



## 4<sup>th</sup> Annual Kentlands Downtown

# Halloween Rocks! 2010

### Sponsorship and Participation Opportunities

Sponsor level	Cost	Responsibilities	Benefits
<b>Platinum Sponsorship</b> (limited to 4)	\$750	<ul style="list-style-type: none"> <li>Staff your table from 3-7pm,</li> </ul>	<ul style="list-style-type: none"> <li>Everything listed below, plus...</li> <li>Business logo listed on pre-event promotional materials</li> <li>Logo on halloweenrocks.net homepage.</li> <li>Platinum Sponsor sign at event table.</li> </ul>
<b>Gold Sponsorship</b> (limited to 8)	\$500	<ul style="list-style-type: none"> <li>You provide a free, Halloween-themed kids activity at your table,</li> <li>You provide your marketing materials and/or retail display at your table.</li> </ul>	<ul style="list-style-type: none"> <li>Everything listed below, plus...</li> <li>Name/link on www.halloweenrocks.net homepage.</li> <li>Name listed on all pre-event promotional materials, including:               <ol style="list-style-type: none"> <li>event posters to be hung at local businesses,</li> <li>outdoor banner(s),</li> <li>email marketing campaigns,</li> <li>press releases</li> </ol> </li> <li>Gold Sponsor sign for your event table.</li> </ul>
<b>Business or Retail Booth</b>	\$200 (you must have valid sales tax license to sell merchandise)		<ul style="list-style-type: none"> <li>Clickable link at www.halloweenrocks.net.</li> <li>Business name listed on applicable pre-event promotional materials</li> <li>Inclusion in Halloween Rocks Program - Trick or Treat!</li> <li><b>Unlimited exposure to local families and visitors at a great event!</b></li> </ul>
<b>FOOD sales</b>	Must be a Platinum or Gold sponsor to sell food at event.	<ul style="list-style-type: none"> <li>Food cart or catering truck set up for duration of event. <i>(**food vendors who sell or sample food at the event must obtain proper permits from the local health dept &amp; complete food vendor form provided by event organizers)</i></li> </ul>	<ul style="list-style-type: none"> <li>You receive applicable sponsor benefits, plus additional advertising as food provider where applicable.</li> </ul>
<b>Performers</b>	Must have a business booth for performance consideration	<ul style="list-style-type: none"> <li>Everything listed above for business or retail booth <i>(All performances must approved by the event organizers in advance of the event.)</i></li> </ul>	<ul style="list-style-type: none"> <li>You receive applicable sponsor benefits, plus recognition and advertising as a performer.</li> </ul>

(payment and jpg logo must be received by October 1<sup>st</sup> to be included in printed marketing materials)

THIS EVENT WILL OCCUR RAIN OR SHINE - THERE WILL BE NO SPONSORSHIP REFUNDS.

PRE-EVENT PUBLICITY FOR YOUR BUSINESS WILL BE SUBSTANTIAL!

[www.halloweenrocks.net](http://www.halloweenrocks.net) is currently under construction and will be up by September 15<sup>th</sup>!

Contact: Paula Ross, Great Kids Events/Andy's Parties – 240-601-8969 cell