

West Grey Halloween Party Sponsorship Package



~ Saturday October 28, 2023 ~

The annual Halloween Party hosted by West Grey offers the opportunity for businesses, community groups and trick-or-treaters to come together and celebrate Halloween in our community.

Originally developed in response to the COVID-19 pandemic, the event was created as a drive-thru to offer trick-or-treaters a safe way to participate in the festivities and provide a “normal” Halloween option for families. Over the past three years, thanks to business and community support the event has grown seeing more and more trick-or-treaters, participating businesses and community groups year over year.

Last year we expanded the event even further, moving it into the downtown core of Durham and creating a “trick-or-treat trail” linking participating businesses, groups and children’s activities.

Hosted the last Saturday before Halloween, this event invites businesses and community groups to either setup a booth at the Halloween Party or join from their store front. The Halloween Party invites trick-or-treaters of all ages to walk the trick-or-treat trail and collect treats, candy and even a few tricks from participating businesses and groups.

Hosting this event would not be possible without the support of local businesses, community groups, the community and our West Grey residents. We have a number of sponsorship opportunities available.

The Jack-O-Lantern Sponsor (Presenting Sponsor – 1 available): \$1500.00



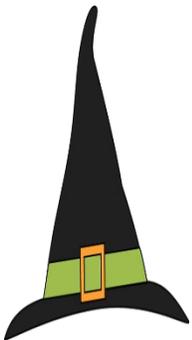
The Jack-O-Lantern wearing a hat has become the branding logo for this event. This sponsor will be the presenting sponsor of the event. All messaging and branding for the event will include “The West Grey Halloween Party Presented by”. Your company logo and branding will also be included as the presenting sponsor on the municipal website and in the event passport trick-or-treaters complete along the way for the chance to win prizes.

The Monster Movie Sponsor (Movie Night Sponsor – 1 available): \$900.00



This sponsor level is our Monster Movie Partner. Leading up to the Halloween Party we will play a monster movie in the park to get all our trick-or-treaters in the Halloween spirit before the event on our monster movie screen (a 25ft inflatable outdoor screen). Your company logo and branding will be included as the movie sponsor and four tickets will be raffled to the public for the “best seat in the house sponsored by.....” where movie goers will enjoy a VIP area with comfy chairs and all the movie snacks they can imagine. Monster Movie Sponsors will also be included in the event passport and website.

The Wicked Witch Sponsor (Decorating Contest Sponsor – 1 available): \$600.00



Many of the businesses and community groups participating in the Halloween Party chose to decorate their booth or storefront. The Wicked Witch sponsor creates a friendly competition amongst participating businesses to be deemed the “Wickedest Decorator in West Grey” winning the Wicked Decorator award as sponsored by your business / group with a trophy and of course bragging rights. A group of judges will be assembled including the West Grey Mayor, a representative from your business and other special guests to be announced weekly closer to the date. Wicked Witch sponsors will also be included in the event passport and website.

The Ghost Sponsors (Contributing Sponsor – 3 available): \$500.00



This sponsor level is the ghostest with the mostest. This level helps us to sponsor the children’s activities, crafts, and haunts that our eager trick-or-treaters enjoy along the trick or treat trail. Each sponsor will be thanked at the sponsored activity as well as in the event passport and website.

The Funny Bone Sponsors (Contributing Sponsor – 5 available): \$150.00



This sponsor level will be supplying the tricks for the Halloween Party! Along the trick-or-treat trail as participants travel between booths and trick-or-treat areas they will be greeted by various spooktacular jokes and Halloween tricks. Each sign or prop will be labeled with your company / group logo and you will be thanked as a sponsor in the event passport and website.

*All sponsors will receive recognition in the Halloween Party Passport and on the municipal website.

Something else you would rather sponsor? Give us a call!

Businesses and community groups interested in having a booth or a participating storefront at the party can register by calling or emailing Kodey Hewlett, Corporate and Community Initiatives Officer at khewlett@westgrey.com or 519-369-2200 x240.

Booths / participating storefronts are offered to business owners / community groups free in charge. All that you need to provide is your trick-or-treat handouts and anything needed for your booth / decorations. Participating storefronts will be provided a poster to hang in your front window to let trick-or-treaters know you are participating.

Booth registration and further details will be available in September.

We look forward to partnering with you. If you have any questions, please reach out.

Sincerely,



Kodey Hewlett
Corporate and Community Initiatives Officer
The Municipality of West Grey
519-369-2200 x240
khewlett@westgrey.com

Sponsorship Form:

Please email completed sponsorship forms with your organization logo to khewlett@westgrey.com by Friday September 8, 2023. All sponsors will be invoiced for their contributions. Tax receipts are available upon request.

Sponsorship level: Jack-O-Lantern (\$1500) Monster Movie (\$900)
 Wicked Witch (\$900) Ghost (\$500) Funny Bone (\$150)

Sponsor name (used in promotions): _____

Name of authorized individual agreeing to sponsorship: _____

Sponsor Signature: _____ **Date:** _____