

# 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

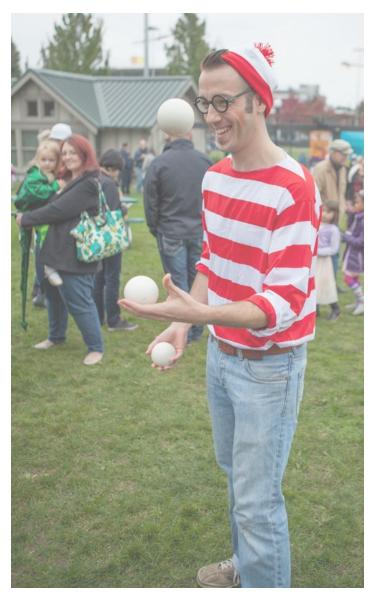
Michelle@caphillchamber.org • 206.328.6646 http://www.caphillchamber.org 1620 12th Ave. Suite 204 Seattle, WA 98122



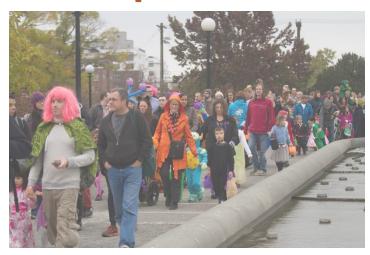


costume parade • brass band
• carnival games • trick or
treating • street performers •
kid-focused bands •
givaways • public art





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

#### **Paid Media:**

#### **MEDIA**

- Seattle Children's Theater (Program Print)
- City Arts Magazine (Print/Online)
- COVERAGE
- 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**

Hilloween has been generously sponsored by:

#### **SPONSORS**

- 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

- 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





# **Past Signage**



## Hilloween 2015

	Sponsorship Levels						
	Vlad \$20,000	Bones \$10,000	Frankie \$5,000	Witchy Poo \$1,000	Punkin' \$500		
Benefit Opportunities		<del></del>					
Presenting banner at carnival entrance	SOLD!						
Presenting sponsor onsite signage package							
Verbal recognition from stage	SoundTransit						
Choice of onsite sponsored activity							
CHCC Community Membership	Leader	Leader	Partner				
Onsite engagement opportunity	✓	<b>✓</b>	✓				
Sponsorship of onsite activity	✓	<b>✓</b>	✓	<b>✓</b>			
Logo placement on all marketing materials	✓	<b>✓</b>	poster	poster			
Logo placement on press releases	✓	<b>√</b>	<b>√</b>	(one release)	text		
Logo featured on Hilloween website w/ hyperlink	✓	<b>✓</b>	✓	✓	✓		
Sponsor acknowledgement on all social media	✓	✓	✓	✓	✓		
Event Signage	✓	✓	✓	✓	✓		
Newsletter email recognition	✓	✓	✓	✓	✓		

### Capitol Hill Chamber of Commerce

Michelle@caphillchamber.org • 206.328.6646 http://www.caphillchamber.org •1620 12th Ave.; Suite 204; Seattle, WA 98122



# **Sponsorship Confirmation Form: Hilloween 2015**

#### **Contact Information**

Name:	Email:		Phone:					
Address:		City:	State:	Zip:				
Please list our sponsorship in publication	ns 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								
□ <b>Check</b> (made payable to Capitol Hill	Chamber of Commerce)							
□ <b>Credit card</b> : □ Visa □ MC □ Am Expre	ess 🗆 Discover Credit Card#:	<u>,                                      </u>	CVC #: _					
Expiration date:/ Signatu	re:							
□ Please invoice me								

Please return form to the Capitol Hill Chamber of Commerce by **September 22nd**Michelle@caphillchamber.org • 206.328.6646
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