

STREET FAIR SPONSORSHIP OPPORTUNITIES

	TITLE SPONSOR	MAIN STAGE SPONSOR	HEADLESS HORSEMAN	WITCH	GHOST	BLACK CAT
Logo on:						
Festival Website	●	●	●	●	●	●
Press Release	●					
Media Spotlight	●	●				
Facebook Spotlight	●	●	●	●	●	●
Vender Booth Spaces	2*	2*	1*	1*	1	
Main Stage Mentions	5	3	2	1	1	
Festival T-Shirts	20	12	6	4	4	
Halloween Festival Posters	5	3	2	2	2	
VIP Parking Spaces	2	1	1			
2022 Beastside Brewfest Tickets	8	6	4	2		
Cost	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500

* with priority placement

SPECIALTY SPONSORSHIP OPPORTUNITIES

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.

ART AND SILENT AUCTION

Presenting Sponsor (\$1,000)

Co-Sponsor (\$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. Please contact festival director for sponsorship information

ZOMBIE BIKE RIDE

Presenting Sponsor (\$1,000)

Co-Sponsor (\$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.

PET COSTUME CONTEST

Presenting Sponsor (\$1,000) | Supporting Sponsor (\$750)

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.

PEOPLE COSTUME CONTEST

Presenting Sponsor (\$1,000)

Co-Sponsor (\$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.

SHUTTLE SPONSORSHIP

Presenting Sponsor (\$1,000)

Co-Sponsor (\$500) | Supporting Sponsor (\$250)

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

VAMPIRE RUN (Formerly Pleasant Run Run)

Presenting Sponsor (\$2,500)

Co-Sponsor (\$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.

NIGHT OUT IN SLEEPY HOLLOW (Spooky Stories)

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

One of the festival’s longest standing traditions, the reading of Sleepy Hollow by Washington Irving (complete with the Headless Horseman). Guests gather at Irving Circle, where the first festival was held, to listen to the iconic tale, along with other spooky stories. The event is truly a night to celebrate Halloween and Irvington.

SCHEDULE OF EVENTS

SUNDAY OCTOBER 24

Spooky Organ Concert | Our Lady of Lourdes

MONDAY OCTOBER 25

Art & Silent Auction | Event TBD

Slightly Haunted Puppet Show | The Irving

TUESDAY OCTOBER 26

A Night of Spirits - Seance | Irvington Lodge

THURSDAY OCTOBER 28

Night Out in Sleepy Hollow | Location TBD

FRIDAY OCTOBER 29

Zombie Bike Ride | Irvington Library

SATURDAY OCTOBER 30

Vampire 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



DEAR SPONSOR,

The Historic Irvington Community Council (HICC) has long enjoyed the generous support from areabusinesses and organizations. We invite you to partner with us for the 75th Annual Historic Irvington Halloween Festival, taking place **October 23-30, 2021**.

The Irvington Halloween Festival is the largest fundraiser for the HICC. Your sponsorship will not only help fund the largest and longest running Halloween Festival in the country, it will also help support the HICC's 2021 initiatives:

- Beautification, historic preservation initiatives here in our community.
- Support of the Irvington Winter Luminaria
- Donation to the PourHouse, Inc., to assist in combating homelessness in Indianapolis

In addition to supporting the Irvington community, your Halloween Festival sponsorship will provide your business increased name recognition as well as targeted and effective advertising at an affordable cost. Enclosed is a list of available sponsorship opportunities and the benefits received at each level.

Your support is essential for the continued growth of the festival and our community. To learn more about sponsorship opportunities, please send an email to irvingtonhalloweenfestival@gmail.com or call /text directly at **(317) 908-2571**. We will also follow up with you by phone to discuss these opportunities in more detail. For more information about The Historic Irvington Halloween Festival, please visit www.irvingtonhalloween.com.

We look forward to your support in making the 74th Historic Irvington Halloween Festival a great success!
Sincerely yours,
Historic Irvington Community Council
& Nancy Tindall-Sponsel, Festival Director

2021 Sponsorship Opportunities