

614 10TH ANNIVERSARY DAY

10 years of local love!



**Rule number one:
it has to be fun.**

614 DAY ORGANIZERS

We're a collective of passionate creatives dedicated to celebrating the local businesses, people, and culture of Columbus, Ohio.

Each year on June 14, we bring together the heartbeat of the city for a day of buying, eating, drinking, wearing, and supporting local. Since its start in 2016, 614 Day has grown into one of the largest celebrations of everything and everyone CBUS; where community, creativity, and commerce collide.





614 DAY

BUY,
EAT,
DRINK,
WEAR,
SUPPORT
LIVE
CBUS!



We're turning up the energy for our 10th anniversary—the biggest and boldest celebration yet! 614 Day 2025 will feel like a Columbus-wide homecoming, bringing back your favorite local faces, moments, and memories.

With exclusive experiences, surprise drops, and community-driven highlights, this year will be more unforgettable than ever as Columbus' best restaurants, brands, and creators come together for a truly immersive experience.

614 DAY OUR IMPACT: 9 YEARS STRONG

In the past nine years, 614 Day has:

- Given \$25,000 back to the community.
- Paid over \$50,000 to local musicians and performers.
- Generated more than \$250,000 in revenue for local vendors, venues, and nonprofits.

This year, we aim to expand that impact even further—making 614 Day an economic driver that fuels Columbus' future growth.



OUR 10-YEAR GOALS

- **We're Expand Audience Reach:** Engaging more locals and communities creating more citywide celebrations.
- **We're bringing CBUS Home:** Celebrate the achievements of Columbus natives who live here and who've made it big and maybe left,, creating a sense of home and belonging.
- **We're creating Permanent Legacies:** Establishing long-lasting community pillars like community our 614 Day initiatives, awards, and new city partnerships.
- **We're making 614 Day Official:** Cementing 614 Day as an officially recognized cultural event for the city; and hopefully soon - a recognized holiday!

614 Day Organizers collaborates with the Columbus Fashion Alliance, Warhol & WALL ST, iHeart Media, Experience Columbus, Columbus Crew, COSI and many more local partners.



2025: A DECADE IN THE MAKING

Expect a sensory feast of signature bites, a bustling marketplace featuring the city's most creative minds, and live music celebrating Columbus' past, present, and future. From collaborative merch to playful pop-ups and tributes to the champions who shape our city, 614 Day 2025 will be Celebrating a Decade of Local Love —a homecoming, reunion, and celebration all in one.

JOIN US ON SATURDAY, **JUNE 14, 2025**,
IN **FRANKLINTON**, WHERE WE'LL HOST
10,000+ LOCALS AND VISITORS FOR A
FESTIVAL UNLIKE ANY OTHER.



10 YEARS, 10 WAYS TO EXPERIENCE 614 DAY

BUY LOCAL

Shop the local marketplace featuring the best of CBUS.

EAT LOCAL

Savor Columbus' signature dishes from top food vendors.

