



2017 Hilloween Sponsorship

WHAT

The Capitol Hill Chamber of Commerce's 8th annual Hilloween event is a one-day community celebration on Broadway and in the Pike-Pine corridor that **welcomes thousands of attendees**. Hilloween is a celebration of the neighborhood, created for young families with children.

The indoor kid's carnival returns this year with a fun Circus theme featuring live performances, carnival games and age-appropriate activities. The carnival concludes with our traditional costume parade led by a marching band and trick-or-treating with participating merchants along Broadway, Pike and Pine.

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

WHEN

Saturday Afternoon, October 28th, 2017

WHY

Hilloween draws thousands of families from Capitol Hill and adjacent neighborhoods. Our sponsorship opportunities give you the ability to interact with Seattle's young families in Capitol Hill, N Capitol Hill, First Hill, Miller Park, Montlake, Central Area, and Madrona.

Whether it's through brand visibility or community interaction, Hilloween will give you an opportunity to promote your family values and support of Seattle's vibrant and diverse neighborhood centers and communities. Please see the below demographic information* for this community (Council District 3):

- Population: 86,851
- Family Households: 15,465
- Annual Income: \$73,486

Last year, the opening of Sound Transit's Capitol Hill light rail station and First Hill Streetcar expanded our reach to include families in the International District, Beacon Hill, Columbia City, and Rainier Beach neighborhoods – *that's an additional 16,994 Family Households!* **More than 2,000 kids and families came out to Capitol Hill to enjoy Hilloween last year.**

*Sourced from the City of Seattle Neighborhoods page:

<http://www.seattle.gov/dpd/cityplanning/populationdemographics/aboutseattle/neighborhoods/default.htm>

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. The musical costume parade will march along Broadway and end with trick or treating along Broadway, Pike and Pine.

CONTACT

Mel Burchett

mel@caphillchamber.org

www.caphillchamber.org

1620 12th Avenue, Ste 204
Seattle, WA 98122





2017 Hilloween Marketing Plan

Direct

Poster/Flyer distribution:

- Retail placement- Broadway, Pike/Pine, 15th & 19th Ave, Melrose, Olive/Denny
- Pole placement – pedestrian arterials, light rail station and streetcar stop vicinities
- Trick or Treat Candy Posters (participating) – Broadway, Pike/Pine
- Local schools

Media

Media Ads – 2016 coverage (2017 ad packages will be similar):

- Seattle’s Child (Print/Online)
- ParentMap Magazine (Print/Online)
- The Stranger (Print/Online)
- Capitol Hill Times (Print/Online)
- CHS Blog (Online)

Social Media:

- Newsletter – 2,500+ subscribers
- Twitter – 2,600+ followers
- Facebook – 400+ followers

Online Channels :

- Capitol Hill Times
- Seattle Times
- Seattle’s Child
- Seattle Weekly
- Capitol Hill Blog
- The Stranger
- Macaroni Kid
- Dept of Neighborhoods

Historic Sponsors – Hilloween has been generously sponsored by:



1 st Security Bank	Dick’s Hamburgers	Kaiser Permanente	Ragen and Associates
Aids Healthcare Foundation	Dunn & Hobbes	KEXP	Schemata
Big Mario’s Pizza	Elliott Bay Book Co	Lowell Elementary	Seattle Art Museum
Blick Art Supplies	Eltana Bagels	Maria Barrientos	Seattle Central College
Blue Moon Burgers	Ethan Stowell Restaurants	Molly Moon’s	Seattle Dental Care
Broadway BIA	Fran’s Chocolates	Neumos	Sound Transit
Caffé Vita	Gary Manuel Salon	NW Apartments	Starbucks
Cal Anderson Park Alliance	Gaspar’s Construction	NW Polite Society	Swedish Medical Centers
Capitol Hill Farmers Market	Gerding Edlen	Pagliacci Pizza	Umpqua Bank
Capitol Hill Housing	Girlie Press	Panera Bread	Value Village
Capitol Hill Seattle	HomeStreet Bank	Parent Map	Vulcan, Inc
Central Co-op	Hunters Capital	Poppy	Wolff Construction
Compass Construction	Jonathan Rose Companies	QFC	





