



HALLOWEEN ON CENTRAL

AN OPEN STREET  COSTUME STROLL

SPONSORED BY


grow financial®
federal credit union

**SPONSORSHIP
PACKAGE**

Sunday October 27th, 2024



ABOUT THE EVENT



Halloween on Central is St. Pete's largest car-free street event.

Originally planned as a Car-Free St. Pete open street stroll in 2021, we realized we had a great opportunity to create a family event filled with a parade of costumes and street performers and entertainment if we held it on, or close to Halloween.

In its first three years, Halloween on Central has become St. Pete's largest event that supports our local business districts, attracting over 100,000 people annually.

Located in St. Pete's EDGE and Grand Central Districts, the event extends from MLK to 31st street along Central Avenue. 22 blocks are closed to cars and motor vehicles from noon—5 pm on the Sunday before Halloween.

Attendees bike, walk, scoot, or take public transit to this car-free event. It features music, trick-or-treat stops, and entertaining Halloween festivities for the whole family.

Photography by: Lisa Kidwell, Amanda Mayer, Jason Sexton, and Karri Head

STATISTICS

Non-Paid Media Exposure

From date announcement through October:

- 🍁 Halloween on Central has over 100 story postings
- 🍁 Postings include traditional media (local print/digital publications, television, and radio) +expansive influencer and social media coverage
- 🍁 Collectively, the reach totals in the millions of impressions

*Website Traffic to HalloweenOnCentral.com typically exceeds 25,000 views in October alone

Incredible Attendance

A free and family-friendly event, Halloween on Central is growing in popularity as awareness expands.

Attendance in 2021

75,000+

Attendance in 2022

90,000+

Attendance in 2023

105,000+



Candy Stations



Performers



Costumes



Vendors



2023 PARTNERS



grow financial[®] federal credit union

PLATINUM



Dedicated Senior
Medical Center

SILVER



Suncoast
Credit Union



BRONZE & COPPER



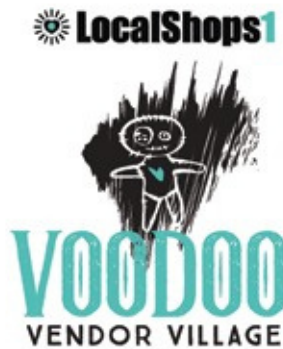
2024 PLANNED CONTENT (so far)

We're revising, improving, and adding new content to improve the event experience for all.

These are just a few of the “activity zones” we’re planning. There will be many crowd-stopping entertainment destinations which can be sponsorship opportunities. Among those are street performances, haunted houses, costume contests, weiner races, trick-or-treat stations, and several other featured activities.



Several blocks of a fun-filled, family-friendly celebration featuring entertainment, DJ music, dancing mummies, and treats for all ages.



In its second year, this shopping favorite creates 4 blocks of vendors and entertainment managed and produced by LocalShops1. Spaces are limited.

Fees do not include tent, table, or electric

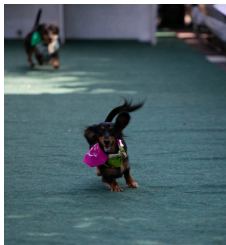
- 🍊 Artists / Makers / Non-Profits \$200
- 🍊 Small Biz Retail / Resell / Snacks \$275
- 🍊 Corporation / Professional Services \$550
- 🍊 Food Truck / Food Booth Double Space \$350



Central Avenue from 31st Street to MLK, the EDGE and Grand Central District will feature music, entertainment, family-friendly food & beverages, with tons of unique shopping, surprises, and a splash of weirdness.

PATRON LEVEL

\$250




“On Halloween, witches come true; wild ghosts escape from dreams. Each monster dances in the park.”

–Nicholas Gordon

Your donation helps us produce the event, add entertainment, provide candy, and keep it free. Thank you for your support.

PERKS





-  Huge thank-you for helping us produce this event

COPPER LEVEL

\$500



PERKS

-  Huge thank-you for helping us produce this event
-  HalloweenOnCentral.com website recognition
-  Name listed on full page thank you Ad after event
-  Complimentary vendor spot (tent not included)

BRONZE LEVEL

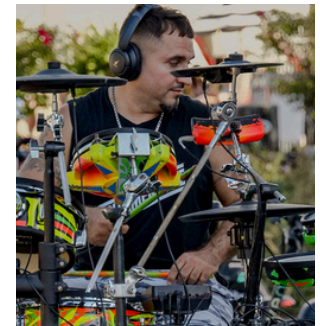
\$1,000

“Halloween was confusing. All my life my parents said, ‘Never take candy from strangers.’ And then they dressed me up and said, ‘Go beg for it.’”

–Rita Rudner

PERKS

- 🍊 Copper Package Perks
- 🍊 Info booth recognition
- 🍊 Logo listed on full page thank you ad after event



SILVER LEVEL

\$2,500



“I would like, if I may, to take you on a strange journey.”

–The Rocky Horror Picture Show

PERKS

- 🎃 **Bronze Package Perks**
- 🎃 **Candyland stop (Only 11 available)
OR activity sponsor**
- 🎃 **Event social media recognition**
- 🎃 **Double booth space**
- 🎃 **Logo on trick-or-treat tote
(250 bags)**



GOLD LEVEL

\$5,000

“I’ll stop wearing black when they make a darker color.”

–Wednesday Addams, The Addams Family



PERKS

- 🍊 Silver Package Perks
- 🍊 Block sponsor on a designated block
- 🍊 Thank-you swag bag with local gifts (\$100 value)
- 🍊 Logo on trick-or-treat tote (500 bags)
- 🍊 Logo on digital boards



PLATINUM LEVEL

\$10,000



“During the day, I don’t believe in ghosts. At night, I’m a little more open-minded.”

