



# MONSTER HALLOWEEN BASH SPONSORSHIP PACKET



ANNUAL HALLOWEEN FESTIVAL IN THE HEART OF SAN DIEGO'S HISTORIC GASLAMP QUARTER





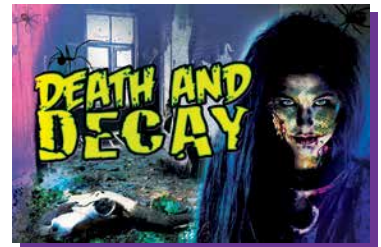
# SAN DIEGO'S LARGEST HALLOWEEN FESTIVAL

## WHAT IS MONSTER HALLOWEEN BASH? SAN DIEGO'S LARGEST HALLOWEEN FESTIVAL

The 18th Annual Monster Halloween Bash returns on Saturday, October 27th from 6pm to Midnight to transform the iconic Gaslamp Quarter into a wicked underworld for 15,000 people. Monster Bash has earned its title as one of So Cal's most unique Halloween block parties and 2018 promises to be the biggest show yet.

Each year Monster Halloween Bash pushes the limits of creativity with epic themed stages with incredible lineups of DJ sets and live performances by trap, EDM, hip hop, house, and progressive artists.

- Step right up to the big top terror of **Clown Carnage** where menacing painted faces lurk from every corner.
- The hot pink mansion of your childhood memories has gotten a gruesome makeover as your plastic host exacts her revenge on her torturous puppet masters in the **Twisted Dream House**.
- If you can read the writing on the wall, it is too late to turn back. Consumed by darkness and unable to escape, **the Asylum** introduces you to a gang of abandoned asylum patients who have come to exact their revenge on the revelers of Monster Bash.
- A wasteland of forgotten corpses, dismembered creatures, and swarms of pestilence, **Death & Decay** is a nightmare come alive. Come to this stage to be judged and deemed fit for the \$5K costume contest finals.
- Partygoers can upgrade their ticket with VIP perks to take their experience to the next level with exclusive access into the **Black Butterfly VIP**.



### WEBSITE

Over 182,000 visitors  
Over 530,000 page views

### EBLASTS

Over 30,000 subscribers

### SOCIAL MEDIA

Over 15,700 likes on Facebook  
Over 1,700 followers on Instagram



This event benefits The Gaslamp Quarter Historical Foundation and East Village Association, which promote, protect, and preserve the Gaslamp Quarter and East Village through advocacy, community relations, and promotional programs. For more ticket or event information, visit:

[SanDiegoMonsterBash.com](http://SanDiegoMonsterBash.com) or call McFarlane Promotions, Inc. at 619.233.5008.

One of the largest Block Parties produced by McFarlane Promotions, Inc.

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## WHO DOES MONSTER HALLOWEEN BASH BENEFIT?

- This event benefits The Gaslamp Quarter Historical Foundation and East Village Association, which promote, protect, and preserve the Gaslamp Quarter and East Village through advocacy, community relations, and promotional programs.



The Gaslamp Quarter Historical Foundation (the Foundation) is the "curator" of the Gaslamp Quarter – a 16 1/2 block area listed on the National Register of Historic Places. Through exhibits, tours, festivals and educational programs for children and adults, the Foundation opens a window to the past by depicting the historical development of downtown San Diego.

The Foundation operates the oldest standing residence in the Gaslamp Quarter, the William Heath Davis House Museum, a repository of artifacts, photos and archives that we seek to preserve for residents and visitors from throughout the world.

Formed in 1981, the Foundation is a not-for-profit California corporation recognized by the IRS as a 501 (c) (3) tax-exempt organization. Contributions to it are tax-deductible as allowable by law.

The Foundation is governed by a volunteer Board of Directors that shares an appreciation of the historical significance of the district and brings enthusiasm and commitment in carrying out the Foundation's mission. The Board sets policy and oversees the operations of both the Foundation and the house museum. There are two full-time staff members, an Executive Director and an Operations Manager, and a part-time Administrator/Curator. In addition, there are numerous volunteers who are the life-blood of the Foundation.

