



# BLINK

**Four Day Experience** < Thursday to Sunday - October 17 -20, 2024

**New and Diverse** < Projection Mapping, Mural Painting, Media Light and Interactive Art

**30+ City Blocks** < Spanning The Urban Core + Crossing Bridges

**Free** < and Open To The Public

**Lasting Impact** < Created by Diverse Artists For The Future Region



A large, colorful, illuminated sculpture of hands holding each other, set against a night background with a bridge and a crowd. The sculpture is made of large, flat, brightly colored panels in shades of red, orange, yellow, green, blue, and purple. The hands are positioned as if they are holding each other in a supportive grip. The background shows a suspension bridge with its cables illuminated, and a crowd of people gathered on a grassy area. The overall scene is vibrant and celebratory.

# LASTING IMPACT

## INTERNATIONAL PUBLIC ART CURATION



An aerial night view of a city street. A large crowd of people is gathered on the sidewalks and in the street. The street is illuminated with various lights, including a large blue light installation in the center, a grid of white lights on the right, and a circular blue light installation at the bottom right. The buildings are lit up, and the overall atmosphere is vibrant and festive.

# BUILDING THE FUTURE CITY

## PLACEMAKING & CULTURAL LANDMARKS



# 2022 OVERVIEW

The four-night, 30-city block, outdoor art experience inspired innovation and creativity through street art, projection mapping, and light-based installations.

**FOUR DAY ART EVENT** • Thursday, October 13 - Sunday, October 16, 2022

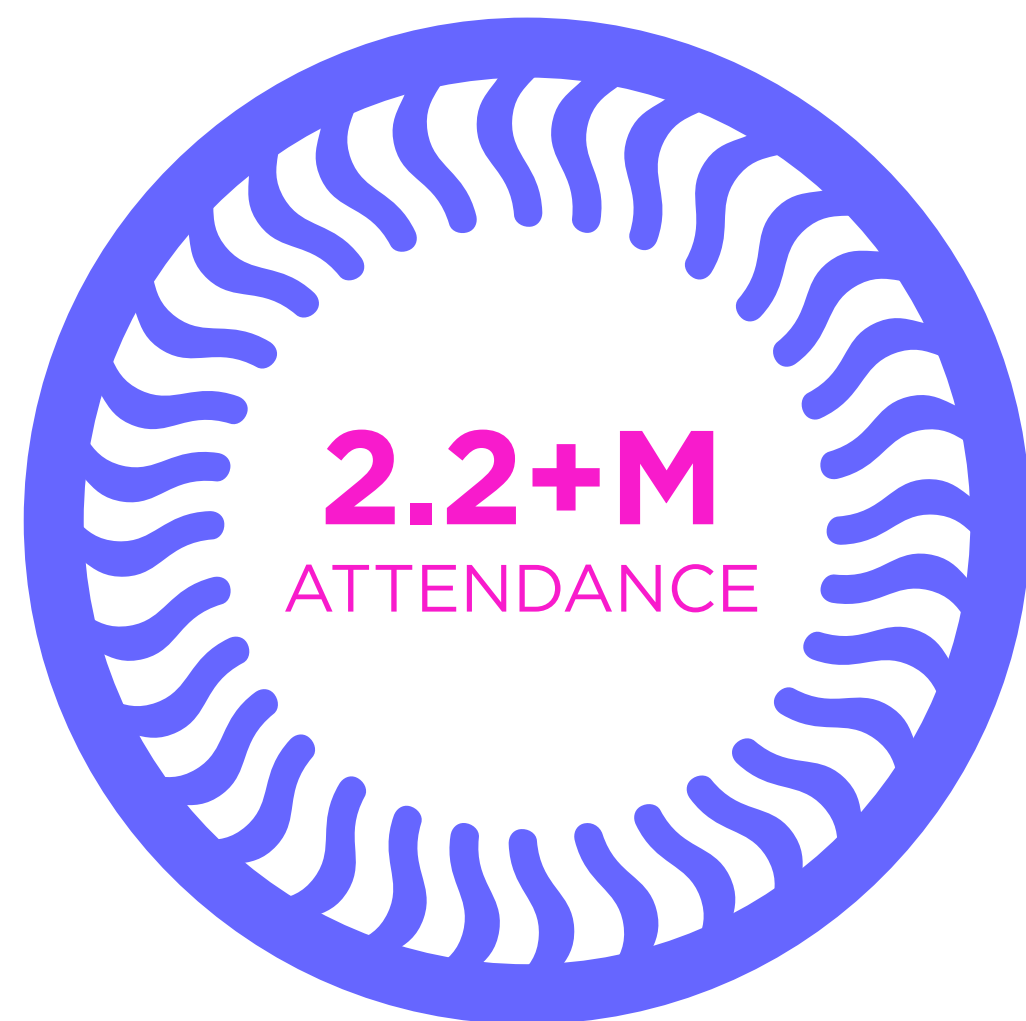
**NEW AND DIVERSE** • Projection Mapping, Mural Painting, Media Light and Interactive Art

**30+ CITY BLOCKS, 2 STATES** • Spanning the Urban Core and Crossing Bridges

**FREE** • And Open to the Public

**LASTING IMPACT** • Created by Diverse Artists for the Future Region

**2022 THEME** • Togetherness





## 2022 MEDIA AUDIENCE

**1.6B**

TOTAL AUDIENCE

**1.5B**

ONLINE NEWS

**12.5M**

RADIO

**9M**

OTHER

**7.8M**

TELEVISION

**TOTAL PUBLICITY VALUE**  
**\$30,667,823**

## 2022 SOCIAL MEDIA METRICS

**8.5M**

IMPRESSIONS

**500K+**

ENGAGEMENTS

**24K+**

USE OF  
#BLINKCINNATI

# THE EVOLUTION OF BLINK

2017

2019

2022

## CASTING A VISION FOR A FUTURE CITY

- First year
- 1.1 Million Attendance
- 10 Permanent Murals

## A REGION UNITED

- Expanded footprint into Northern Kentucky
- 1.3 Million Attendance
- 13 Permanent Murals

