



How-To HALLOWEEN



SPONSORSHIP INFO



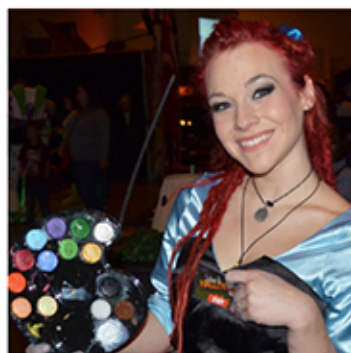
Contact Jerry Jodloski • jerry@robotpumpkin.com • (517) 204-6119 • how-tohalloween.com

WHAT IS *How-To* HALLOWEEN

How-To Halloween is a family-friendly festival that celebrates creativity, imagination and the innovative spirit by showcasing an exhibit hall packed with theatrical displays, interactive games, unique vendors and amazing entertainment!

We 'Frankenstein' together the best parts of a Maker Faire, Comic Con, Craft Show, Science Museum, Music Festival and Halloween Carnival to create monstrous fun for everyone.

Our mission is to inspire kids and the 'kids at heart' to make something spooktacular for the holiday and get excited about the creative process as they explore the many hands-on activities, how-to sessions and immersive experiences.



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WHY SPONSOR



Audience -

How-To Halloween draws impressive crowds with a broad demographic that continues to grow each year. And with 2,000+ attendees of all ages, you'll have an opportunity to increase reach and exposure to many potential customers and clients.

Brand Presence -

Your business will gain valuable recognition when it is associated with a top rated festival that has a stellar reputation. Our loyal fans look forward to this event all year long, and your branding will leave a lasting impression as it is prominently featured on marketing materials and displayed throughout the show.

Position -

Your company will be seen as an organization that is committed to our community and that helps attract people to the area. There are also philanthropic benefits as we support many charities such as the Greater Lansing Food Bank and Make-A-Wish.

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SPONSORSHIP LEVELS

	\$750 Mummy	\$1,500 Vampire	\$3,000 Werewolf
Complimentary Tickets	6	12	24
Vendor Booth Space	10x10	20x10	20x20
Featured in Event Program	Logo	Banner Ad	Cover Ad
Branding on Website	Logo	Logo/Banner	Logo/Banner
Promoted on Social Media	Posts	Posts	Posts/Headers
Media Interview Mentions		X	X
Logo on Stage Big Screen		X	X
Logo on Posters		X	X
Logo on Handbills			X
Logo on all Mass Media Ads			X
Logo on Entrance Marquee			X
Profile in Press Release			X
Promotions over PA System			X
Recognition During Contests			X
Stage Presentation Opportunity			X
Exclusive "Presented By" Status			X



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