

2019 CWE HALLOWEEN SPONSORSHIP OPPORTUNITIES & GUIDELINES

Be part of the LEGENDARY **Halloween in The Central West End!** For over three decades the Central West End has been St. Louis' hot spot for celebrating Halloween. This year's festivities will take place on Oct. 28th and we are expecting nearly 10,000 throughout the day.

Halloween in the Central West End would not be possible without the support of our sponsors and the participation from the neighborhood. We are very grateful for all of those who have supported the event over the years and for those interested in getting involved this year.

A variety of sponsorship opportunities are available for the daytime and evening festivities. Sponsorships are available for CWE Businesses as well as non-CWE businesses, and all requests are reviewed by the Halloween Planning Committee. In reviewing all request, the integrity of the event is most important and all approved sponsorships and activities must fit with the spirit of the event and the neighborhood.



Sponsorship opportunities:

Presenting Sponsor – Secured

- Signage throughout the event footprint.
- Speaking opportunity at the event
- Judging opportunity at the event
- Logo placement on all print ads and billboards
- Logo Placement at the main stage
- Logo placement on all banners, posters, flyers
- Recognition on the CWEScene.com website

Gold Sponsor - \$5000

- 10 x 10 booth space at the event
- Logo placement at the main stage
- Sponsor recognition by the emcees on the main stage
- Judging opportunity at the event
- Logo placement on print ads
- Logo placement on banners, posters and flyers
- Recognition on the CWEScene.com website

Photo Booth Sponsor - \$4000

- 10' x 10' booth space at the event
- Sponsor recognition by the emcees on the main stage
- Logo placement on banners, posters and flyers
- Logo placement on all photo booth photos

- Photo booth on site for daytime festivities only
- Recognition on the CWEScene.com website

Parade Sponsor - \$2500

- 10' x 10' booth space at the event
- Sponsor recognition by the emcees on the main stage
- Logo banner leading the Parade
- Logo placement on all banners, posters and flyers
- Logo placement on Parade Social Media
- Recognition on the CWEScene.com website

Silver Sponsor - \$1000

- 10' x 10' booth space at the event
- Sponsor recognition by the emcees on the main stage
- Logo placement on all banners, posters and flyers
- Recognition on the CWEScene.com website

For more information about sponsorship opportunities, please contact Kate Haher at 314-305-4012 or via email at kate.haher@cwenorthcid.com or sign and return the form below to confirm your sponsorship.

Thank you for your consideration!

Halloween in the Central West End 2019 Sponsor Confirmation Form

Company: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

_____ Yes! I would like to Sponsor the Halloween in the Central West End

Sponsor Level: _____

An invoice will be sent via email to the email address provided above.

Checks should be payable to the CWE Business Community Improvement District.

Sponsors logos will appear on marketing pieces as defined in the sponsor packet. Please send your logo to Kate.haher@cwenorthcid.com. High resolution EPS files of a transparent and color logo are required.

Please contact Kate Haher, Executive Director, CWE Business Community Improvement District with any questions. 314-305-4012