

THE

Anaheim FALL FESTIVAL AND HALLOWEEN PARADE

Saturday
OCTOBER
26th



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 CELEBRATING 100 YEARS OF THE PARADE THIS YEAR & 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

PARTNERSHIP LEVEL: \$10,000

SPONSOR WILL RECEIVE:

- 1 IDENTIFIED AS A KEY PARTNER ON OUR WEBSITE
- 2 CLICKABLE LINK BACK TO YOUR WEBSITE
- 3 YOUR LOGO ON OUR 100% PHOTO LOCATION TO BE USED AT ALL EVENTS FROM JUNE TO OCTOBER INCLUDING THE FALL FESTIVAL
- 4 YOUR LOGO ON ALL PROMOTIONS & SIGNAGE, CITY WIDE
- 5 LOGO FEATURED ON LARGE WELCOME SIGN AT THE FALL FESTIVAL
- 6 PROMOTIONAL BOOTH SPACE AT THE FALL FESTIVAL
- 7 LOGO FEATURED ON ALL STAGES AT THE FALL FESTIVAL
- 8 LOGO ON "PRESENTED BY" BANNER AT START OF THE HALLOWEEN PARADE
- 9 LOGO AT ALL PARADE ANNOUNCING STATIONS
- 10 SOCIAL MEDIA POSTS HIGHLIGHTING YOUR SUPPORT!

HALLOWEEN TREE SPONSOR: \$5,000

MONTH LONG OCTOBER PROMOTION!

SPONSOR WILL RECEIVE:

- 1 LOGO ON WEBSITE WITH CLICKABLE LINK BACK TO YOUR WEBSITE
- 2 TWO LARGE SIGNS FEATURING YOUR LOGO AT THE HALLOWEEN TREE (CENTER ST. PROMENADE) ALL MONTH LONG
- 3 OCTOBER SOCIAL MEDIA POST ANNOUNCING YOUR SUPPORT
- 4 PROMOTIONAL BOOTH SPACE AT THE FALL FESTIVAL

BEER FESTIVAL SPONSOR : \$5,000

Also INCLUDES A NEW FLOAT!

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

Also INCLUDES A FLOAT IN THE PARADE!

SPONSOR WILL RECEIVE:

- 1 LOGO ON WEBSITE WITH CLICKABLE LINK BACK TO YOUR WEBSITE
- 2 LARGE SIGN FEATURING YOUR LOGO AT THE MAIN STAGE DURING THE CONTEST
- 3 YOUR LOGO FEATURED ON ALL MATERIALS REGARDING THE CONTEST
- 4 SOCIAL MEDIA POST ANNOUNCING YOUR SUPPORT
- 5 PROMOTIONAL BOOTH SPACE AT THE FALL FESTIVAL
- 6 LOGO SIGNAGE ON KIDS' COSTUME CONTEST FLOAT TO BE FEATURED AT THE FESTIVAL AS WELL AS IN THE ANAHEIM HALLOWEEN PARADE!

DOGGIE COSTUME CONTEST : \$3,000

INCLUDES A FESTIVAL PHOTO LOCATION!

SPONSOR WILL RECEIVE:

- 1 LOGO ON WEBSITE WITH CLICKABLE LINK BACK TO YOUR WEBSITE
- 2 LARGE SIGN FEATURING YOUR LOGO AT THE STAGE DURING THE CONTEST
- 3 YOUR LOGO FEATURED ON ALL MATERIALS REGARDING THE CONTEST
- 4 SOCIAL MEDIA POST ANNOUNCING YOUR SUPPORT
- 5 PROMOTIONAL BOOTH SPACE AT THE FALL FESTIVAL
- 6 LOGO SIGNAGE ON FESTIVAL COSTUME CONTEST PHOTO LOCATION

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

TWO OPPORTUNITIES

SPONSOR WILL RECEIVE:

- 1 LOGO ON WEBSITE WITH CLICKABLE LINK BACK TO YOUR WEBSITE
- 2 LOGO SIGNAGE AT THE LARGE CRAFT AREA OF YOUR CHOICE: DIA DE LOS MUERTOS PARADE FLOAT DECORATING OR PLASTER FIGURINE PAINTING WITH JACK KNIGHT
- 3 LOGO FEATURED ON ALL MATERIALS RELATED TO THE CRAFT