



Treatsylvania

October 26, 27, & 28, 2018



About

Treatsylvania Trick-Or-Treat Street is the largest annual fundraiser for The Farm at Lee Martinez Park. This event offers a safe trick-or-treat option to families in the Northern Colorado and Southern Wyoming regions. The year 2018 marks the 28th year for Treatsylvania.

More than 8,000 children and adults walk through a make-believe village with 40 painted storefronts hosted by various local businesses. More than 300 volunteers help make this event possible each year by passing out candy, driving tractors, and dressing up in costume to join in the fun of Halloween.

Children ages ten years and under receive treat bags to use for trick-or-treating at the storefronts. These bags are filled with coupons and promotional materials - and by the end of the night, a hoard of candy!

Participants also enjoy a pumpkin patch, hayride, a “not-so-spooky” barn, refreshments, and cookies.

Event Specifics

Dates: Friday, October 26, 6-7:30 p.m.
Saturday, October 27, 6-8 p.m.
Sunday, October 28, 1-3 p.m. & 5-6:30 p.m.
Location: The Farm at Lee Martinez Park (600 Sherwood Street)
Demographic: 3,000 youth ages 10 years and under, and their families; Fort Collins area

Promotional Highlights

Local favorite.
Non-spooky Halloween event at a working farm.
More than 40 sponsored storefronts for trick-or-treating.
Recognition on print materials; wide distribution.

Deadlines

Sponsorship Agreement, logo, and website URL are due Monday, August 20, 2018.

Deliver promotional materials and banners to The Farm (600 Sherwood St.) by Friday, October 12, 2018.
The Farm is open W-Sa, 10 a.m.-5 p.m., and Sundays from Noon-5 p.m.

Contacts

Emily Frare
Communication Coordinator
Community Relations and Marketing, Parks & Recreation
City of Fort Collins

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Jami McMannes
Senior Marketing Coordinator
Community Relations and Marketing, Parks & Recreation
City of Fort Collins

Phone: 970.221.6358 | Email: jmcmannes@fcgov.com

Sponsor Benefits

Title Sponsor | \$5,000 *One Available*

Benefits are negotiable between Title Sponsor and City of Fort Collins. Benefits must be mutually agreed upon no later than August 20.

Recognized as Treatsylvania presenting sponsor with the City of Fort Collins Recreation Department

Exclusivity as only Online University sponsor/vendor at event

Company banners (2) displayed at event (supplied by sponsor)

Company logo presence in advertising

- 1,000 event notices, title placement

- 200 posters, title placement

- 4,000 tickets

- E-newsletter announcement, title placement

Company logo on event web page, linked to sponsor website

Half-page Treatsylvania ad in Recreator recognizing sponsor; artwork due June 5

Option to provide promotional treat bags (3,500 bags; supplied by sponsor)

15 complimentary entries into the event (printed tickets will be provided)

Wooden storefront painted and decorated by Sponsor; includes company logo; premium placement

Logo/name presence on street signs (3; created by City of Fort Collins)

Option to have costumed attendant distribute candy at storefront

Option to provide promotional materials for treat bags (3,500 bags; limit printed material to one 1/2 page piece)

First right of refusal for 2019 Title Sponsor level

Treats Sponsor | \$2,000

Company banner (1) displayed at event (supplied by sponsor)

Company logo presence in advertising

- 1,000 event notices

- 200 posters

8 complimentary entries into the event (printed tickets will be provided)

Wooden storefront; includes company logo

Company logo on event web page, linked to sponsor website

Logo/name presence on street sign (1; created by City of Fort Collins)

Option to have costumed attendant distribute candy at storefront

Option to provide promotional materials for treat bags (3,500 bags; limit printed material to one 1/2 page piece)

Sponsor benefits continued on next page.



Sponsor Benefits continued.

Not So Spooky Sponsor | \$750

Company name or logo presence in advertising

1,000 event notices

200 posters

5 complimentary entries into the event (printed tickets will be provided)

Wooden storefront; includes company logo

Company name on event web page, linked to sponsor website

Option to have costumed attendant distribute candy at storefront

Option to provide promotional materials for treat bags (3,500 bags; limit printed material to one 1/2 page piece)

Storefront | \$350

Wooden storefront; includes company logo

Company name on event web page, linked to sponsor website

2 complimentary entries into the event (printed tickets will be provided)

Option to have costumed attendant distribute candy at storefront

Additional Information

Sponsors of Treatsylvania may not bring their own candy to distribute at the event. All candy will be provided by the City of Fort Collins Recreation Department.

Costumed storefront attendants will be asked to register as a volunteer through the City of Fort Collins volunteer platform, Engage. More information will be provided closer to the event.

Sponsor and Storefront Agreement

Contact Information

Please list the following information as you wish it to appear on promotional materials. Sponsorship Agreement and sponsor logos are due no later than Monday, August 20, 2018.

Sponsor Company Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Desired URL for link on website: _____

Sponsor Level

Select your sponsorship level of choice. An invoice will be sent to the contact listed above.

____ Title Sponsor | \$5,000

____ Treats Sponsor | \$2,000

____ Not So Spooky Sponsor | \$750

____ Storefront | \$350

Signature

I hereby enter into this Agreement with the City of Fort Collins Recreation Department for the Treatsylvania event.

Authorized Contact

Signature

Date

Submission

Submit this contract to:

Emily Frare
Communications Coordinator
Community Relations and Marketing, Parks & Recreation
City of Fort Collins

Jami McMannes
Senior Marketing Coordinator
Community Relations and Marketing, Parks & Recreation
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