

SCHEDULE OF EVENTS

SATURDAY OCTOBER 19

Masquerade Ball

SUNDAY OCTOBER 20

Art and Silent Auction • Our Lady of
Lourdes Spooky Organ Concert

MONDAY OCTOBER 21

Slightly Haunted Puppet Show

TUESDAY OCTOBER 22

A Night of Spirits • Séance

WEDNESDAY OCTOBER 23

Movie Night at Howe

THURSDAY OCTOBER 24

A Night Out in Sleepy Hollow

FRIDAY OCTOBER 25

Zombie Bike Ride

SATURDAY OCTOBER 26

Pleasant Run Run • Street Fair • Pumpkin
Carving • Costume Contests • After-Party

SPONSORSHIP REGISTRATION

To make things easier for you, we've
switched to an all digital Sponsorship
Registration Form. Register online at

IrvingtonHalloween.com



IrvingtonHalloween.com



Sponsored by



LODGE
DESIGN + MARKETING



DEAR SPONSOR,

The Historic Irvington Community Council (HICC) has long enjoyed the generous support from area businesses and organizations. We invite you to partner with us in producing the 73rd Annual Historic Irvington Halloween Festival taking place **October 19-26, 2019**. This event promises to be better and bigger than the record breaking 2018 event.

Many people do not know that The Irvington Halloween Festival is the largest fundraiser for the Historic Irvington Community Council. Sponsorships not only help cover the cost of the longest running and largest Halloween Festival in the country, including ensuring ALL events for children are free, they also help fund these community projects and events:

- Full support of the Irvington Winter Luminaria
- Full support of the Irvington Summer Music Series
- Projects benefiting Irvington's history and preservation
- Donation to Irvington Historical Society to assist in preserving Irvington's historical materials
- Donation to the PourHouse, Inc., to assist in combating homelessness
- Sponsorship of the Irvington Holiday Project for light pole wreaths along Washington Street
- Sponsorship of Jazz Night at Coal Yard Coffee
- The Legacy Project, which has included renovations of Irving Circle Park's fountain, repairs for the Historic Bona Thompson Memorial Library.

In addition to assisting the community, your Halloween Festival sponsorship provides increased name recognition and an opportunity for directly targeted, more effective, and less costly advertising than many other options available to local businesses. To give you an idea of the exposure available with sponsorship, we have included a page that reflects the growth of the festival both in attendance and digital presence in the past few years. We have also enclosed a list of the available sponsorship levels.

For more information about The Historic Irvington Halloween Festival, please visit www.irvingtonhalloween.com. If you are interested in learning more about sponsorship opportunities, please send an email to irvingtonhalloweenfestival@gmail.com or call or text directly at **(317) 908-2571**. We will also follow up with you by phone to discuss these opportunities with you in more detail.

We look forward to your support in making the 73rd Historic Irvington Halloween Festival a great success.

Sincerely yours,
Nancy Tindall-Sponsel and Manuel Aguilar
Co-Directors, 73rd Historic Irvington Halloween Festival

2019 Sponsorship Opportunities

STREET FAIR SPONSORSHIP OPPORTUNITIES

	Title Sponsor	Main Stage Sponsor	Children's Stage	Witch	Ghost	Zombie	Black Cat		Bat
Logo on:									
Print Materials	●	●	●	●	●				
Volunteer T-Shirts	●	●	●	●	●	●	●		
Festival Website	●	●	●	●	●	●	●		●
Promotional Posters	●	●	●	●	●				
Press Release	●								
Media Spotlight	●	●							
Title Sponsor of Irvington Summer Music Series	●								
Facebook Spotlight	●	●	●	●	●	●	●		●
Vender Booth Spaces	2*	2*	1*	1*	1	1		1	
Main Stage Mentions	5	3	2	1	1				
Festival T-Shirts	20	12	6	4	4	2	1		
Halloween Festival Posters	5	3	2	2	2	2	1		
Art & Silent Auction Tickets	10	6	4	4	4	4	2		
Masquerade Ball Tickets	10 VIP	6 VIP	4 VIP	4	4	2	2		
VIP Parking Spaces	2	1	1						
2019 Beastside Brewfest Tickets	8	6	4	2					
Cost	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$750	\$500	\$500	\$250