## MAKING OUR PLACE IN THE GLOBAL LANDSCAPE

- International Artists and Media Coverage
- 2.2 Million Attendance
- 17 Permanent Murals







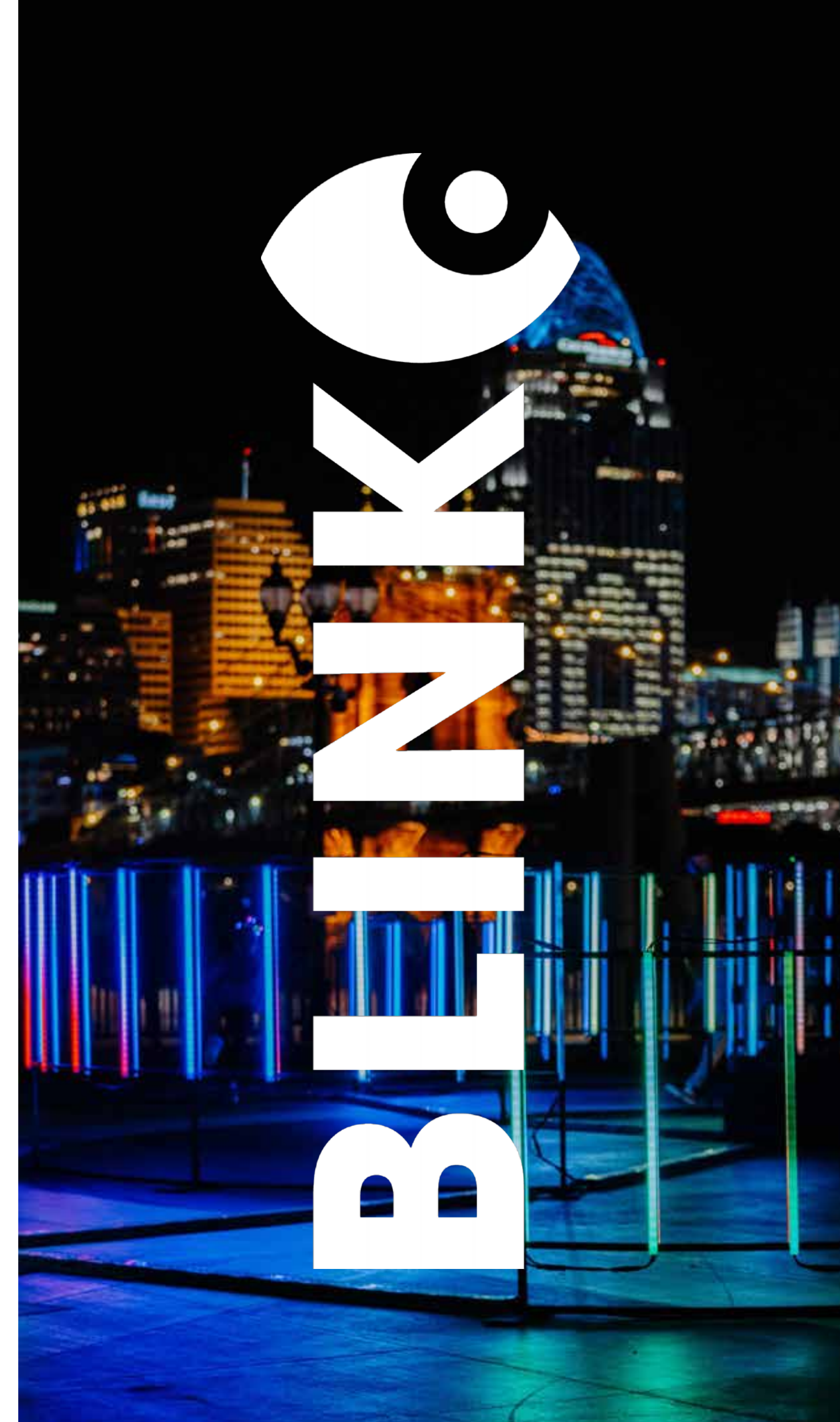
# 2024 OPPORTUNITIES

As BLINK™ returns in 2024 after its most successful year yet we are looking for partnerships that align organizations with cultural-diverse audiences inside of a large-scale immersive experience.

