



2018 Hilloween Sponsorship

WHAT

The Capitol Hill Chamber of Commerce's 9th 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 kid's carnival returns this year with a fun twist on a 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 27th, 2018

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

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 2,200 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 indoor carnival and costume parade will be held in the Broadway Ave corridor and followed by trick or treating at participating retail locations along Broadway, Pike and Pine. More details can be found at www.caphilloween.com

CONTACT

Mel Burchett | mel@caphillchamber.org | 206.328.6646
1620 12th Avenue, Ste 204
Seattle, WA 98122



2018 Hilloween Marketing Plan

Direct

Poster & flier distribution:

- Retail placement- Broadway, Pike, Pine, 12th Ave, 15th Ave, 19th Ave, Melrose, Olive/Denny
- Pole placement – pedestrian arterials, and transit stops
- Trick or Treat Candy Posters (participating) – Broadway Avenue, Pike/Pine
- Local schools

Media

Media Ads – 2017 coverage (2018 ad packages will be similar):

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

Social Media:

- Newsletter – 2,500+ subscribers
- Twitter – 2,800+ followers
- Facebook – 400+ followers

Online Channels and Calendars:





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



Historic Sponsors – Hilloween has been generously sponsored by:

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

HILLOWEEN

2018 Sponsorship Levels & Sponsor Benefits

<p>\$7,500 Halloween Presenting Sponsor</p>  <p>SOLD</p>	<ul style="list-style-type: none"> • Exclusive Presenting Sponsor level • 1-year Community Leader level CHCC Membership (\$2,500 value) • Logo on Presenting Sponsor banner hung at main entrances • Speaking time & special verbal recognition during the carnival event • Optional sponsor swag giveaway booth* • Sponsor's branded banner hung in carnival space • Presenting Sponsor acknowledgement on event posters • Mention in press releases and newsletters • Clickable logo featured on Hilloween website: caphilloween.com • Sponsor acknowledgement from CHCC social media accounts • Logo on sponsor "thank you" banners displayed at event • Bragging rights: Hilloween is Capitol Hill's biggest family-friendly community event of the year, drawing over 2500 attendees!
<p>\$5,000 Carnival Sponsor</p> 	<ul style="list-style-type: none"> • 1-year Community Partner level CHCC Membership (\$1,000 value) • Logo on Carnival Sponsor banner at carnival entrance • Special verbal recognition during the carnival event • Optional sponsor swag giveaway booth* • Sponsor's branded banner hung in carnival space • Sponsor acknowledgement on event posters • Mention in press releases and newsletters • Clickable logo featured on Hilloween website: caphilloween.com • Sponsor acknowledgement from CHCC social media accounts • Logo on sponsor "thank you" banners displayed at event
<p>\$3,000 Trick or Treat Sponsor</p> 	<ul style="list-style-type: none"> • 1-year CHCC Membership (up to \$750 value) • Logo on banner at Trick or Treat bag giveaway booth • Optional sponsor swag at Trick or Treat giveaway booth* • Verbal recognition during the carnival event • Sponsor acknowledgement on event posters • Clickable logo featured on Hilloween website: caphilloween.com • Sponsor acknowledgement from CHCC social media accounts • Logo on sponsor "thank you" banners displayed at event
<p>\$2,000 Center Stage Sponsor</p> 	<ul style="list-style-type: none"> • 1-year CHCC Membership (up to \$750 value) • Logo on prominently placed Center Stage Signage/Banner • Verbal recognition during the carnival event • Clickable logo featured on Hilloween website: caphilloween.com • Sponsor acknowledgement from CHCC social media accounts • Logo on sponsor "thank you" banners displayed at event

<p>\$1,000 Activity or Games Sponsor</p> 	<ul style="list-style-type: none"> • 50% off a standard 1-year CHCC Membership (up to \$375 value) • Logo on activities and games signage • Verbal recognition during the carnival event • Clickable logo featured on Hilloween website: caphilloween.com • Sponsor acknowledgement from CHCC social media accounts • Logo on sponsor “thank you” banners displayed at event
<p>\$500 Community Supporter</p> 	<ul style="list-style-type: none"> • Verbal recognition during the carnival event • Clickable logo featured on Hilloween website: caphilloween.com • Sponsor acknowledgement from CHCC social media accounts • Logo on sponsor “thank you” banners displayed at event

*Swag/giveaway items must be approved at least 30 days prior to the event. Swag/giveaway items can be branded but must be kid-friendly and Halloween themed.