DRINK LOCAL

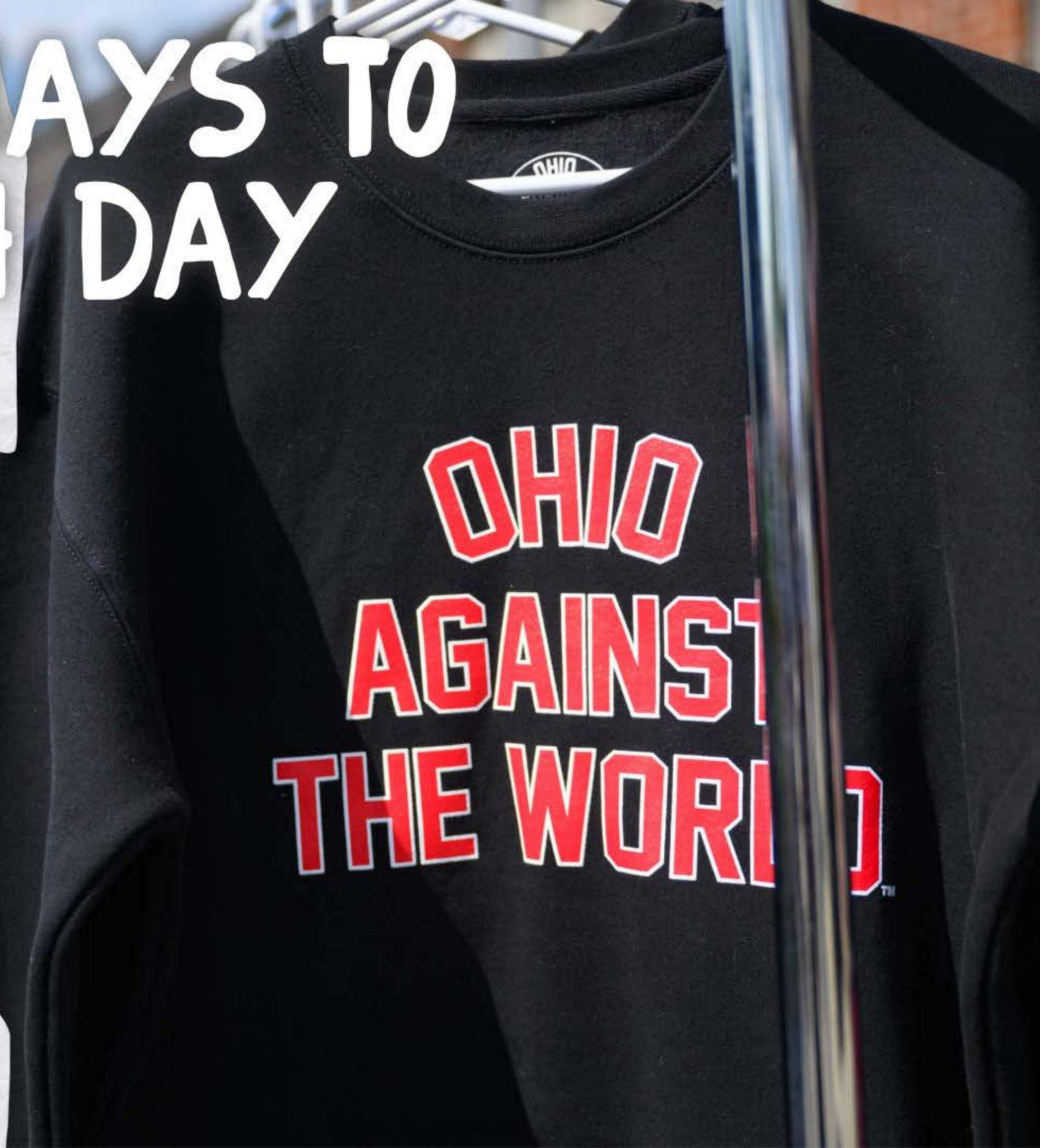
Taste exclusive 614 Day beers and custom local drinks.

WEAR LOCAL

Collect special 10-year merch and limited-edition collaborations.

LISTEN LOCAL

Enjoy performances from Columbus' biggest names and rising stars.


OHIO
AGAINST
THE WORLD



WATCH LOCAL

Mini film festival of the best of Columbus Content & Film.



DANCE LOCAL

Dance all day to live sets from hometown favorite DJs.



SUPPORT LOCAL

Help us fund scholarships for 10 local students.



HONOR LOCAL

Celebrate 10 community champions with special awards.



PLAY LOCAL

Interactive activities from local sports teams and fun pop-ups.