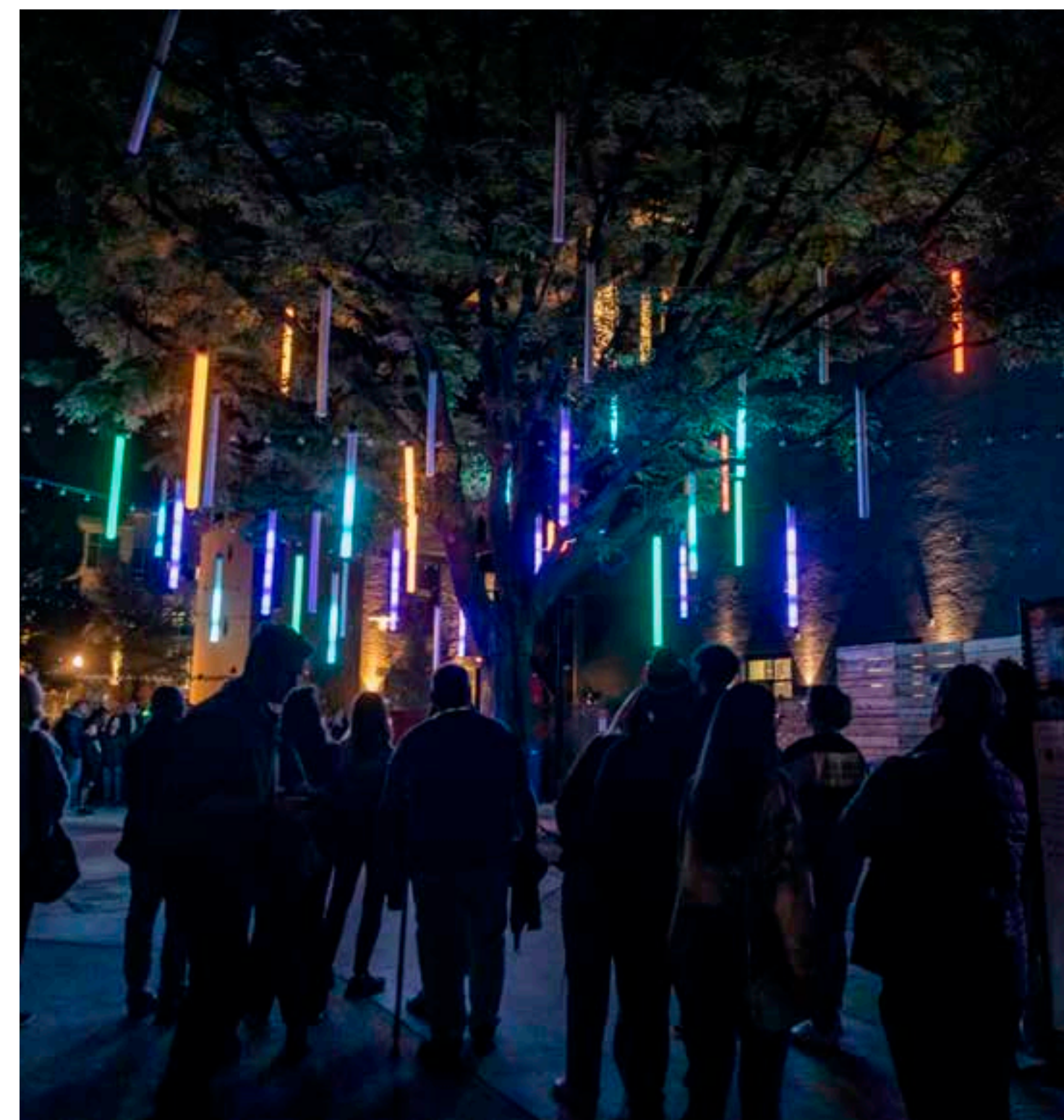
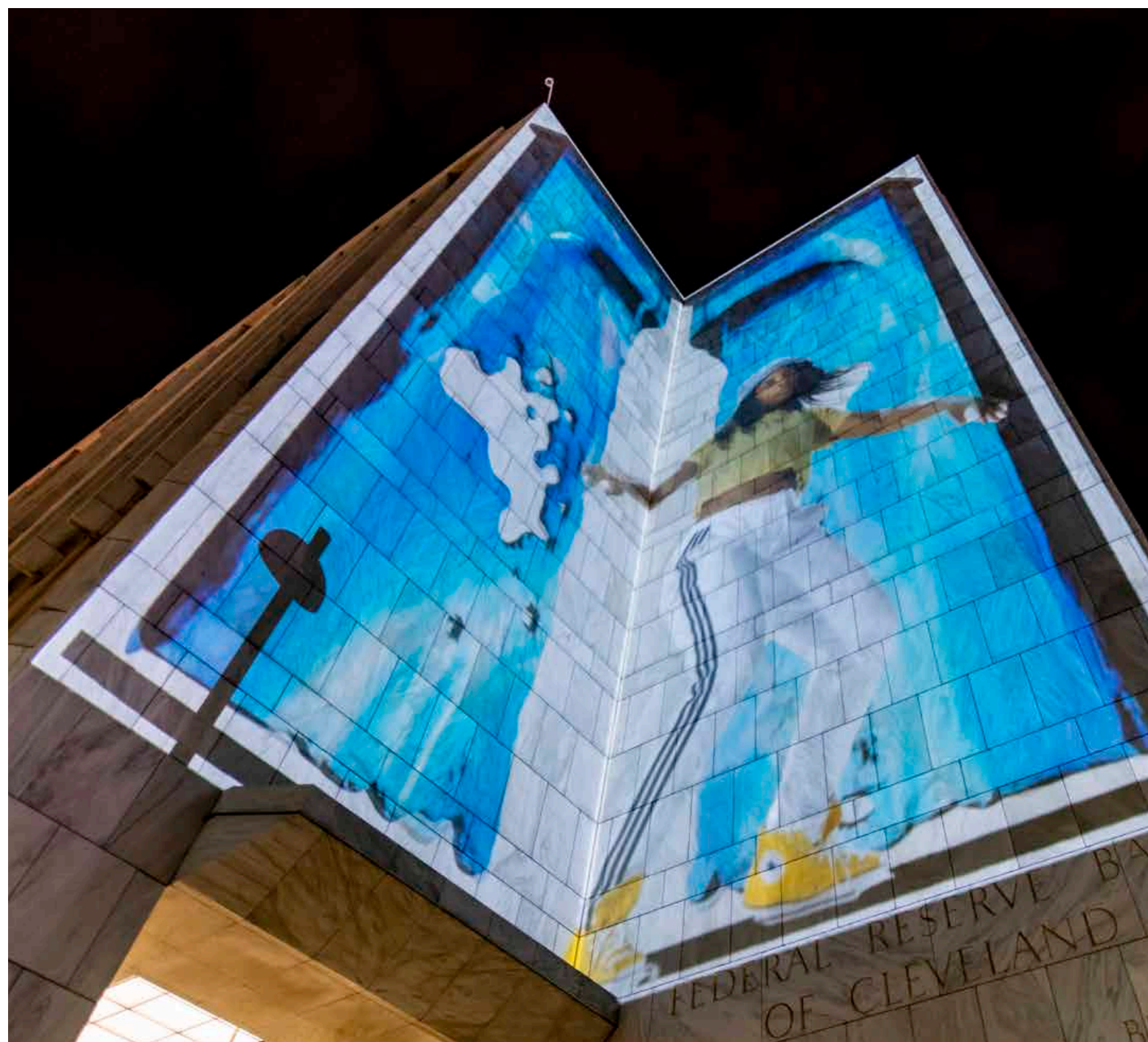
## PRESENTING SPONSOR

\$500,000 investment to have BLINK presented by “Your Organization” and receive premium event-wide recognition across BLINK’s physical and digital footprint including all exhibition sites, website and mobile app, and across social media platforms.