–Unknown

PERKS

- 🍁 Gold Package Perks
- 🍁 Recognition in official news releases
- 🍁 Recognition in email messages
- 🍁 Logo on volunteer badges
- 🍁 Logo on trick-or-treat tote (750 bags)

DIAMOND LEVEL

\$25,000



**“From my laboratory in
the castle east, To the
master bedroom where the
vampires feast, The ghouls
all came from their humble
abodes, To get a jolt from
my electrodes”**

–Bobby Picket, Monster Mash

PERKS

- 🍊 **Platinum Package Perks**
- 🍊 **Additional paid media featuring just Diamond sponsors**
- 🍊 **Preferred position status for future title sponsorship**
- 🍊 **Dual district booth space**
- 🍊 **Logo on volunteer shirts**
- 🍊 **VIP Swag Bag with local gifts (\$500 Value)**
- 🍊 **Free Vendor Space at additional non-Halloween events (1 in each district)**
- 🍊 **Logo on trick-or-treat totes (1,000 bags)**



TITLE SPONSOR



\$50,000

With its broad appeal and popularity, Halloween on Central is widely promoted in the media and across multiple social media platforms. Stories and links are shared thousands of times from posts by Grand Central, EDGE, sponsors, vendors, and our partners. We would like to thank Grow Financial Federal Credit Union for stepping up and becoming our 2024 title sponsor.



PERKS

- 🍊 Diamond Package Perks
- 🍊 Title recognition in official news releases
- 🍊 Title amplification: all benefit levels will be amplified

Non-Paid Media Exposure

From launch through October 2023

- 🍊 HalloweenOnCentral.com had 24,941 views
- 🍊 Halloween on Central had 100 stories (mentions)
- 🍊 Majority of the stories were broadcast based (95)
- 🍊 Reach was approximately 24 million impressions
- 🍊 Approximately 1,000 impressions per \$1 of sponsorship





SPONSORSHIP FORM

**Reserve your sponsorship.
Click on this QR Code.**

From 31st street to MLK along Central Avenue, 22 blocks will be closed to cars and motor vehicles from noon–5 pm on Sunday October 27th, 2024. We'll have trick-or-treat stops and special Halloween festivities for all. Located in St. Pete's EDGE and Grand Central Districts.

We can't do it without you! Without your investment, this event can't happen. Please show your support. Grand Central and the EDGE District Business Associations are 501(c)3 non-profit organizations.



VENDOR OPPORTUNITIES

VENDOR PRICING

Fees do not include tent, table, or electric

- 🍊 Artists / Makers / Non-Profits \$200
- 🍊 Small Biz Retail / Resell / Snacks \$275
- 🍊 Corporations / Professional Services \$550
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Voodoo Vendor Village
(16th St. to 20th St.)



To apply to be a Vendor in Voodoo Vendor Village, scan the QR code below or email: ester@localshops1.com



Outside of Voodoo Vendor Village
(21st St. to 31st St.)



To apply to be a Vendor in Grand Central District, scan the QR code below or email: grandcentraldistrict@gmail.com



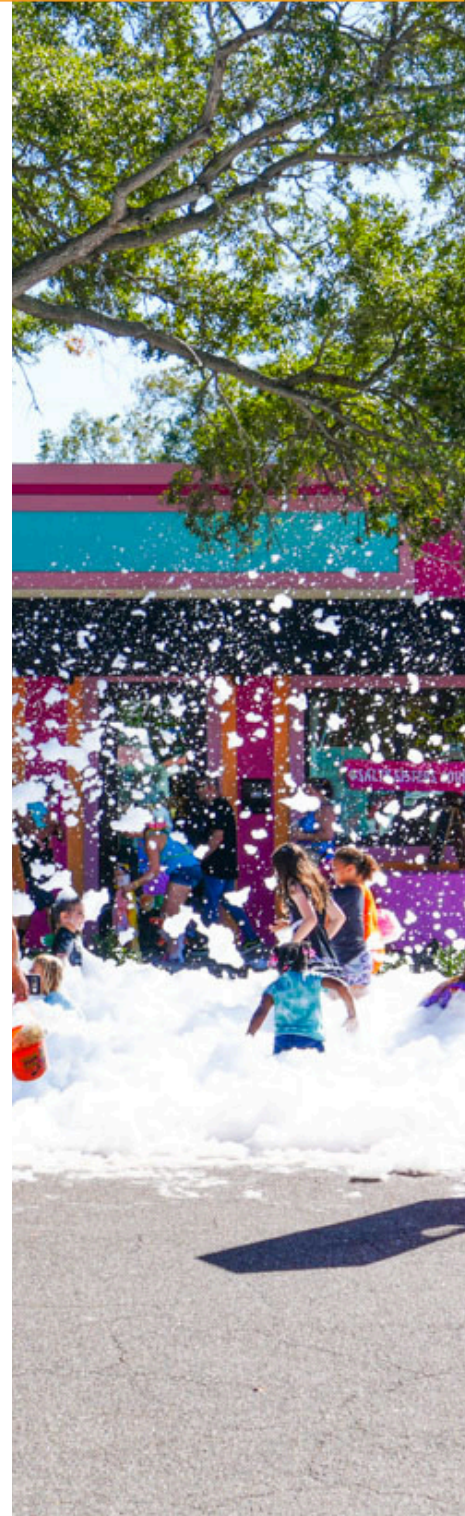


DONATIONS

Every little bit helps to keep this event free. Click on the QR Code to donate.

Covering the costs of Halloween on Central costs is solely dependent on the generosity of our sponsors and donors. Every small contribution adds up and helps us produce the event, provide candy, schedule entertainment, and **keep it free.**

Thank you for your support!



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