



**Saturday, October 19, 3pm to 9pm**

**Fall-O-Ween is City of Kennesaw - Parks & Recreation's annual Halloween event that provides games, activities, safe trick-or-treating for children. The event is held at Swift Cantrell Park from 3pm - 9pm with an outdoor movie to conclude the day's festivities. The estimated attendance is 10,000.**

## **PRESENTING SPONSORSHIP - \$3,500**

- Industry category exclusivity (in Presenting level)
- Onsite display space up to 10'x20' (tent, table, and chairs included)
- Logo on pre-event informational banner and A-frame event signage day of event
- Logo on Parks & Rec Reach TV Event Ad displayed in Recreation Center and Community Center lobbies and email communications for event to over 20,000 households
- Company Included in Press Release as Presenting Sponsor
- Tags in social media campaign as Presenting Sponsor
- (4) :20 second announcement included with PA announcements
- (6) Sponsor listed in PA announcements
- Opportunity to provide literature or promotional items in Trick-or-Treat bags
- Logo and link on event website
- :30 sec audio-visual advertisement before start of Movie

## **PREMIER SPONSORSHIP - \$1,000**

- Naming rights to one event asset: Trick-or-Treat Trail, Costume Contest, Trick-or-Treat Bags, or Witch Hunt
- Onsite display space up to 10'x10' (tent, table, and chairs included)
- (2) :20 second announcement included with PA announcements
- (2) Sponsor listed in PA announcements
- Company listed on A-frame signage about sponsors at event
- Opportunity to provide literature or promotional items in Trick-or-Treat bags
- Logo and link on event website

## **SUSTAINING SPONSORSHIP - \$500**

- Onsite display space up to 10'x10' (tent, table, and chairs included)
- (2) Sponsor listed in PA announcements
- Company listed on A-frame signage about sponsors at event
- Logo on event website

## **SUPPORTING SPONSORSHIP - \$250**

- (2) Sponsor listed in PA announcements
- Company listed on A-frame signage about sponsors at event
- Logo on event website