Presenting Sponsors receive opportunities for unique employee engagement initiatives, and tailored brand-recognition packages (before, during, and after the event). Our presenting sponsors ensure our region’s largest cultural event continues in a way that distinguishes Cincinnati as a vibrant region.









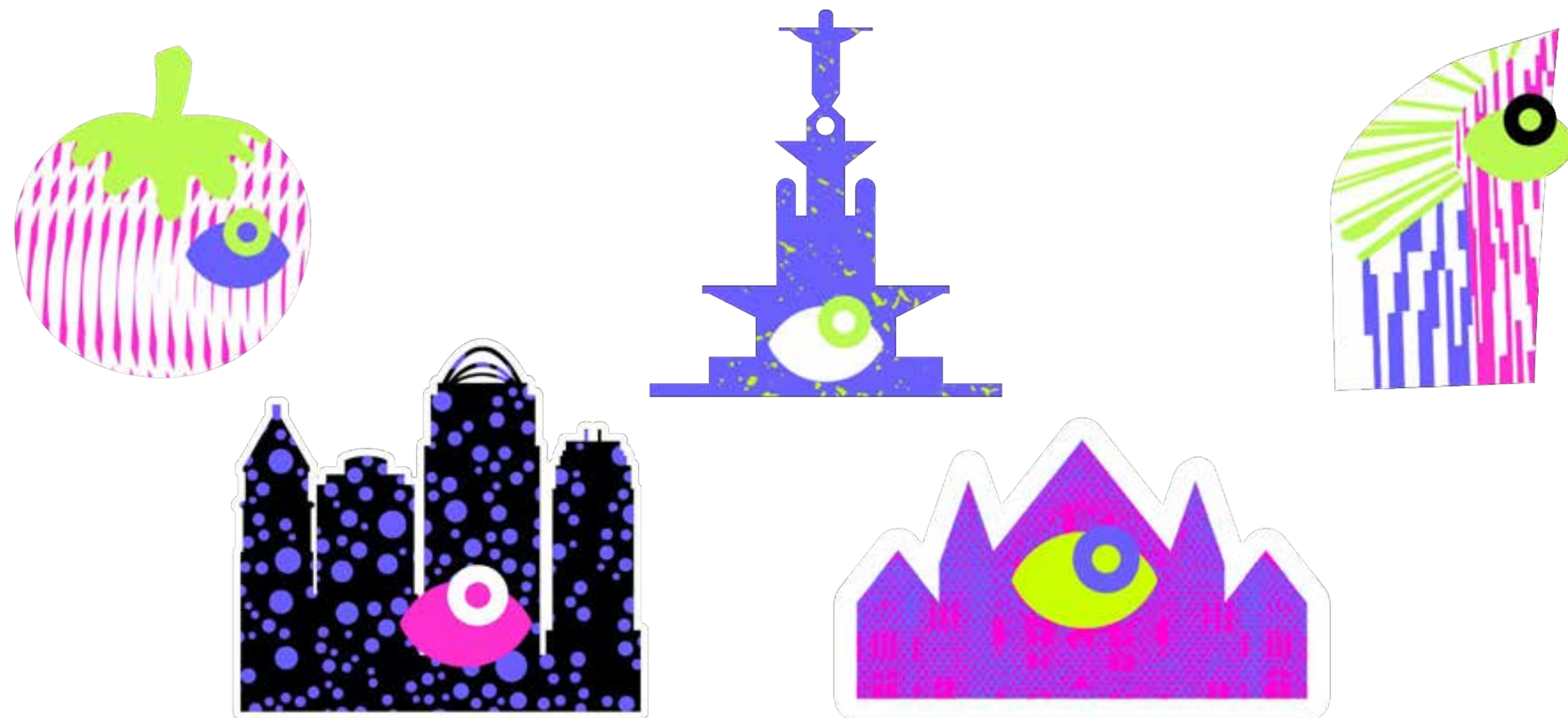
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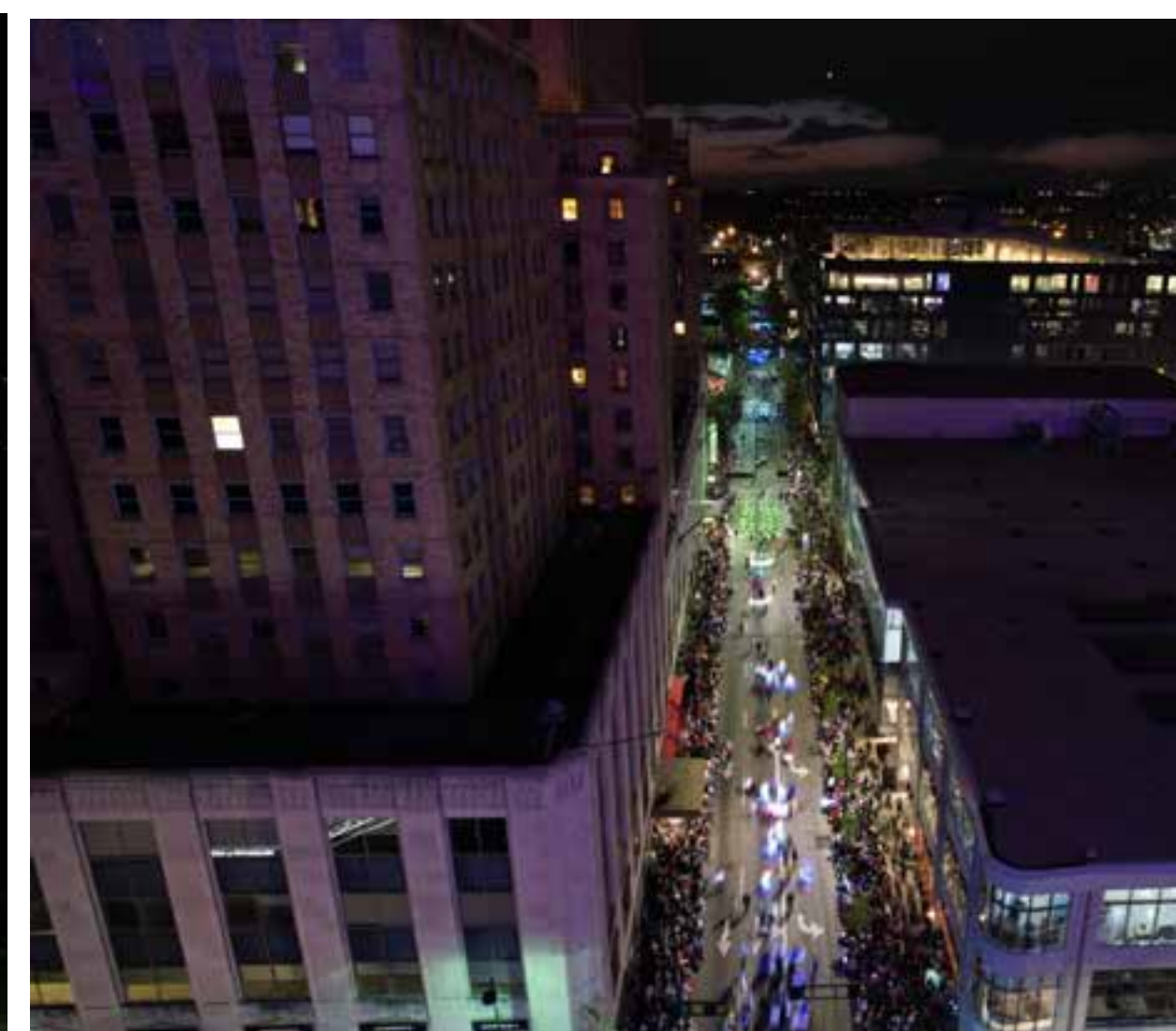
## Zone Sponsor

