

# TRICK-OR-TREAT TRAIL

SATURDAY, OCTOBER 24

11 AM-2 PM • MILLENNIUM PARK

Trick or Treat Trail transforms the park into a spooktacular, family-friendly adventure where kids can show off their costumes and collect sweet treats along the way. It's a safe, festive way to celebrate Halloween with neighbors, dancing, and lots of candy.

**500-1,000 visitors**



## MONSTER SPONSOR

**\$1,500:** PRESENTING SPONSOR

Costume Contest • Monster Mash Dance-Off



## SPOOKY SPONSOR

**\$800:** ACTIVITY SPONSOR

Photo Station • Balloon Sculptures



## SKELETON SPONSOR

**\$250:** EVENT SPONSOR



## SPOOKY SWEETS

**\$150:** CANDY SPONSOR



### PRE-EVENT RECOGNITION

|                                                       |  |  |  |  |
|-------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Inclusion as presenting sponsor on all communications | ●                                                                                   |                                                                                     |                                                                                     |                                                                                     |
| Logo inclusion on promotional materials               | ●                                                                                   | ●                                                                                   |                                                                                     |                                                                                     |
| Recognition in press relaease                         | ●                                                                                   | ●                                                                                   |                                                                                     |                                                                                     |
| Logo/link in email blast & social media posts         | ●                                                                                   | ●                                                                                   | ●                                                                                   | ●                                                                                   |
| Logo/link on event website                            | ●                                                                                   | ●                                                                                   | ●                                                                                   | ●                                                                                   |

### ON-SITE RECOGNITION

|                                          |   |   |   |   |
|------------------------------------------|---|---|---|---|
| Opportunity to welcome guests            | ● |   |   |   |
| Logo on swag bags                        | ● |   |   |   |
| Dedicated signage at activity area       | ● | ● |   |   |
| Listed on event map                      | ● | ● | ● |   |
| Logo on all signage including wayfinding | ● | ● |   |   |
| Promotional item in swag bags            | ● | ● | ● | ● |
| Recognition during announcements         | ● | ● | ● | ● |
| 10'10' area with 1 table & 2 chairs      | ● | ● | ● |   |

### AWESOME PERKS

|                                               |   |   |   |   |
|-----------------------------------------------|---|---|---|---|
| Half page ad in digital fall Choices brochure | ● |   |   |   |
| Promotional poster at one facility in October | ● |   |   |   |
| Inclusion in promotional video                | ● | ● | ● |   |
| Thank you ad in Park District e-newsletter    | ● | ● | ● | ● |