

# THE Anaheim FALL FESTIVAL AND HALLOWEEN PARADE

Saturday  
OCTOBER  
28<sup>th</sup>



## SPONSORSHIP OPPORTUNITIES APLENTY!

HELP FUND ALL THE FUN *and* KEEP THESE TRADITIONS GOING

PLAY A PART IN OUR CENTENNIAL CELEBRATIONS! THE ANAHEIM FALL FESTIVAL & HALLOWEEN PARADE IS TURNING 100 THIS YEAR (FALL FESTIVAL) & IN 2024 (HALLOWEEN PARADE) & WE HAVE A WIDE ARRAY OF PARTNERSHIP OPPORTUNITIES FOR YOUR BUSINESS, ORGANIZATION, TEAM OR EVEN YOUR FAMILY. YOUR GENEROUS CONTRIBUTION WILL BE PROMOTED AS AN OFFICIAL SPONSOR IN OUR PUBLICITY CAMPAIGNS TO AN ENGAGED SOUTHERN CALIFORNIA AUDIENCE REACHING TENS OF THOUSANDS.

### ARE YOU READY TO GET STARTED?

**STEP 1:** SELECT AN ITEM TO SPONSOR

**STEP 2:** CONTACT US *at* [INFO@ANAHEIMFALLFESTIVAL.ORG](mailto:INFO@ANAHEIMFALLFESTIVAL.ORG)

#### PARTNERSHIP LEVEL: \$10,000

SPONSOR WILL RECEIVE:

- 1 IDENTIFIED AS A KEY PARTNER ON OUR WEBSITE
- 2 CLICKABLE LINK BACK TO YOUR WEBSITE
- 3 LOGO ON ALL PROMOTIONS & SIGNAGE, CITY WIDE
- 4 LOGO FEATURED ON LARGE WELCOME SIGN AT THE FESTIVAL
- 5 PROMOTIONAL BOOTH SPACE AT THE FALL FESTIVAL
- 6 LOGO FEATURED ON ALL STAGES AT THE FESTIVAL (3 TOTAL)
- 7 LOGO ON 'PRESENTED BY' BANNER AT THE FRONT OF THE PARADE
- 8 LOGO ON ANDY ANAHEIM FLOAT
- 9 LOGO ON ALL PARADE ANNOUNCING STATIONS (3 TOTAL)

#### ~~HALLOWEEN TREE SPONSOR: \$5,000~~

ALREADY SPONSORED

#### MUZE0 HALLOWEEN EXHIBIT: \$5,000

MONTH LONG OCTOBER PROMOTION!

SPONSOR WILL RECEIVE:

- 1 LOGO ON WEBSITE WITH CLICKABLE LINK BACK TO YOUR WEBSITE
- 2 LARGE LOGO SIGN DISPLAYED AT THE MUZE0 FOR THE ENTIRE RUN OF THE EXHIBIT (SEP 23 - NOV 5)
- 3 OCTOBER SOCIAL MEDIA POST ANNOUNCING YOUR SUPPORT
- 4 PROMOTIONAL BOOTH SPACE AT THE FALL FESTIVAL

#### BEER FESTIVAL SPONSOR : \$5,000

SPONSOR WILL RECEIVE:

- 1 LOGO ON WEBSITE WITH CLICKABLE LINK BACK TO YOUR WEBSITE
- 2 LARGE SIGN FEATURING YOUR LOGO AT THE EVENT
- 3 YOUR LOGO FEATURED ON ALL EVENT PROMOTIONAL MATERIALS ( POSTERS, ADS, GIVEAWAYS)
- 4 SOCIAL MEDIA POST ANNOUNCING YOUR SUPPORT
- 5 PROMOTIONAL BOOTH SPACE AT THE EVENT & AT THE FALL FESTIVAL
- 6 LOGO SIGNAGE ON BRAND NEW BREWERY FLOAT TO DEBUT AT THE EVENT & ALSO FEATURED IN THE ANAHEIM HALLOWEEN PARADE!

#### ~~KIDS' COSTUME CONTEST : \$5,000~~

ALREADY SPONSORED

#### ~~DOGGIE COSTUME CONTEST : \$3,000~~

ALREADY SPONSORED

#### HALLOWEEN PARADE FLOAT : \$3,000

TO BE FEATURED AT THE FESTIVAL & THE PARADE!

SPONSOR WILL RECEIVE:

- 1 LOGO ON WEBSITE WITH CLICKABLE LINK BACK TO YOUR WEBSITE
- 2 LARGE SIGN FEATURING YOUR LOGO ON THE FLOAT OF YOUR CHOICE (SPONSORED FLOATS WILL ALSO BE SHOWCASED ALL DAY AT THE FALL FESTIVAL)
- 3 PROMOTIONAL BOOTH SPACE AT THE FALL FESTIVAL
- 4 SPONSORSHIP ANNOUNCED DURING THE PARADE

#### ~~FESTIVAL CRAFT AREA : \$1,500~~

ALREADY SPONSORED