\$300,000 investment to promote your brand throughout one of BLINK's 5 unique zones. Our most popular and limited opportunity, Zone Sponsors allow organizations to show their commitment to culturally diverse events, and promote their brand throughout high-traffic footprints. Zones include: Findlay Market, Downtown Cincinnati, Covington, The Banks, and OTR.

Past Zone Sponsors include Fifth Third Bank, Procter & Gamble, Schmidlapp Foundation, and PRG.









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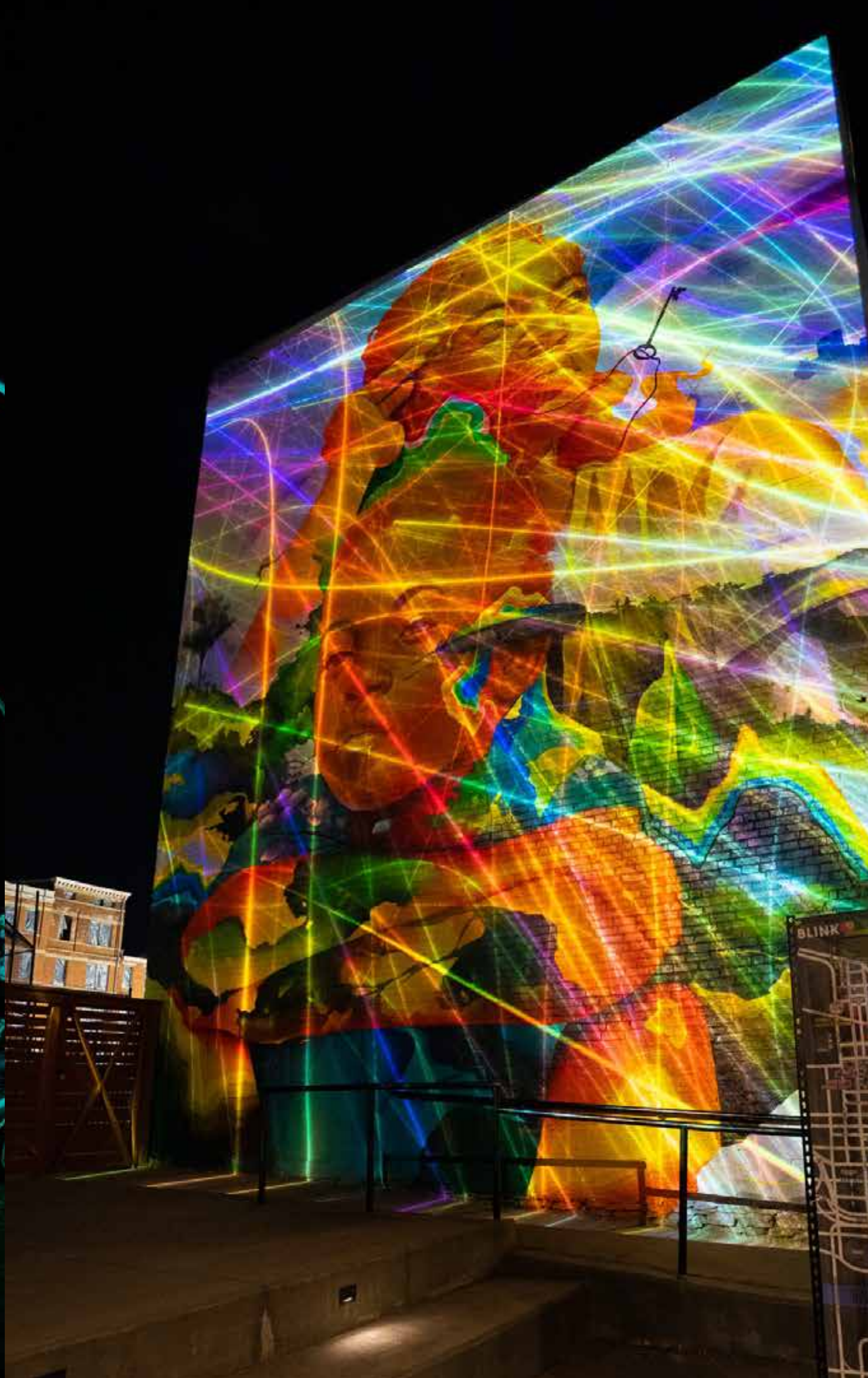
## PARADE SPONSOR

\$75,000 investment to have BLINK's premiere kick-off event presented by "Your Organization" and receive premium event-wide recognition across BLINK's physical and digital footprint.

