



THE HIGHLANDS
LOUISVILLE
HALLOWEEN
★ PARADE & FESTIVAL ★
LOUISVILLEHALLOWEENFEST.COM

SPONSORSHIP OPPORTUNITIES





SYNOPSIS

Imagine a free community event where you and your closest friends and family can spend the day together enjoying local arts & crafts, some of the area's best food, great local music and a collection of the best Halloween season entertainment all in one place. Plus, it includes the area's ONLY Halloween parade, and one of the largest events of its kind in the region!

Now imagine your organization helping us bring this incredible free event to the community for its 15th anniversary year.



EXECUTIVE SUMMARY

Named one of the **TOP 10 Halloween Parades in the United States** by the Travel Channel, the Louisville Halloween Parade & Festival has been igniting the streets of the Highlands for 15 years and has become a Louisville tradition.

This one day event will once again be held on October 21, 2017 along Baxter Ave and Bardstown Rd in Louisville, KY. The Highlands provides the perfect community setting for the area's largest Halloween Parade and celebration. Average attendance is 25,000.

Partnership levels are outlined on the following page. The Presenting Sponsor offers title recognition and exclusive branding and marketing opportunities. Sponsorship designations offer tiered sponsor recognition, each with exclusive opportunities to effectively reach your target audience.

For more information on the Louisville Halloween Parade & Festival please visit our website at LouisvilleHalloweenFest.com



Sponsorship Benefits	Presenting Sponsor	Festival Main Stage Sponsor	Judge's Tent Sponsor	Candy Crew Sponsor	Pub Crawl Presenting Sponsor	Krampus Sponsor	Costume Contest Sponsor	Pub Crawl Sponsor	Parade & Festival Supporter
Investment	\$10,000	\$3,000	\$3,000	\$2,500	\$2,000	\$1,500	\$1,000	\$500	\$250
Qty Available	1	1	1	1	1	1	1	10	20
Logo Inclusion on all advertising	•	•	•	•	•	•			
Name inclusion on press release	•	•	•	•	•	•			
Logo on website	•	•	•	•	•	•	•	•	•
Logo on entrance to festival	•								
Large logo on first parade unit going down street	•								
Logo on front of judge's tent	•		•						
Logo on Candy Crew	•			•					
Logo on Pub Crawl Cup & Drink Special	•				•			•	
Logo on the Krampus Parade Unit at the end of the parade	•					•			
Emcee will mention sponsor during each announcement set at Judge's tent	•		•						
Emcee will mention sponsor during each announcement set on main stage	•	•							
Emcee will mention sponsor leading up to and during costume contest	•						•		
Parade unit	•	•	•	•	•			•	•
Festival booth	•	•	•	•			•		
LouisvilleHalloween.com Green Membership	•								
LouisvilleHalloween.com Orange Membership	•	•	•						
LouisvilleHalloween.com Purple Membership	•	•	•	•	•	•	•		
Logo backdrop on the stage	•	•							
Tickets to VIP Party at HopCat	10	4	4	2	2				

LouisvilleHalloween.com Memberships Online promotion of your business on LouisvilleHalloween.com, Louisville's #1 Halloween season website. Each membership tier includes a variety of online promotion, including social media marketing. The Green Membership (Presenting Sponsor) includes professionally produced video highlighting your organization. Get more information on memberships at HalloweenMediaGroup.com.



SPONSORSHIP AGREEMENT

Primary Contact: _____ Email Address: _____

Name of Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Please Identify Sponsor Package: _____

I agree to be a 2017 Louisville Halloween Parade & Festival sponsor at the level indicated above, which includes all the benefits listed in the Sponsorship Opportunities package for that specific level of sponsorship. I understand that this sponsorship provides for the operational expenses of this event and I/Our Organization will be listed as one of the sponsors. I agree to abide by the rules established for all sponsors of this event and further agree to make full payment and submission with this agreement.

Authorized by: (Print) _____ Title: _____

Signature: _____ Date: _____

Checklist

- All information on form above complete, signed and dates
- High resolution logo sent to admin@louisvillehalloween.com (.tiff, .eps, .ai, .pdf file)
- Email Completed Form to admin@louisvillehalloween.com or mail to address below
- Pay invoice in full: Credit Card Payment Online or mail check to address below

Louisville Halloween
P.O. Box 2070
Clarksville, IN 47131

In-kind Contributions: Louisville Halloween will recognize those services or products that are provided in lieu of cash and are designated as in-kind contributions. Partners will be asked to provide an objective assessment of the market value of the contribution. Those services or products, which provide direct budgetary relief, will be recognized at the full market value provided by the partner.

Payment of Sponsorship Fees: All sponsorship levels and fees listed are for the 2017 Louisville Halloween Parade & Festival. The sponsorship fee is payable upon contract acceptance by both parties. In kind services in lieu of a cash payment shall be negotiated separately. Sponsorship fees are paid directly to the Louisville Halloween.