



2023 SPONSORSHIP OPPORTUNITIES



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 for the 77th Annual Historic Irvington Halloween Festival, taking place **October 21-28, 2023**.

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 2023 initiatives:

- Beautification, historic preservation initiatives here in our community.
- Support of the Irvington Winter Luminaria.
- Donations to other community projects and initiatives, such as addressing food insecurity on the Eastside of Indianapolis and improving our local playgrounds and parks.

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. Irvington Halloween Festival has reach!

Facebook: 22,000+ followers

Twitter: 1,600+ followers

Instagram: 2,000+ followers

2022 Street Fair attendance: 80,000 (an all-time high!)

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.

We look forward to your support in making the 77th Historic Irvington Halloween Festival great!

IrvingtonHalloween.com



2023 STREET FAIR SPONSORSHIPS

| | Title Sponsor | Main Stage Sponsor | Headless Horseman | Witch | Ghost | Friend of the Festival |
|-------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------|
| Logo on website |  |  |  |  |  | Name on website |
| Logo on social media |  |  |  |  | | |
| Logo on festival volunteer t-shirts |  |  |  |  |  | |
| Booth space | 1** | 1** | 1** | 1** | 0* | |
| Mention in media appearances |  | | | | | |
| Main stage mention |  |  | | | | |
| Festival t-shirts | 15 | 10 | 5 | 2 | 2 | |
| Festival posters | 5 | 3 | 2 | 2 | 2 | |
| Halloween Ball tickets | 2 | 2 | 2 | 2 | 2 | 2 |
| Sponsorship Level | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,000 | \$250 |

2023 SPECIAL EVENT SPONSORSHIPS

All Specialty Sponsor logos will be displayed at event and on social media

PET COSTUME CONTEST

Presenting (1): \$1,500
Co-Sponsors: \$500

HALLOWEEN COSTUME CONTEST

Presenting (1): \$1,000
Co-Sponsors: \$500

ZOMBIE BIKE RIDE

Presenting (1): \$1,000
Co-Sponsors: \$500

PUMPKIN CARVING CONTEST

Presenting: \$500

ART & SILENT AUCTION

Presenting (1): \$1,000
Co-Sponsors: \$500

NIGHT OUT IN SLEEPY HOLLOW

Presenting (1): \$1,000
Co-Sponsors: \$500

HALLOWEEN BALL

Title Sponsor (1): \$5,000
Presenting Sponsors: \$1,000
Co-Sponsors: \$500

SHUTTLE SPONSOR

Presenting Sponsor: \$500

SCARY MOVIE NIGHT

Presenting Sponsor: \$500

FAMILY MOVIE NIGHT

Presenting Sponsor: \$500



*Ghost Level Sponsors do NOT receive their own booth, but may choose to 'sponsor' a non-profit organization's booth, with signage that says "Booth brought to you by XYZ" with your organization's logo.

**At Witch Level and above, organization's may choose to have their own booth or choose to 'sponsor' a non-profit organization's booth, with signage that says "Booth brought to you by XYZ" with your organization's logo. If you choose to have your own booth, you must provide a pre-approved kid-friendly activity (this does NOT include passing out candy).

Specialty event sponsors at the \$1,000 receive Ghost Level benefits, and at the \$5,000 level receive Headless Horsemen benefits.

2023 VAMPIRE RUN SPONSORSHIPS

| | Title Sponsor | Bib Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor |
|------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Street Fair Benefits* | Witch | Ghost | Ghost | Friend of the Festival | Friend of the Festival |
| Logo on run social media |  |  |  |  |  |
| Recognition on race t-shirts | Front Logo | Large Logo | Large Logo | Small Logo | Name |
| Recognition on finish line banners | Top Logo | Large Logo | Large Logo | Small Logo | Small Logo |
| Logo on bibs |  |  | | | |
| Packet pickup booth space |  |  | | | |
| Race entries | 10 | 8 | 6 | 4 | 2 |
| Sponsorship Level | \$2,500 | \$1,500 | \$1,000 | \$500 | \$250 |

The Irvington Vampire Run is a group of road races that take place the morning of **October 28, 2023** alongside the Street Fair. While the name and route may have changed over the years, the Halloween Festival has included a road race since 1981. 2022's changes saw a brand new 5k course highlighting unique locations in South Irvington, a new location for the kids' Little Bat Dash, and the most timed participants since 2017. This year's plans include the addition of a 1-mile race, alongside referral and team options for participants.

Your sponsorship of the Irvington Vampire Run helps support all of the fantastic initiatives of the Historic Irvington Community Council, specifically continuing to provide community opportunities for fitness as well as fun.



*Sponsors of the Vampire Run will receive all Street Fair Sponsorship benefits listed on the previous page with one exception. Vampire Run sponsors will only be included on the Run t-shirt unless that sponsor contributes to another event enough to qualify to also be included on the Volunteer shirt.

2023 Pleasant Run Run Sponsorships



| | Title Sponsor | Bib Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor |
|------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Street Fair Benefits* | Witch | Ghost | Ghost | Friend of the Festival | Friend of the Festival |
| Logo on social media |  |  |  |  |  |
| Recognition on race t-shirts | Front Logo | Large Logo | Large Logo | Small Logo | Name |
| Recognition on finish line banners | Top Logo | Large Logo | Large Logo | Small Logo | Small Logo |
| Logo on bibs |  |  | | | |
| Packet pickup booth space |  |  | | | |
| Race entries | 10 | 8 | 6 | 4 | 2 |
| Sponsorship Level | \$2,500 | \$1,500 | \$1,000 | \$500 | \$250 |

The Historic Irvington Pleasant Run Run is a group of road races that will take place the Saturday morning of Labor Day weekend, **September 2nd, 2023**. While the name and route may have changed over the years, the Halloween Festival has included a road race since 1981. We have received many comments and requests for this event to return, and are ecstatic to be making it happen.

Your sponsorship of the Historic Irvington Pleasant Run Run helps support all of the fantastic initiatives of the Historic Irvington Community Council, specifically continuing to provide community opportunities for fitness as well as fun.



*Sponsors of the Pleasant Run Run will receive all Halloween Festival Street Fair Sponsorship benefits with one exception. Pleasant Run Run sponsors will only be included on the Run t-shirt unless that sponsor contributes to another Halloween event enough to qualify to also be included on the Festival Volunteer shirt.