

**HOWELL**  
recreation

# legend of Sleepy Howell

DOWNTOWN HOWELL TRICK OR TREATING  
AND HEADLESS HORSEMAN 5K



OCTOBER 28TH, 2023

**TRICK OR  
TREATING**

3:30 - 5:30 pm  
2:00 pm set up

**HEADLESS  
HORSEMAN 5K**

6:00 - 8:00pm

## **Concept**

We will have a fun and Saturday Cartoon Edition-themed event planned for the community. We are bringing the event back to downtown Howell and will line Clinton, Court, and Church St. with candy vendors. We will provide Halloween and fall-themed activities on State St. and the courthouse lawn. Activities include crafts, games, food vendors, inflatables and more!

## **Sponsor Experience**

Sponsoring organizations will be welcome to participate in trick-or-treating as a vendor. We are hoping to see 5,000+ people come through the event so please plan candy accordingly.

We also have a large reach with our marketing efforts including promotion via email blasts, social media posts, press releases, logos featured on the flyer and race shirt, website, and more. As a sponsor, we will feature your logo next to an activity of your choice and those options will be available to choose from closer to the event.

# Sponsorship Information

## **Paranormal Presenter- \$5,000**

- Booth at the event
- Included as a presenter in all communications
- Branded giveaways for race participants with your logo
- Entry signage welcoming guests with only your logo
- Headless Horseman 5k Picture spot with your logo
- Candy will be provided for you
- Logo on race shirt, flyer, and Website

## **Spooky Sponsor - \$2500**

- Booth at the event
- Logo on race shirt, flyer, and website
- Tagged in social media posts
- Candy Provided for you
- Official sponsor of Costume Contests
- Logo included on signage next to the activity of your choice

## **Ghostly Giver - \$1000**

- Booth at the event
- Logo on race shirt, flyer, and website
- Tagged in social media posts
- Logo included on signage next to the activity of your choice

## **Tombstone Supporter- \$500**

- Booth at the event
- Logo on flyer
- Tagged in the social media event

## **Candy Vendor - \$100**

- Booth at the event

Please let us know if you have any ideas you'd like to include in this event. This is truly a community program and we can't do it without our residents, local businesses, and non-profits. Thank you so much for taking the time to look through this packet and we look forward to working with you!

# Legend of Sleepy Howell Sponsor/vendor Agreement

Please select one:

- Paranormal Presenter.....\$5000
- Spooky Sponsor.....\$2500
- Ghostly Giver.....\$1000
- Tombstone Supporter.....\$500
- Candy Vendor.....\$100

Name of Organization: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Check one, none or both:

- Candy Booth Saturday, Oct. 28th
- No Candy Booth

Payment options:

- Check - payable to Howell Recreation
- Card - Give us a call at 517.546.0693. \*10% transaction fee\*
- Cash - Accepted at the Oceola Community Center at 1661 N. Latson Rd.

Please return this form with payment to:  
Jordan Jones, Special Events/Festivals Manager  
Howell Area Parks and Recreation Authority  
jjones@howellrecreation.org 517.579.2867

Thank you for your support and we look forward to working with you!