The BLINK Parade has historically been broadcast by WCPO and sponsors receive naming recognition as a part of the broadcast.









## “MUSIC BY” SPONSOR

\$75,000 investment to have BLINK’s music festival presented by “Your Organization” and receive premium event-wide recognition across all of BLINK’s music stages. Additional brand awareness across BLINK’s digital footprint website and mobile app, social media platforms, and band/musician graphics. A one-of-a-kind opportunity to showcase your support of the Cincinnati music-scene.

**4**  
DAYS

**100**  
ACTS

**LARGEST  
MUSIC FESTIVAL  
IN OHIO**









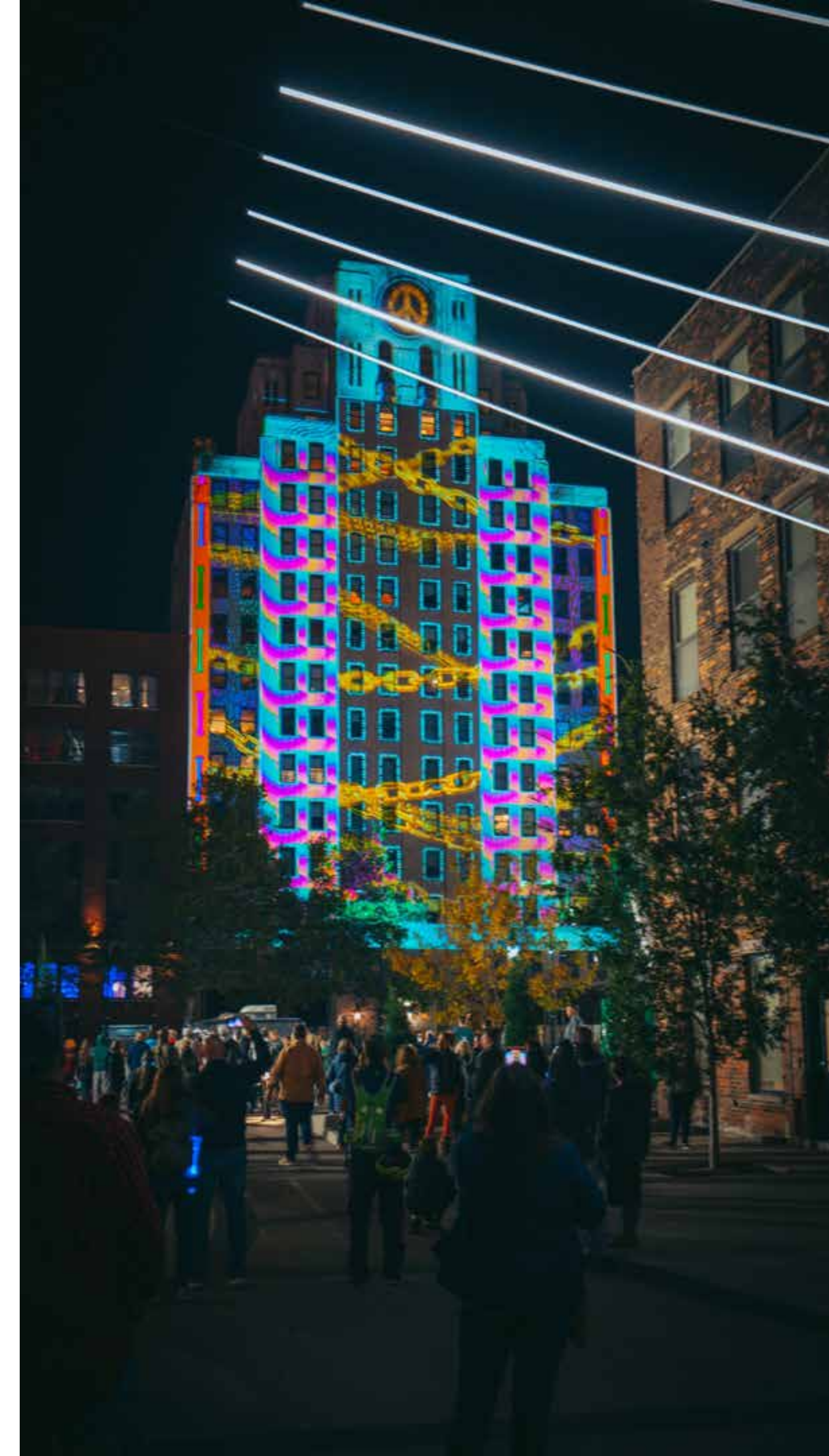
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## FEATURED INSTALLATION

\$100,000 - \$150,000 investment to have a Featured Installation presented by “Your Organization” and receive premium on-site, digital, and social media recognition across BLINK’s physical and digital footprint.

Featured Installation Sponsors also have the opportunity to bring an installation to a site/location that is significant to the organization, build employee engagement initiatives around the installation including site prep, volunteer opportunities, watch-parties, etc. *Past featured installation sites include The American Building (pictured on the right) presented by Kroger®*





