

2021 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 Saturday, October 30th, 2021, and will include the annual children's costume parade, pet parade and Adult only Costume Contest and Street Party with nearly 10,000 participants 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:

Gold Sponsor - \$5,000

- 10 x 10 booth space at the event
- Logo placement at the main stage on digital backdrop
- Sponsor recognition by the emcees on the main stage
- Opportunity for onsite product distribution and promotion
- Judging opportunity at the event
- Premium Logo placement in print ads (RFT, Billboards, Go)
- Premium Logo placement on posters
- Sponsor recognition on event social media
- Recognition on the CWEScene.com website

Silver Sponsor - \$2500

- 10' x 10' booth space at the event
- Sponsor recognition by the emcees on the main stage
- Logo placement on the main stage on the digital backdrop
- Logo placement on posters and flyers
- Sponsor recognition on event social media
- Recognition on the CWEScene.com website

Parade Sponsor - \$1,500

- 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 posters and flyers
- Logo placement on Parade social media
- Recognition on the CWEScene.com website

Halloween Partner - \$500

- Logo placement on all 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 2021 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.

Sponsor's 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