



# **BRONX** **Halloween** **Parade**

**2022 SPONSORSHIP DECK**

**POWERED BY**



**Bronx  
Community Board 2**



# ABOUT

**IN 1985, FATHER LOUIS GIGANTE BEGAN THE TRADITION OF CELEBRATING OUR COMMUNITY BY TAKING BACK THE STREETS ON HALLOWEEN. WHAT STARTED FROM A SMALL GROUP OF CHILDREN HAS GROWN INTO THE SECOND LARGEST HALLOWEEN PARADE IN NEW YORK CITY. EACH YEAR, THE PARADE HAS A PARTICULAR THEME THAT CAPTURES THE SPIRIT OF HALLOWEEN. THE PARADE HAS ATTRACTED MAJOR CORPORATE SPONSORS SUCH AS PLANET FITNESS, FIDELIS CARE, VERIZON, THE NEW YORK YANKEES, BANCO POPULAR, AND MORE. WE'VE ALSO GARNERED THE BACKING OF ELECTED OFFICIALS, LOCAL CELEBRITIES, AND THE COMMUNITY WE SERVE. THIS YEAR MARKS OUR 37 YEARS HOSTING THIS PRESTIGIOUS EVENT WHICH CONTINUES UNITING FAMILIES AND FRIENDS OF THE COMMUNITY.**

## **RECENT NEWS**

The Bronx Halloween Parade is now listed as a City-wide Event.

## **INCREASED INTEREST**

Despite the COVID-19 Pandemic, 2021 saw a 20% increase in attendance and given our status of being considered a City Event, we anticipate a participation of over 10K attendees in 2022.

## **SUPPORTING THE ARTS**

After the parade, guests gather at Bill Rainey Park to enjoy an artist showcase featuring local artists, dancers, and celebrity guest hosts. Past hosts include, Comedian, Sasha Merci, DJ/MC, Candela, Rapper, Fat Joe, Singer, Lee Burgos and others.





# WHY SPONSOR?



## DIVERSITY

Enhance your profile as an active supporter of a worthwhile initiative that promotes the positive diversity of the Hunts Point, Longwood, and Morrisania communities.

## VISIBILITY

Gain superior visibility and exposure and build brand awareness amongst the Bronx and allied communities.

## GOOD CAUSE

As the 2nd largest Halloween Parade in NYC, we are honored to serve one of the largest underserved communities in NYC. Your contribution will allow us to continue hosting this and other community events that will provide access to those most in need.



# SPONSORSHIP PACKAGES

*(click on package name to fill out sponsorship form)*

## PREMIUM

\$10,000

(1) Decorated Parade Float w/ DJ

(15) VIP Event Passes

Logo on Stage Banner

Inclusion in Press Release

Logo on Digital & Printed Invitation and Flyers

Social Media tag and/or mention on all posts related to event

Logo inclusion on all pre and post event e-mail marketing

Exhibit space at event showcase (tables and tents not included)

## GOLD

\$7,500

(1) Decorated Parade Float

(10) VIP Event Passes

Logo on Stage Banner

Inclusion in Press Release

Logo on Digital & Printed Invitation and Flyers

Social Media tag and/or mention on most posts related to event

Logo inclusion on all pre and post event e-mail marketing

Exhibit space at event showcase (tables and tents not included)

## SILVER

\$5,000

(8) VIP Event Passes

Inclusion in Press Release

Logo on Digital & Printed Invitation and Flyers

Social Media mention on posts pertaining to your brand only

Logo inclusion on all pre and post event e-mail marketing

## BRONZE

\$2,500

(5) VIP Event Passes

Logo on Digital & Printed Invitation and Flyers

Social Media mention on posts pertaining to your brand only

Logo inclusion on all pre and post event e-mail marketing

## IN-KIND

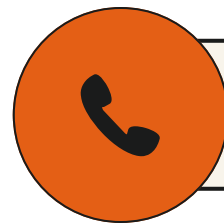
<\$2,500

(2) VIP Event Passes

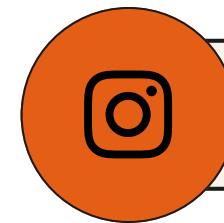
Social Media mention on posts pertaining to your brand only



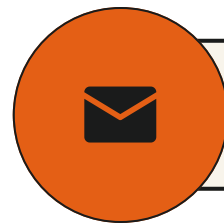
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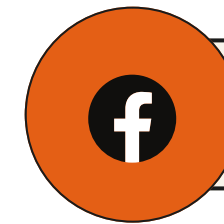
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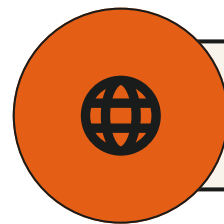
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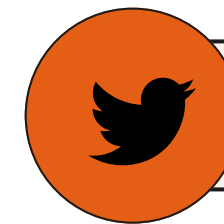
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