MOTHER OF GOD CHURCH

Featured Installation Presented by

# Prysmian Group





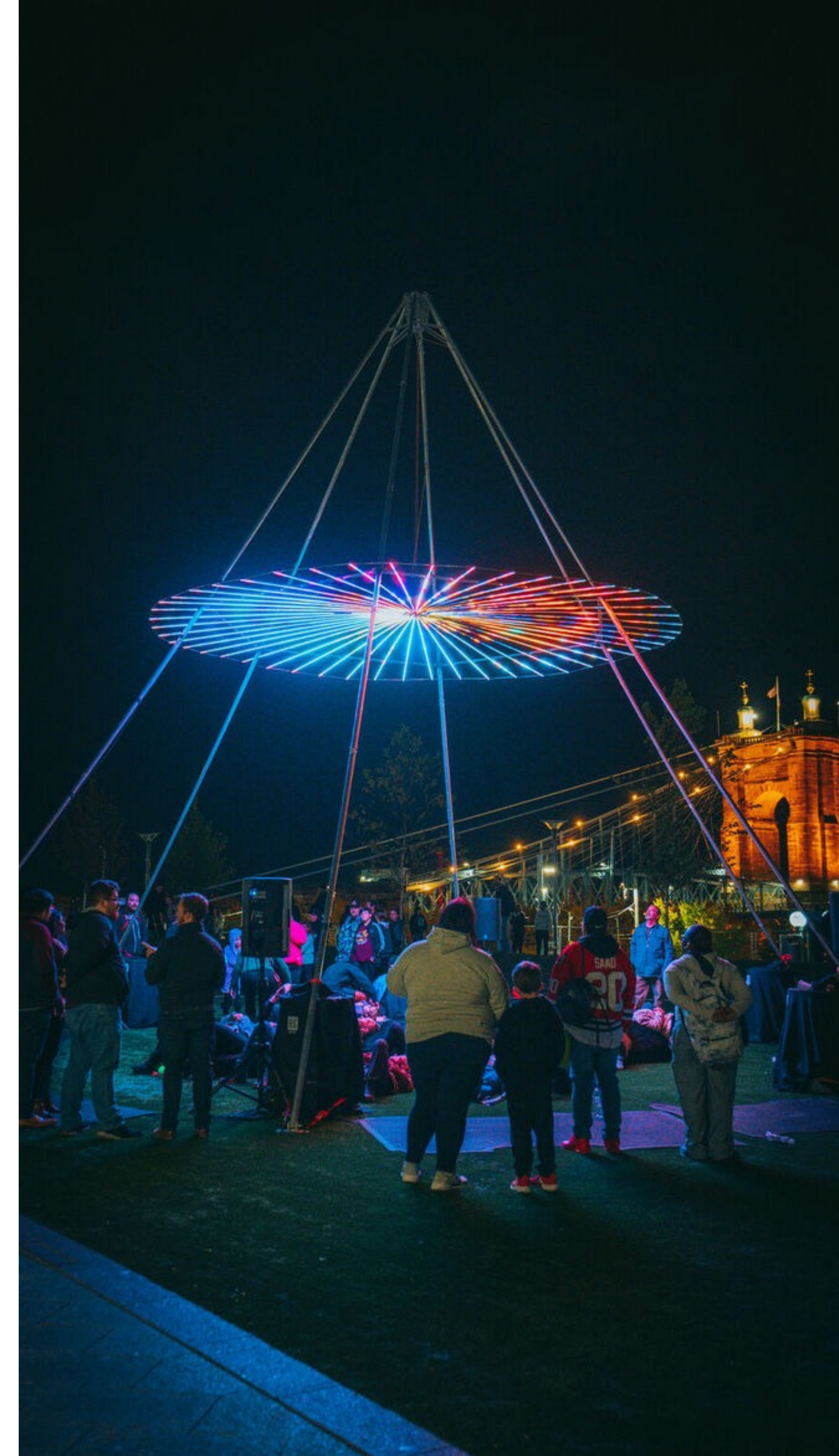
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## INSTALLATION SPONSORS

\$10,000 - \$50,000 investment to have an Installation presented by “Your Organization” and receive on-site, digital, and social media recognition across BLINK’s physical and digital footprint.

Featured Installation Sponsors also have the opportunity to bring an installation to a site/location that is significant to the organization, build employee engagement initiatives around the installation including site prep, volunteer opportunities, watch-parties, etc.





