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 a wicked wonderland of interactive exhibits, unique vendors, freaky good food and amazing entertainment since 2014!

We combine the best elements of a Maker Faire, Comic Con, Craft Show, Theme Park, Music Festival and Halloween Carnival to create a frightfully fun day of discovery and adventure for everyone.

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

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WHY SPONSOR How-To HALLOWEEN

Audience -

How-To Halloween draws impressive crowds with a broad demographic that continues to grow each year. And with over 3,000 guests in attendance, 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 an established 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 while helping attract people to the area. There are also multiple philanthropic benefits as we support local charities such as the Greater Lansing Food Bank and Make-A-Wish Michigan.

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How-To HALLOWEEN SPONSORSHIP LEVELS

	$325 Ghost	$750 Mummy	$1,500 Vampire	$3,000 Werewolf
Logo w/ Hyperlink on Website	X	X	X	X
Vendor Booth Space		10x10	20x10	20x20
Posts on Social Media		X	X	X
Logo in Event Program		X	X	X
Banner Ad on Website			X	X
Media Interview Mentions			X	X
Logo on Posters			X	X
Logo on Handbills			X	X
Logo on all Mass Media Ads				X
Headers on Social Media				X
Profile in Press Release				X
Full Page Ad in Event Program				X
Promotions over PA System				X
Recognition During Contests				X
Audience Presentation Opportunity				X
Exclusive "Presented By" Status				X

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