



# Event Sponsorship



## City of El Cajon's HauntFest on Main

Friday, October 18, 2024



## EVENT OVERVIEW

This annual event in Downtown El Cajon will be held on Friday, October 18, 2024 from 4:00 PM - 9:00 PM. Admission and most activities are free to the public. The event draws approximately 30,000 people annually.



## EVENT MISSION

HauntFest on Main provides an opportunity for the community to participate in a free, family friendly event as well as contributes to the economic growth of the downtown district.

## EVENT GOALS

Create an enjoyable, entertaining, and safe event for members of community. Showcase the Downtown El Cajon area and unite residents in a family friendly atmosphere.



[WWW.HAUNTFEST.ORG](http://WWW.HAUNTFEST.ORG)



# EVENT SPONSORSHIP LEVELS

Event sponsorship funds will be used to pay for direct event costs including, but not limited to, entertainment, games, arts and crafts, a petting zoo, an outdoor movie, kids activities, equipment rentals and more Exclusivity: Diamond level sponsorships will enjoy exclusive industry representation . All other sponsorship levels are non-exclusive.

Sponsorship Benefits	Diamond \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Benefits with Asterisk Apply to both HauntFest AND America on Main Street (Our Other Signature Special Event)					
Name Recognition on City Website	 1 Year	 6 Months			
Reserved VIP Parking Passes*	 4 Passes	 2 Passes			
Logo on Billboard(s) and Street Banners*					
Recognition on City Social Media	 4x Per Year	 2x Per Year			
Shown on Electronic LED Screen at Event (When Applicable)*	 Video or Logo	 Video or Logo	 Logo		
Logo on Event Signage & Attraction Naming Rights*	 Large Attraction	 Large Attraction	 Small Attraction		
Logo featured in City's Guide to Recreation	 4x Per Year	 2x Per Year	 1x Per Year		
Logo on Event Map and Printed Materials*					
Public Recognition On Stage at Event*					
Booth Space for Ambassador on Event Site to Promote Business*	 Canopy Provided	 Canopy Provided	 Canopy Provided	 Space Only	 Space Only
Public Recognition at City Council Meeting					

Are you ready to give back to the community?  
 Contact Heather Carter, Parks and Recreation Services Manager, at  
 hcarte@elcajon.gov or (619) 873-1641





# HAUNTFEST HIGHLIGHTS



**Candy Trail**



**Face Painting**



**Rides\***

\*Nominal Fee



**Movie  
in the Park**

**FREE ADMISSION**

Games and Crafts  
Costume Contests  
Live Entertainment  
Haunted Car Show  
Bounce Houses

**FAMILY  
FRIENDLY FUN**

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San Diego County's  
Largest Free Halloween Event