



2024 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 78th Annual Historic Irvington Halloween Festival, taking place **October 19-26, 2024**.

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 2024 initiatives:

- Expansion of welcoming and inclusive community gathering spaces, such as a band shell to support year-round activities.
- 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

2023 Street Fair attendance: 60,000+














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 78th Historic Irvington Halloween Festival great!

IrvingtonHalloween.com



2024 STREET FAIR SPONSORSHIPS

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

2024 SPECIAL EVENT SPONSORSHIPS

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

PET COSTUME CONTEST

Title Sponsor (1): \$2,500
Presenting Sponsors (2) : \$1,000
Co-Sponsors: \$500

HALLOWEEN COSTUME CONTEST

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

HALLOWEEN MASQUERADE BALL

Title Sponsor (1): \$2,500
Presenting Sponsors (2) : \$1,000
Co-Sponsors: \$500

ART & SILENT AUCTION

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

NIGHT OUT IN SLEEPY HOLLOW

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

PUMPKIN CARVING CONTEST

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

SHUTTLE SPONSOR

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

SCARY MOVIE NIGHT

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

FAMILY MOVIE NIGHT

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

ZOMBIE BIKE RIDE

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

**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 \$500 level receive Friends of the Festival benefits, at the \$1,000 level receive Ghost Level benefits, and at the \$2,500 level receive Witch benefits.

2024 VAMPIRE RUN SPONSORSHIPS

The Irvington Vampire Run is a group of road races that take place the morning of **October 26th, 2024** 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.



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

Corporate Wellness Sponsorships

The Irvington Vampire Run offers local businesses and organizations an opportunity to promote health, wellness, and active living as a part of their culture through our Corporate Wellness Program. Organizations can opt to pay for their employees and members race entry fees directly to earn discounted rates and benefits based on their participation! Corporate Wellness Sponsors will be invoiced post-race.

3-6 participants: 5% off
7-10 participants: 10% off

11-14 participants: 15% off, name recognition on social media and banners
15+ participants: 20% off, logo on social media and banners

*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 Festival Volunteer shirt.