* with priority placement

SPECIALTY SPONSORSHIP OPPORTUNITIES

HALLOWEEN FESTIVAL MASQUERADE BALL

Presenting Sponsor (\$5,000)

Cosponsor (\$1,000) | Supporting Sponsor (\$500)

Celebrate the beginning of the week-long festival at a masquerade ball. Costumed attendees (21 and over) enjoy a live band, beer, wine, and refreshments.

Each sponsor's name and sponsorship level (Presenting and Supporting) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.

PUMPKIN CARVING CONTEST

Presenting Sponsor (\$500)

Carving artists of all ages gather the day of the Street Fair and create their best jack-o'- lanterns. All one-hundred participants receive free pumpkins ready for carving. Winning contestants in adult and k-12 categories receive prizes.

The sponsor's name and sponsorship level (Presenting) will be included in the name of the event, and online promotional listings will include a link to that sponsor's website.

ART AND SILENT AUCTION

Presenting Sponsor (\$1,000)

Cosponsor (\$500) | Supporting Sponsor (\$250)

Guests enjoy live music, appetizers, and a cash bar while placing silent bids on fabulous items donated from businesses in and around Irvington. A spirited live auction follows, with original art from the festival poster and t-shirt design contests up for bids, as well as works from artist from Irvington and elsewhere.

Each sponsor's name and sponsorship level (Presenting and Supporting) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.

ZOMBIE BIKE RIDE

Presenting Sponsor (\$1,000)

Cosponsor (\$500) | Supporting Sponsor (\$250)

Costumed bike riders and biking enthusiasts share a 4-mile evening bicycle ride through historic Irvington, with residents along the route cheering them on. After the ride, riders gather for a complimentary meal at a local restaurant.

Each sponsor's name and sponsorship level (Presenting and Supporting) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.

SHUTTLE SPONSORSHIP

Presenting Sponsor (\$1,000)

Cosponsor (\$500) | Supporting Sponsor (\$250)

Street fair attendees rest their feet in shuttles between parking and these events.

Each sponsor's name and sponsorship level (Cosponsor) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.

SCARECROW DECORATING CONTEST

Presenting Sponsor (\$1,000)

Cosponsor (\$500) | Supporting Sponsor (\$250)

Contestants purchase simple scarecrow frames and embellish them with imaginative outfits and props. Judges award prizes to the best entries in various categories that include families and businesses.

Each sponsor's name and sponsorship level (Presenting and Supporting) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.

PEOPLE COSTUME CONTEST

Presenting Sponsor (\$1,000)

Cosponsor (\$500) | Supporting Sponsor (\$250)

Costumed Halloween Festival Street Fair enthusiasts are a treasured and entertaining feature of this annual festival. Contest participants appear in elaborate and impressive creations that they show off in the costume parade at the end of the day. Judges award prizes to adults, children, and groups.

Each sponsor's name and sponsorship level (Presenting and Supporting) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.

PET COSTUME CONTEST

Presenting Sponsor (\$500) | Supporting Sponsor (\$250)

Irvington's many pet lovers look forward to adorning their pets in Halloween costumes. This contest brings out the best of the pet costumes and awards prizes in multiple categories.

Each sponsor's name and sponsorship level (Presenting and Supporting) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.

PLEASANT RUN RUN

Presenting Sponsor (\$2,500)

Cosponsor (\$1,000) | Supporting Sponsor (\$500)

The mission of the Halloween Festival Run is to engage and promote personal wellness and healthy lifestyles while having fun. Participants can lace up for either the 5-mile run or 3-mile walk. Costumes are welcome at both events, which send participants through Irvington's beautiful tree-lined streets.

Each sponsor's name and sponsorship level (Presenting, Cosponsor, or Supporting) will be included in the name of the event, and online promotional listings will include a link to each sponsor's website.