HILLOWEEN

2017 Sponsorship Levels & Sponsor Benefits

<p>\$7,500 Presenting Sponsor</p>  <p>SOLD</p>	<p>Exclusive “Presenting” Sponsor of Hilloween</p> <ul style="list-style-type: none"> • 1 year Community Partner level CHCC Membership (\$1,000 value) • “Presenting Sponsor” banners hung throughout Carnival event • “Presenting Sponsor” Logo on Hilloween Event Posters& fliers • “Presenting Sponsor” Logo on Trick or Treat Map & Candy Posters • Logo/mention in all press releases, calendar listings and ads • Speaking time/special recognition at the Carnival Event • Clickable logo featured on Hilloween website • Sponsor acknowledgement on all social media (3,000 subscribers) • Logo on Sponsor Banner displayed at Event • Newsletter email recognition (2,500+ subscribers)
<p>\$5,000 Carnival Sponsor</p>  <p>SOLD</p>	<ul style="list-style-type: none"> • 1 year CHCC Membership (up to \$600 value) • “Big Top” Sponsor banners at entrance • Sponsor Branded Banner(s) hung throughout Carnival Space • Logo on Hilloween Event Posters and fliers • Logo/mention in all press releases • Verbal Recognition at the Carnival Event • Clickable logo featured on Hilloween website • Sponsor acknowledgement on all social media (3,000 subscribers) • Logo on Sponsor Banner displayed at Event • Newsletter email recognition (2,500+ subscribers)
<p>\$2,500 Center Stage Sponsor</p>  <p># Available: 2</p>	<ul style="list-style-type: none"> • Logo on prominently placed Center Stage Signage/Banner • Logo on Hilloween Event Posters and fliers • Clickable logo featured on Hilloween website • Logo/mention in all press releases • Verbal Recognition at the Carnival Event • Sponsor acknowledgement on all social media (3,000+ subscribers) • Logo on Sponsor Banner displayed at Carnival Event • Newsletter email recognition (2,500+ subscribers)
<p>\$2,000 Activity Sponsor</p>  <p># Available: 4</p>	<ul style="list-style-type: none"> • Exclusive Signage at Activity or SideShow • Verbal Recognition at the Carnival Event • Clickable logo featured on Hilloween website • Sponsor acknowledgement on all social media (3,000+ subscribers) • Logo on Sponsor Banner displayed at Carnival Event • Newsletter email recognition (2,500+ subscribers)

<p>\$1,000 Games Sponsor</p> 	<ul style="list-style-type: none"> • Logo on Carnival Games Banner • Verbal Recognition at the Carnival Event • Clickable logo featured on Hilloween website • Sponsor acknowledgement on all social media (3,000+ subscribers) • Logo on Sponsor Banner displayed at Carnival Event • Newsletter email recognition (2,500+ subscribers)
<p>\$500 Community Supporter</p> 	<ul style="list-style-type: none"> • Verbal Recognition at the Carnival Event • Clickable logo featured on Hilloween website • Sponsor acknowledgement on all social media (3,000+ subscribers) • Logo on Sponsor Banner displayed at Carnival Event • Newsletter email recognition (2,500+ subscribers)

Broadway Avenue Trick or Treat:

<p>\$3,000 Trick or Treat Presenting Sponsor</p>  <p>SOLD</p>	<p>Presenting Sponsor of Trick or Treat</p> <ul style="list-style-type: none"> • 1 year CHCC Membership (up to \$600 value) • Trick or Treat Bag & Swag Giveaway booth at Carnival Event • Sponsor’s branded Trick or Treat Bags • Verbal recognition at the Carnival Event • Logo on Candy Posters, Event Poster and Trick or Treat Maps • Clickable logo featured on Hilloween website • Logo on Sponsor Banner displayed at Carnival Event • Sponsor acknowledgement on all social media (3,000+ subscribers) • Newsletter email recognition (2,500+ subscribers)
<p>\$1500 Trick or Treat Supporter</p>  <p>SOLD</p>	<ul style="list-style-type: none"> • Logo on Candy Posters • Verbal Recognition at the Carnival event • Clickable logo featured on Hilloween website • Sponsor acknowledgement on all social media (3,000+ subscribers) • Logo on Sponsor Banner displayed at Carnival Event • Newsletter email recognition (2,500+ subscribers)