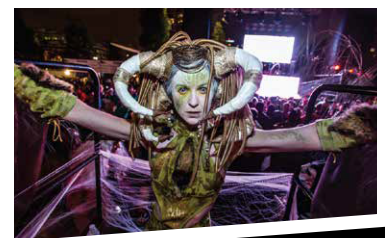
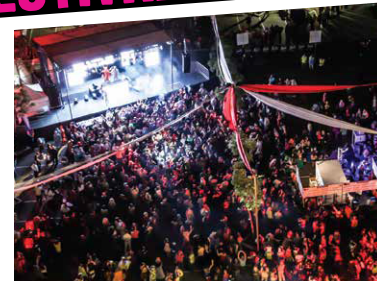
The Gaslamp Quarter Historical Foundation is the only organization in existence which provides San Diego residents and visitors with the tools, resources and means to learn about and enjoy the vast history of one of the finest historic districts in the United States.



East Village is San Diego's largest downtown neighborhood encompassing 130 blocks, between Seventh Ave. east to 18th Street. More than 700 businesses are located in the thriving urban enclave; including restaurants, hotels, art galleries, and PETCO Park, home of the San Diego Padres. The new San Diego Central Library, which opened Summer 2013, is in East Village.

Several educational institutions are in East Village including Thomas Jefferson School of Law, NewSchool of Architecture and Design, Fashion Institute of Design and Merchandising, and San Diego City College. The East Village community has a population of 10,000 (and growing), with most residents living in mid-rise or luxury condominiums and lofts. Continuing urban development and the steady growth of new businesses draws locals from neighboring downtown areas, and elsewhere in San Diego County to this diverse and vibrant community with a unique mix of arts, culture, education, and entertainment.

The East Village Association, Inc. (EVA) is a nonprofit corporation 501c3 that manages the East Village Business Improvement District with the mission to support and promote East Village businesses by establishing our community as San Diego's livable urban village. The vision of the EVA is to be recognized as San Diego's vibrant, diverse, urban community where residents and the entrepreneurial spirit thrive—a distinct mix of arts, culture, education, and entertainment.







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## WHAT ARE THE NUMBERS?

ANNUAL ATTENDANCE:

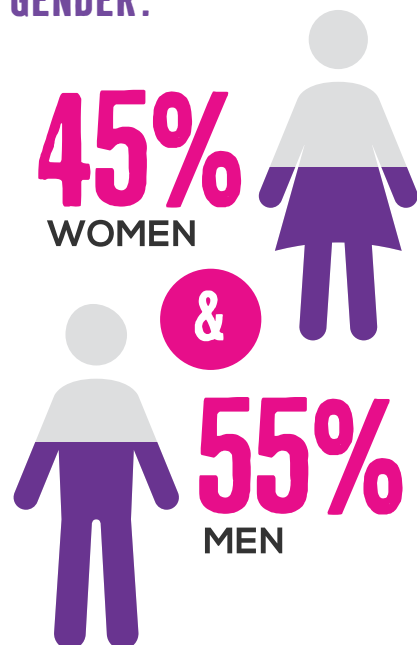
15,000 - 20,000

AVERAGE AGE:

21 - 35 YEARS OLD

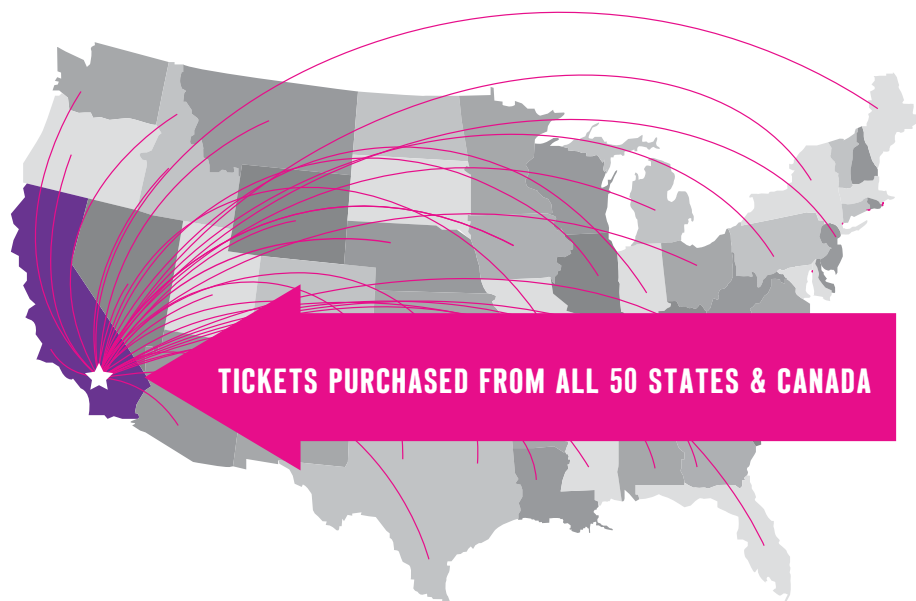
... 18 • 19 • 20 • 21 • 22 • 23 • 24 • 25 • 26 • 27 • 28 • 29 • 30 • 31 • 32 • 33 • 34 • 35 • 36 • 37 • 38 • 39 ...

