



HILLOWEEN

October 31, 2015



**SPONSORSHIP
OPPORTUNITIES**



WHAT Hilloween 2015 - A Modern Halloween Carnival for Capitol Hill

The Capitol Hill Chamber of Commerce's annual Hilloween event is a one-day community celebration on Broadway in the Pike-Pine corridor that **welcomes more than 4,000 attendees**. This annual event is a celebration of the neighborhood and was created for young families with children.

The carnival brings together creative energies and talent for a day of activities, holiday-themed games, musical entertainments, and fabulous tricks and treats!

Be a part of the fun by sponsoring the biggest and best family-friendly event on Capitol Hill.

WHEN Saturday, October 31, 2015

WHY Our sponsorship opportunities give you the ability to interact with Seattle's young and affluent families on Capitol Hill.

Whether it's through brand visibility or community interaction, Hilloween will give you an opportunity to promote your family values and support of the community. Please see the below demographic information for this community:

- Annual Income: \$80,731 (Seattle is \$70,172)
- Population: 49,527
- Married couples: 27%
- Married couples with children: 48%
- Average detached home value: \$931,376
- Residents with college degree: 60%

WHERE The carnival will be hosted in the Charles Mitchell Activity Center on Seattle Central College's campus between Cal Anderson Park and Broadway Avenue. Trick or treating and musical parade will march along Broadway Avenue and circle through the neighborhood.

CONTACT

Michelle Hippler

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<http://www.caphillchamber.org>

1620 12th Ave.

Suite 204

Seattle, WA 98122





**costume parade ▪ brass band
▪ carnival games ▪ trick or
treating ▪ street performers ▪
kid-focused bands ▪
givaways ▪ public art**



**The biggest and
best family-friendly
event on
Capitol Hill!**



MARKETING TACTICS

Direct Consumer Outreach

Retail Placement:

- 2,500 postcards, 100 posters

Capitol Hill Exposures:

- 400 banner pole placements -Seattle Metro
- 100 retail placements
- Flyers to 10 local schools

2014 MEDIA COVERAGE

Paid Media:

- Seattle Children's Theater (Program Print)
- City Arts Magazine (Print/Online)
- Seattle's Child (Print/Online)
- ParentMap Magazine (Print/Online)
- The Stranger (Print/Online)

Broadcast:

KOMO 4 • KOMO AM • KING 5 • KIRO 7 • KEXP • KUOW

Social Media:

Facebook • Twitter • Instagram • Tumblr

Online Channels:

- Capitol Hill Blog
- Capitol Hill Times
- City Arts
- Daily Candy Kids
- Macaroni Kid Patch
- Red Tricycle
- Seattle's Child
- Seattle Magazine
- Seattle PI
- Seattle Times
- Seattle Weekly
- The Stranger

PAST Halloween has been generously sponsored by:

SPONSORS

- | | |
|--|---|
| <ul style="list-style-type: none">• Blick Art Supplies• Blue Moon Burgers• Broadway Improvement Association• Cal Anderson Park Alliance• Capitol Hill Seattle• Compass Construction• Ethan Stowell Restaurants• First Security Bank• Fran's Chocolates• Gaspar's Construction• Gerding Edlen• Girlie Press• Group Health Cooperative• HomeStreet Bank• Hunters Capital | <ul style="list-style-type: none">• Jonathan Rose Companies• Maria Barrientos• Molly Moon's• Pagliacci Pizza• Poppy• Seattle Art Museum• Seattle Central College• Seattle Dental Care• Sound Transit• Swedish Medical Centers• Umpqua Bank• Value Village• Vulcan |
|--|---|



HILLOWEEN

A MODERN HALLOWEEN CARNIVAL FOR CAPITOL HILL
SATURDAY, OCTOBER 25
CAL ANDERSON PARK
WWW.CAPHILLOWEEN.COM



Past Signage

HILLOWEEN
A MODERN HALLOWEEN CARNIVAL FOR CAPITOL HILL
SUNDAY, OCTOBER 26
CAL ANDERSON PARK
NOON TO 3:30 PM IT'S ALL FREE

MUSICAL PERFORMANCES BY:
CASPAR BABYPANTS & RECESS MONKEY
WITH DJ LA KENDALL

GHOULS CARNIVAL GAMES
STILT WALKERS JUGGERS
BALLOON TWISTERS
BOUNCY HOUSE FONSI
THE PERFORMING DOG
SPOOKY STORIES UNDER THE
HALLOWEEN TREE MARCHING
BAND COSTUME PARADE TRICK
OR TREAT ON BROADWAY
FROM OUR LOCAL MERCHANTS

FOR MORE INFORMATION
AND EVENT SCHEDULE:
WWW.CAPHILLOWEEN.COM



Hillloween 2015

Benefit Opportunities	Vlad \$20,000	Bones \$10,000	Frankie \$5,000	Witchy Poo \$1,000	Punkin' \$500
	A cartoon character of a vampire with a long wooden stake through his heart.	A skull and crossbones logo.	A cartoon illustration of Frankenstein's monster.	A cartoon illustration of a witch flying on a broom.	A cartoon illustration of a smiling jack-o'-lantern.
Presenting banner at carnival entrance	SOLD! The Sound Transit logo, featuring a stylized blue 'S' above the word "SOUNDTRANSIT".				
Presenting sponsor onsite signage package					
Verbal recognition from stage					
Choice of onsite sponsored activity					
CHCC Community Membership	Leader	Leader	Partner		
Onsite engagement opportunity	✓	✓	✓		
Sponsorship of onsite activity	✓	✓	✓	✓	
Logo placement on all marketing materials	✓	✓	poster	poster	
Logo placement on press releases	✓	✓	✓	✓ (one release)	text
Logo featured on Hillloween website w/ hyperlink	✓	✓	✓	✓	✓
Sponsor acknowledgement on all social media	✓	✓	✓	✓	✓
Event Signage	✓	✓	✓	✓	✓
Newsletter email recognition	✓	✓	✓	✓	✓

Capitol Hill Chamber of Commerce

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Sponsorship Confirmation Form: Hilloween 2015

Contact Information

Name: _____ Email: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Please list our sponsorship in publications and at the event as: _____

Sponsorship Level

- \$20,000—Vlad \$1,000—Witchy Poo
- \$10,000—Bones \$500—Punkin'
- \$5,000—Frankie

- I cannot sponsor, but would like to make a donation of \$ _____

Total Support: \$_____

Payment Type

- Check** (made payable to Capitol Hill Chamber of Commerce)
- Credit card:** Visa MC Am Express Discover Credit Card#: _____ CVC #: _____
Expiration date: _____ / _____ Signature: _____
- Please invoice me**

Please return form to the Capitol Hill Chamber of Commerce by **September 22nd**

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