



**City of Auburn Parks, Arts & Recreation
Halloween Harvest Festival | 2021 Sponsorship Packages**

Event Profile

This haunting event will include games, crafts, face painting, spook-tacular rides/activities and so much more! Be sure to check out the Trunk-or-Treat around the trail at Les Gove Park. Little goblins will not want to miss this event!

An event to celebrate Auburn’s youngest citizens! The FREE fun-filled, one-day event includes inflatable rides, entertainment, arts and crafts, face painting, over 50 information and activity booths, mini golf, food concessions and much more.

Target Audience: Families, youth and parents

Anticipated Attendance: 3,000

Date and Time: Saturday, October 30, 2021 | 1:00pm – 5:00pm

Location: Les Gove Park

Spook-tacular Sponsor

Investment - \$3,000

- Logo listed on all City-produced marketing materials including event flyers, event posters, newspaper ads, press releases, and all other promotional items related to Auburn’s Halloween Harvest Festival 2021
- Logo/link on event website with hyperlink
- ¼ page advertisement in 38,000 Recreation Guides (Winter 2022 Edition)
- Logo added to event program
- Promotional booth space (12’ x 12’) at the event
- Name listed in Halloween Harvest Festival electronic promotion – e-mailed to 16,000+ program participants, September and October Editions

Halloween Harvest Ride/Attraction sponsor

Investment - \$1,500 (5 available; first come-first choice)

- Logo recognition at start of ride/attraction
- Logo/link on event website with hyperlink
- Name listed as Event Sponsor in 38,000 Recreation Guides (Winter 2022 Edition)
- Logo added to event program
- Promotional booth space (12’ x 12’) at the event
- Name listed in Halloween Harvest Festival electronic promotion – e-mailed to 16,000+ program participants, September and October Editions

Spellbinding Sponsor

Investment - \$500

- Name listed as Event Sponsor in 38,000 Recreation Guides (Winter 2022 Edition)
- Logo added to event program
- Promotional booth space (12' x 12') at the event
- Name listed in Halloween Harvest Festival electronic promotion – e-mailed to 16,000+ program participants, September and October Editions

Commercial Boo-th Vendor

Investment - \$350

- Name listed as Event Sponsor in 38,000 Recreation Guides (Winter 2022 Edition)
- Logo added to event program
- Promotional booth space (12' x 12') at the event