STRING THEORY FOR DUMMIES

Installation Presented by

 **PROLINK**  
STAFFING





RADIANT ROSE

Installation Presented by





# 2022 SPONSORS + SUPPORTERS

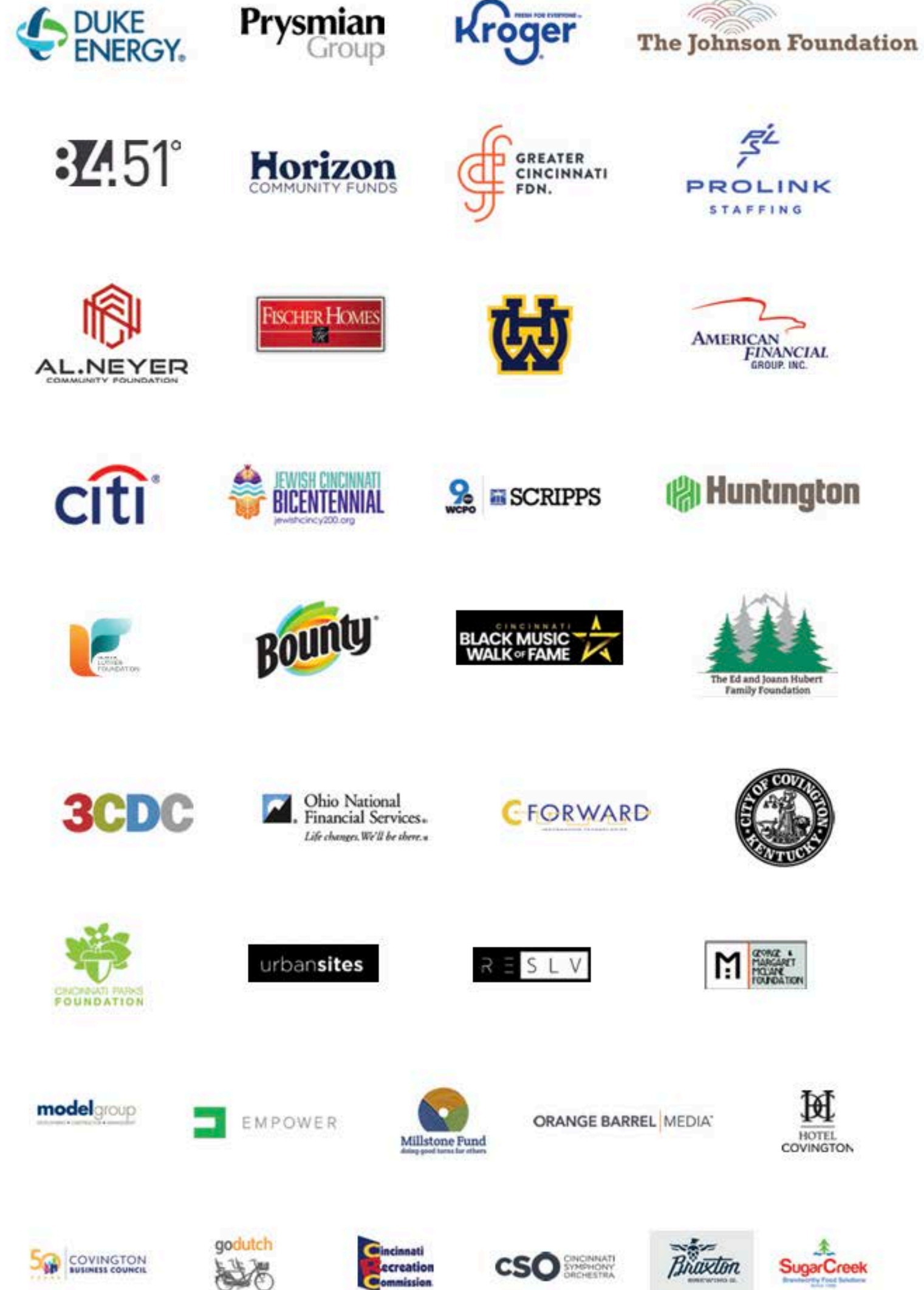
## ILLUMINATING SPONSOR



## FOUNDING SPONSOR

Carol Ann and  
Ralph V. Haile, Jr.  
FOUNDATION

## SPONSORS



## PRESENTING SPONSORS

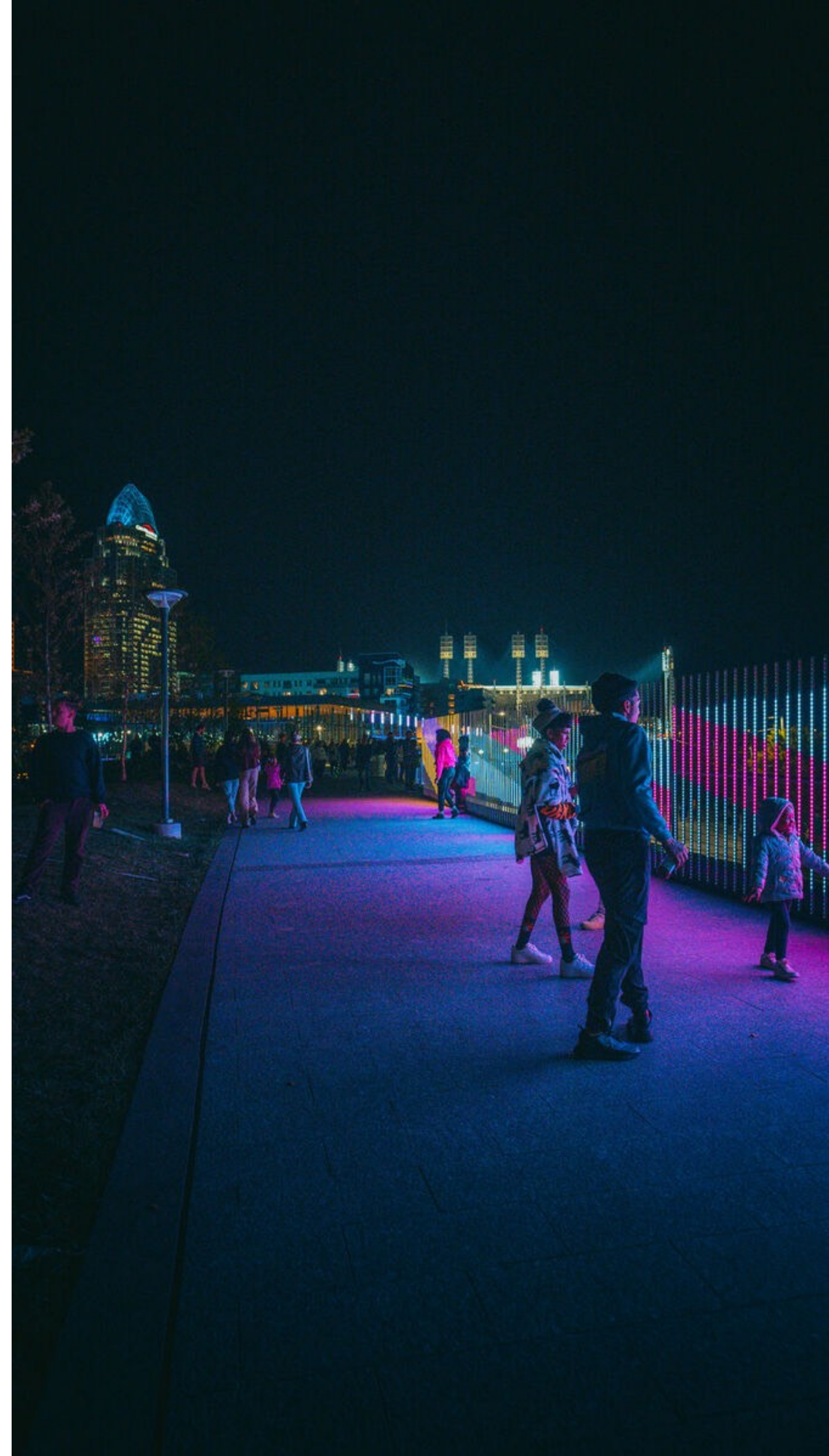
## NEIGHBORHOOD ZONE SPONSORS



## PARADE SPONSORS

## DRONE SHOW SPONSOR

## DRONE VIEWING AREA SPONSOR





**BLINK** 

Get in touch:

Justin Brookhart

**Executive Director - BLINK**

[justin@blinkcincinnati.com](mailto:justin@blinkcincinnati.com)

903.238.3270