



PARTNERSHIP DESCRIPTION



Oglebayfest, the region's premier festival hosted Friday, October 4 through Sunday, October 6, 2019 began in 1978 to celebrate the 50th anniversary of Oglebay and provides an annual 'thank-you' to all who visit and support Oglebay while serving as the unofficial Wheeling Homecoming.

Oglebayfest includes the Phil Maxwell Artist's Market, the Ohio County Fair, a parade, fireworks, and famous food venues including the Rathskeller that attract more than 75,000 guests annually.

Wheeling Hospital will receive recognition in the following ways:

- ❖ Wheeling Hospital associated with a successful, family oriented, community celebration that has been serving West Virginia, Pennsylvania, and Ohio for 42 years.
- ❖ Logo will appear in all event advertisement including television, online, print media. The Oglebayfest webpage receives 23,000 views annually.
- ❖ Press release to announce the partnership.
- ❖ Email announcement sent to 10,000 *Friends of Oglebay*.
- ❖ "Noon News" and Radio Interviews conducted by Marketing Team and Foundation staff.
- ❖ Wheeling Hospital prominently placed in a dynamic Oglebayfest social media campaign to promote Oglebay as Wheeling's Homecoming.
- ❖ Wheeling Hospital representatives to serve as the Grand Marshalls in the Oglebayfest parade.
- ❖ Wheeling Hospital logo prominently placed at strategic locations around the Oglebayfest grounds.
- ❖ Wheeling Hospital logo placed on shuttle busses circulating guests around Oglebayfest
- ❖ Wheeling Hospital logo included on 15,000 festival flyers and programs.
- ❖ Partnership featured on the Oglebay Foundation website and Oglebay Foundation *Among Friends* Newsletter.



Opportunities to engage and thank the Wheeling Hospital team and vendors could include:

- ❖ Private reception for your invited guests at Wilson Lodge prior to fireworks on Saturday evening.
- ❖ Accommodations for private weekend events for special guests.
- ❖ Special VIP activities or programs during the weekend.

