



# **HALLOWEEN** **ON CENTRAL**

AN OPEN STREET  COSTUME STROLL

## **SPONSORSHIP PACKAGE**

Sunday October 25th, 2026



# ABOUT THE EVENT

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Photography by: Amanda Mayer, Ryan McGibbeny

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

Originally planned as a car-free, 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 five years, Halloween on Central has become St. Pete's largest street event that supports our local business districts, attracting over 100,000 people annually.

2024 was a challenging year for the St. Pete community, with back-to-back devastating storms. Thanks to the unwavering support of our members and sponsors, the festival was still able to move forward — further cementing its importance to the fabric of our community and the spirit of our city for years to come.

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.

# STATISTICS

## Non-Paid Media Exposure

From date announcement through October:

- 🍁 • Halloween on Central is featured in hundreds of media 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



2025 Event Video

## A free, family friendly event

In just a few short years, Halloween on Central has become a signature St. Pete tradition and one of the largest open-air Halloween festivals in the country.

Attendance in 2021- Year 1

**75,000+**

Attendance in 2024

**100,000+**

Attendance in 2025

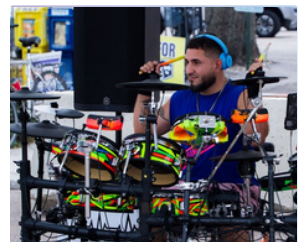
**120,000+**



Candy Stations



Performers



Costumes



Vendors



# 2025 PARTNERS

**TITLE:**



**CO SPONSOR**



**DIAMOND**



**PLATINUM**



**GOLD**



**SILVER**



**BRONZE**



**COPPER**



# 2025 CONTENT

## We're always on the lookout for new content to improve the event experience for all.

There were many crowd-stopping entertainment destinations which were great sponsorship opportunities. Among those are street performances, haunted houses, costume contests, weiner races, trick-or-treat stations, and several other featured activities.



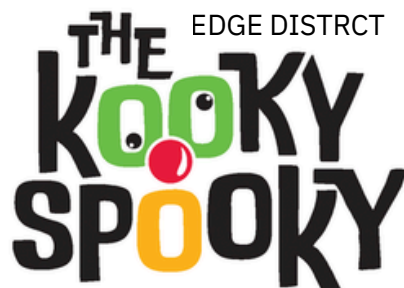
Several blocks of fun-filled, family-friendly celebration featuring over 50 community member vendors, providing entertainment, DJ music, and treats for all ages.



In its 5th year, this shopping favorite creates 4 blocks of vendors and entertainment managed and produced by LocalShops1.



A first for a large-scale event, a quieter, slower-paced section was introduced for festival-goers. With over 144,000 social media views, it created a space for everyone to enjoy.



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.

# SPONSORSHIP FORM

## Corporate Sponsorship Opportunities:

To discuss your package you can reach out to  
Danielle Sheffey - Director of Events at Grand Central District  
Events@grandcentraldistrict.org  
727-828-7006

## District Directors:

Nicole Waters - Edge District  
Director@edgedistrict.org  
786-302-0350

Christian Arnold - Grand Central District  
Director@grandcentraldistrict.org  
727-828-7006

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

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.



[www.halloweenoncentral.com](http://www.halloweenoncentral.com)



















# 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 partners.

Will your organization be the next great sponsor?

## PERKS





-  HalloweenOnCentral.com website recognition
-  Info Booth promotion & social media recognition
-  Logo listed on full-page thank-you Ad following the event
-  Published Candyland Stop (limited number) or Activity Sponsor
-  Your logo on digital billboards
-  Recognition in official news releases
-  Recognition in district email promotions
-  Your logo on volunteer badges and volunteer T-shirts
-  Complimentary dual-district, double-sized vendor space (tent not included)
-  Free Vendor space at additional non-Halloween events (1 in each District)
-  Halloween On Central logo paired with Title Sponsor's logo
-  Additional paid and influencer media featuring just Title sponsor
-  Title recognition in official news releases
-  Title recognition in all television and radio appearances
-  Your logo on customized trick-or-treat totes (1,000)
-  Controlling position (and favored rate) for future Title sponsorships

## PAST TITLE SPONSORS



## Non-Paid Media Exposure

From launch announcement through event in October...

