!</i></b></p> <p>*DADDS Enterprises presents</p> <p><b>DADDS NIGHT OUT™</b></p> <p><b>Happy Hour &amp; Speed Networking</b> 5:00 pm – 7:00 pm</p> <p><b>THE GATHERING</b> 7:00 pm – 10:00 pm</p> <p><b>HOST SITES</b></p> <p><b><u>STAR LANES - POLARIS</u></b></p>  <p><b><u>BLU NOTE JAZZ CAFÉ</u></b></p>  <p>*Activities subject to change.</p>	<p><b><u>SUNDAY JUNE 18, 2023</u></b> <b><i>HAPPY FATHER’S DAY!</i></b></p>  <p>*DADDS Enterprises presents</p> <p><b>*EVOLUTION of FATHERHOOD™</b> <b>RESOURCE AND VENDOR FAIR</b></p> <p><b>2:00 pm – 7:00 pm</b></p> <ul style="list-style-type: none"> <li>* Family Fun Zone</li> <li>* Market Place/Vendor Fair</li> <li>* Fit Fathers Health Pavilion</li> <li>* Ask The Expert! “Help Desk”</li> </ul>  <p><b>Presents</b></p> <p><b>*1ST ANNUAL</b> <b>“CELEBRITY KICK BALL CLASSIC”</b></p> <p><b>5:00 pm – 7:00 pm</b></p> <p>*Activities subject to change.</p>
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## **2023 FATHERHOOD EXPO™: SPONSOR/EXHIBITOR RULES AND REGULATIONS**

**Sponsors/Exhibitors:** Sponsors/Exhibitors are limited to those companies offering products or services of specific interest to the attending guests. Expo Management reserves the right to determine the eligibility of any company for participation in event.

**Use of Exhibit Space:** Distribution of promotional material may be made only within the space assigned to the exhibitor. No company or individual not assigned space at The Fatherhood Expo will be permitted to solicit business within the designated exhibit areas, building or grounds. Expo Management does not accept responsibility for any promotions undertaken by the exhibitor.

**Subletting:** The Sponsor/Exhibitor may not assign, or sublet any of the exhibit space to any company or individual not on the signed contract. This includes the distribution of material, products or services.

**Electrical:** All wiring on display and fixtures must conform to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the exhibition. Electrical wiring and decorator services are available only through the official electrician and the official decorator as designated by Show Management.

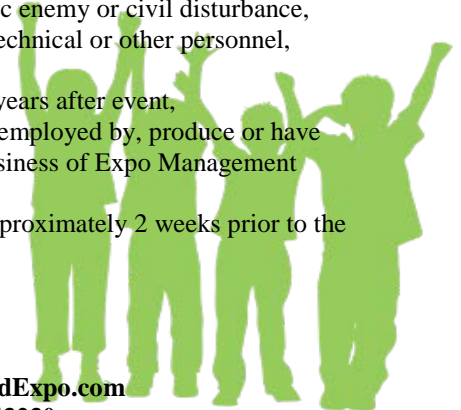
**Promotional Give-A-Ways and Mailing Lists:** All promotional give-a-ways and drawings must be free and clear of any financial obligation on the part of the recipient. All contest terms and conditions of the list of prizes and the value must be clearly posted. Expo Management reserves the right to cease any drawings, which do not meet the above standards. Mailing lists obtained at event may not be sold or distributed and must only be used by the Exhibitor listed on the contract.

**Liability and Insurance:** Neither Expo Management, nor the service contractor, nor the management of the show facility nor any office and/or staff members of the above will be responsible for the safety of the property of exhibitors from theft, strikes, damages by fire, water, storm, vandalism or other causes, unless caused by their own negligence, but they will take all reasonable precautions to protect exhibitors from such loss. Exhibitors shall not deface the walls, ceilings, or floors of the building, or the equipment of the booths. When such damage appears, the exhibitor assumes the cost to replace the item(s). Exhibitor agrees to obtain at its sole expense any licenses or permits from government bodies which may be required for the operation of Exhibitor's trade or business during Expo and agrees to pay all taxes, including all sales taxes, and fines that may be levied or due as a result of the Sponsors/Exhibitor's booth at the Expo.

**Cancellations:** If the sponsor cancels their contract and use of exhibit space 30 or more days prior to the event, the sponsor shall receive a full refund. There are no refunds after said time frame. If the exhibitor cancels their use of exhibit space 21 or more days prior to the show, the exhibitor shall receive a full refund. Expo Management shall retain a cancellation fee of \$50 if the exhibitor cancels their use of exhibit space 14 days prior to the show. Less than 7 days prior to the show, the exhibitor will forfeit the total booth payment. All cancellations must be in writing. If sponsor/exhibitor does not arrive at the start of the show, Expo Management reserves the right to move that sponsor/exhibitor or re-sell the space. If sponsor/exhibitor fails to arrive, sponsor/exhibitor is responsible for the space rental. Sponsor/Exhibitor understands and acknowledges that Expo Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising out of causes not reasonable within the control of Show management including without limitation, fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, government restraint, acts of public enemy or civil disturbance, impairment, or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, municipal, state, or federal laws, or acts of God.

**Non-Competition:** Sponsor/Exhibitor agrees that during or for a period of two (2) years after event, Sponsor/Exhibitor, without prior written consent of Expo Management, will not be employed by, produce or have any ownership in any exposition event or business that is similar in nature to the business of Expo Management within 150 miles of any location of exposition.

**Set-Up Information:** Additional information regarding set-up times will be sent approximately 2 weeks prior to the event.





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**SPONSORSHIP/VENDOR APPLICATION AND CONTRACT**

Signing this contract confirms acceptance of the above rules and regulations for being a sponsor or vendor during the 5<sup>th</sup> Annual Fatherhood Expo™.

Company name \_\_\_\_\_

Contact person name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Please indicate your sponsorship selection(s) from the Sponsorship Opportunities Brochure:

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

Total for selected sponsorship(s): \$ \_\_\_\_\_

Companies whose products, services, or materials are in direct opposition to DADDSS position statements or resolutions will not be allowed to sponsor any aspect of the Fatherhood Expo. To execute the Agreement, sign as noted below and return this original with your payment for the selected sponsorship(s)/vendor level.

Agreed to & accepted by (for sponsor/vendor):

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Payment options:** \*Sponsorship fee &/or letter of intent, Program ad form and fee must be received on or before Friday, June 2, 2023. \*\*Vendor registration form and fee must be received on or before Friday June 2<sup>nd</sup>, 2023.

**Space is limited, so please register early!**

Online Registration: <http://www.FatherhoodExpo.com>

Credit card payment:      Visa      MasterCard      AmEx      (Circle One)

CC # \_\_\_\_\_ Exp. date \_\_\_\_\_ CSC code \_\_\_\_\_

(Visa and MasterCard: A 3-digit CSC code follows the account number on the back of the card. AmEx: The CSC code is the 4-digit code that follows the account number on the front of the card.)

Cardholder's signature \_\_\_\_\_

Make check or money order payable to our **501 (c3) fiscal agent Extra MYLE International**, and mail it to:

**D.A.D.D.S. Enterprises**

1255 N. Hamilton Road #178

Gahanna, Ohio 43230

**All contributions are tax-deductible!**

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