10 YEARS, 10 WAYS TO EXPERIENCE 614 DAY



614 DAY FESTIVAL MAP



1. STAGE/ENTERTAINMENT
2. FOOD X DRINKS
3. ACTIVATION AREA

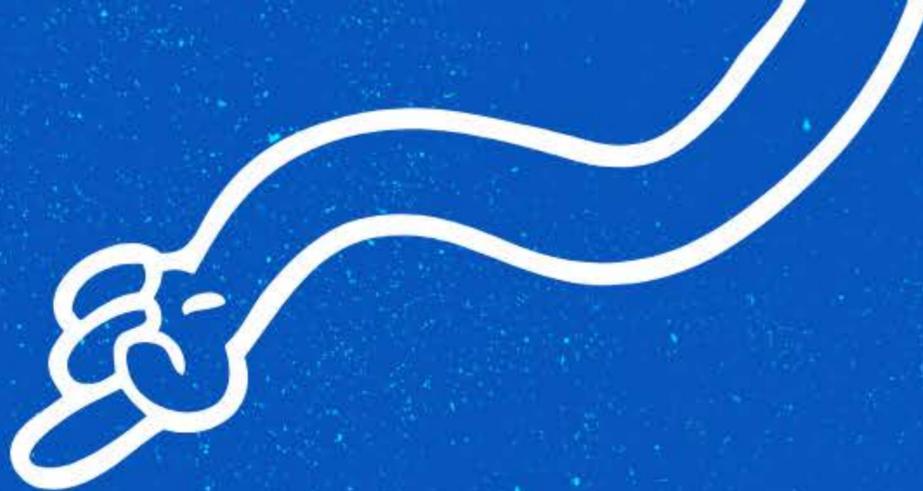
4. CIVIC / COMMUNITY PAVILION
5. VENDOR PAVILION
6. SHADE TENT / CHECKPOINT



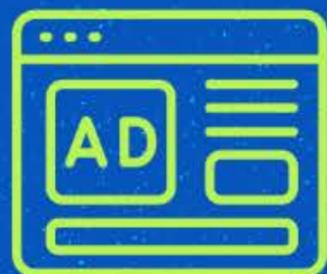
PARTNER WITH



614 DAY REACH BENEFITS



- **Prime exposure** to 10,000+ attendees and thousands more through digital campaigns.
- **Customized brand activations** to engage with your target audience.
- **Exclusive collaborations** with Columbus' top brands, artists, and makers.
- **Event-wide promotion** before and during 614 Day, with features on all event materials, stages, and more.



DIGITAL ADS
500K



RADIO REACH
200K



614 DAY WEBSITE
50K



SCREEN PLAYS
15K



HOTCARDS/ POSTERS
20K



E-NEWSLETTER
10K



AD BIKES
10K



**ACCESS TO LOCAL
TALENT &
INFLUENCERS**

614 DAY PARTNERSHIP OPPORTUNITIES

TITLE

Naming rights and marquee presence throughout the event.

\$100K+

PRESENTING

Headline Partner for main attractions.

\$40K+

MERCHANDISE

Exclusive beverage partner(s) for drinks and spirits.

\$20K+

614 DAY PARTNERSHIP OPPORTUNITIES

SCHOLARSHIP

Partner the scholarships for 10 local students. 10 scholarships available.

\$3,000+

COLLABS

Exclusive collaborator for limited-edition merchandise.

\$5,000+

EXPERIENCE

Partner key interactive experiences or pop-ups.

\$10K+

614 DAY: PRICE GUIDE



AD BIKES

\$1,800 each
(Mobile billboards
interacting with guests,
5 bikes available)

\$1,800+

VIP

VIP bungalow
experience for
businesses and
special guests.

\$1,000+

AD SCREENS

\$200 per hour
(Your ad displayed
across event screens,
20 hours available)

\$200+

VENDORS

Food Truck Vendor:
\$750 Participation
fee for 2 days.
Local Vendor Booth:
\$100 for 2 days,
\$60 for 1 day.

\$60+

GOOD TIMES OUTSIDE

MARK YOUR CALENDAR FOR CBUS SOUL® FEST
SATURDAY, AUGUST 17, 2024
4-11 P.M. | GENOA PARK

SCAN FOR CBUS SOUL® FEST DETAILS

GOODTIMES OUTSIDE .COM

Explore the new
Columbus
Visitor Guide

Explore the new
Columbus
Visitor Guide

GOODTIMES OUTSIDE .COM

A TIMELINE OF ACTIVITY FOR 614 DAY!



JULY 2024

614 Day is off to the races & rallying supporters, Partners and community partners.



OCTOBER 2024

614 Day partnerships are coming together & rallying local businesses and special guests around our BIG DAY!



FEBRUARY 2025

Activation & logistical plans begin to come together.



MARCH 2025

Promotions begin, Partners are activated & local influencers posting!



JUNE 14

614 DAY is here & we're ready to activate with locals, & partners!

THANK YOU!

LET'S TALK! GET INVOLVED TODAY!

This is more than a festival. This is **614 Day** - the City's celebration of creation, community and culture - brought to life - for Columbus, by Columbus.

Let's make the 10th year the start of a beautiful year-round celebration!

EMAIL WORKFLOW@WARHOLANDWALLST.COM
OR OR VISIT WWW.614DAYCBUS.COM