GENDER:



TICKET SALES:

30% OF TICKETS FROM OUTSIDE OF CALIFORNIA (49 STATES + CANADA)  
MORE THAN 50,000 WEBSITE SESSIONS FROM USERS OUTSIDE OF CALIFORNIA





# SAN DIEGO'S LARGEST HALLOWEEN FESTIVAL

All sponsors will receive amazing exposure through the following benefits

## SPONSORSHIP BENEFITS

### KEY ELEMENTS PART OF ALL PACKAGES

- Designate your company as a sponsor of Monster Halloween Bash 2018
- Opportunity to market your company for 15,000 engaged consumers 21+
- Ability to shape consumer attitudes by educating, entertaining and engaging a captive audience
- Brand exposure through experiential activations that deliver relevance and value to the consumer
- Creative marketing through digital platforms and experiential activations
- Potential for an on-going mutually beneficial relationship and partnership with SOCO Productions, the Gaslamp Quarter Historical Foundation and McFarlane Promotions, Inc.
- First right of refusal to sponsor Monster Halloween Bash 2019

### PROMOTIONS PART OF ALL PACKAGES

- Pre-event Exposure

- Company name/logo in promotional material including press releases, calendar notices, media alerts, eblasts, social media and all press kits
- Company name/logo in promotional newspaper/magazine mentions including; San Diego Reader, Downtown News, San Diego Union Tribune, Pacific Magazine, City Beat & more.
- Company name/logo to be listed on print collateral materials including, but not limited to the following: Flyers - 20,000 | Posters - 200 | Online Event Program - 7,000
- The opportunity to have your product highlighted at the pre-event radio promotions at a Gaslamp Quarter venue
- Brand logo inclusion and sponsor recognition on the "Thank You To Our Sponsor Page" of the official online event program.
- Opportunity to have a banner ad on the event website
- On-Site & Post-Event Exposure
- Company's product or name to be highlighted at the event
- Company name and logo featured on event signage
- Company name mentioned on stage at event

## CREATING A PARTNERSHIP

Sponsor exposure level will vary based on level of commitment.

All sponsors are asked to promote the event through tools available to company, including but not limited to social media, eblasts, website, etc

## SO, WHERE DO WE GO FROM HERE?

**NEED TO CUSTOMIZE A PACKAGE? LET'S TALK.**

### \$30,000 TITLE SPONSOR

- Marketing exclusivity in sponsor category
- Company name/logo incorporated into the event logo and event name when listed
- Mega box advertisement in the official online event program
- Inclusion in on-air radio promotions including 105.7 Max, Energy, FM 94.9, Jam'N, Star 94.1, Channel 93.3, KFMB 100.7, Magic 92.5, Mighty 1090, Radio Latina and z90
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 10 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Company name and logo will receive prominent signage placements throughout the event venue, depicting the name of your company as well as logo (signs to be provided and hung by sponsor in mutually agreed upon areas.)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Experiential Area: Company will have a designated area in a mutually agreed upon location in the event site area that will be a designated "Experience Zone". The location of the experience zone will be agreed upon by both parties each year pending event layout. Any additional expenditures caused by the creation of the Company's Experiential Area will be paid by Company.
- Company logo featured on the LED screen on the stage closest to activation area
- Opportunity to host clients at the event with (30) General Admission and (30) VIP tickets