-  HalloweenOnCentral.com gets over 50,000 views
-  Halloween on Central garners 100+ stories (mentions)
-  Majority of stories are broadcast based (95)
-  Reach is typically 24 million impressions

# 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

-  HalloweenOnCentral.com website recognition
-  Info Booth promotion & social media recognition
-  Logo listed on full-page thank-you Ad following the event
-  Published Candyland Stop (limited number) or Activity Sponsor
-  Your logo on digital billboards
-  Recognition in official news releases
-  Recognition in district email promotions
-  Your logo on volunteer badges and volunteer t-shirts
-  Additional paid media featuring just Diamond+ sponsors
-  Premium location choice on high visibility corners
-  Complimentary dual-district, double-sized space (tent not included)
-  Free Vendor space at additional non-Halloween events (1 in each District)
-  Your logo on customized trick-or-treat totes (800)

# PLATINUM LEVEL

# \$10,000



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

–Wednesday Addams, The Addams Family

## PERKS



**HalloweenOnCentral.com website recognition**



**Info Booth promotion & social media recognition**



**Logo listed on full-page thank-you Ad following the event**



**Published Candyland Stop (limited number) or Activity Sponsor**



**Premium location choice on high visibility corners**



**Large spaces to without limited amount of square footage**



**Your logo on digital billboards**



**Recognition in official news releases**



**Recognition in district email promotions**



**Your logo on volunteer badges**



**Your logo on customized trick-or-treat totes (600)**

# GOLD LEVEL

# \$5,000

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

–Unknown

## PERKS



**HalloweenOnCentral.com website recognition**



**Info Booth promotion & social media recognition**



**Logo listed on full-page thank-you Ad following the event**



**Published Candyland Stop (limited number) or Activity Sponsor**



**Event Social Media Recognition**



**Complimentary double-sized vendor space (tent not included)**



**Block sponsor on a designated block**



**Your logo on customized trick-or-treat totes (400)**



**Your logo on digital billboards**



# SILVER LEVEL

# \$2,500



**“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



**HalloweenOnCentral.com website recognition**



**Info Booth recognition**



**Logo listed on full-page thank-you Ad following the event**



**Published Candyland Stop (limited number) or Activity Sponsor**



**Event Social Media Recognition**



**Complimentary double-sized vendor space (tent not included)**



**Your logo on customized trick-or-treat totes (200)**



# BRONZE

LEVEL

# \$1,000

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

–Nicholas Gordon

## PERKS



**HalloweenOnCentral.com website recognition**



**Complimentary vendor spot (tent not included)**



**Info Booth recognition**



**Logo listed on full-page thank-you Ad following the event**



# 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
- 🍊 Food Truck / Food Booth Double Space \$350

**Voodoo Vendor Village**  
(16th St. to 20th St.)



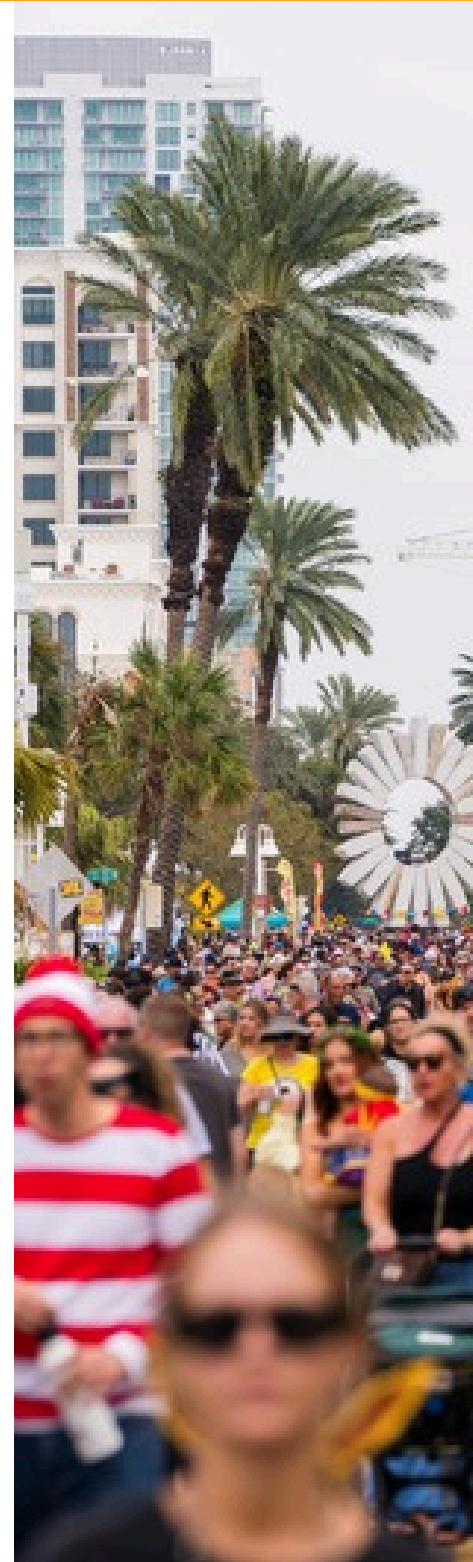
To apply to be a Vendor in Voodoo Vendor Village, scan the QR code below or email:  
[ester@localshops1.com](mailto:ester@localshops1.com)



**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](mailto:grandcentraldistrict@gmail.com)



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Director@grandcentraldistrict.org  
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## DONATIONS

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**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!**