### \$15,000 PRESENTING SPONSOR

- Company name/logo incorporated into the event logo and event name when listed
- Large box advertisement in the official online event program
- Inclusion in on-air radio promotions including 105.7 Max, Energy, FM 94.9, Jam'N, Star 94.1, Channel 93.3, KFMB 100.7, Magic 92.5, Mighty 1090, Radio Latina and z90
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 4 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Company logo featured on the LED screen on a stage
- Opportunity to host clients at the event with (20) General Admission and (20) VIP tickets
- Opportunity for a 10x20 space at the event for brand activation

### \$10,000 NATIONAL ENTERTAINMENT STAGE SPONSOR

- Company name/logo included wherever the Stage is mentioned including website, releases, program, ads, etc.
- Official sponsor of an event stage
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Company logo featured on the LED screen on Stage
- Opportunity to host clients at the event with (10) General Admission and (10) VIP tickets
- Opportunity for a 10x20 space at the event for brand activation

### \$7,500 THEMED AREA SPONSOR

- Company name/logo included wherever the themed area is mentioned including website, releases, program, ads, etc.
- Official sponsor of the themed area
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Company logo featured on the LED screen on Stage in the themed area
- Opportunity to host clients at the event with (10) General Admission and (10) VIP tickets
- Opportunity for a 10x20 space at the event for brand activation

### \$7,500 VIP SPONSOR

- Company name/logo included wherever the VIP is mentioned including website, releases, program, ads, etc.
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo included on VIP entrance/exit signage
- Logo included on VIP credential
- Company logo featured on the LED screen on VIP Stage
- Opportunity to host clients at the event with (12) VIP tickets
- Opportunity to provide branded wristbands for VIP guests
- Opportunity to provide branded lanyards for VIP credential
- Opportunity for a 10x20 space at the event for brand activation

### \$5,000 CENTER BAR SPONSOR

- Company name/logo included on website, releases, program, ads, etc.
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo included on Center Bar signage
- Opportunity to host clients at the event with (6) General Admission and (6) VIP tickets
- Opportunity to provide branded cups for center bar
- Opportunity for a 10x10 space at the event for brand activation

### \$5,000 COSTUME CONTEST SPONSOR

- Company name/logo included wherever the Costume Contest is mentioned including website, releases, program, ads, etc.
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo included on Costume Contest signage
- Logo included on the Costume Contest large checks
- Company logo featured on the LED screen on Costume Contest Stage
- Opportunity to host clients at the event with (6) General Admission and (6) VIP tickets
- Opportunity to provide branded wristbands for Costume Contest wristbands
- Opportunity for a 10x10 space at the event for brand activation

### \$2,500 COMMUNITY SPONSOR

- Company name/logo included as a sponsor on the website
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 1 social media posts across 2 platforms (Sponsor accounts to be tagged)
- Opportunity to host clients at the event with (6) General Admission
- Opportunity for a 10x10 space at the event for brand activation

These packages are just the starting point for our conversation! We are happy to design a custom package for you based on your company brand.

Contact [jenna@mcfarlane-promotions.com](mailto:jenna@mcfarlane-promotions.com) to schedule a time to discuss the endless opportunities!



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## SPONSOR REGISTRATION

- ☐ \$30,000 TITLE SPONSOR
- ☐ \$15,000 PRESENTING SPONSOR
- ☐ \$10,000 NATIONAL ENTERTAINMENT STAGE SPONSOR
- ☐ \$7,500 THEMED AREA SPONSOR
- ☐ \$7,500 VIP SPONSOR
- ☐ \$5,000 CENTER BAR SPONSOR
- ☐ \$5,000 COSTUME CONTEST SPONSOR
- ☐ \$2,500 COMMUNITY SPONSOR

All terms and conditions accepted by the Sponsor:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please print name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Twitter: \_\_\_\_\_

Instagram: \_\_\_\_\_ Facebook: \_\_\_\_\_

All terms and conditions accepted by SOCO Productions: \_\_\_\_\_ :

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please print name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

