



**HALLOWEEN  
MASQUERADE CAR  
PARADE**  
*and*  
**TRUNK OR TREAT**

## SPONSOR OPPORTUNITIES - 2021

### SPONSOR CONTRIBUTION:

- Payment made payable to Champaign Park District by Friday, October 1.

### SPONSOR LEVELS & BENEFITS:

#### DRACULA SPONSOR-\$2000

##### Exclusive Event Perks:

- Free entry for company vehicle in parade procession & Trunk-or-Treat.
- Company logo on leading parade banner.
- Company logo on candy collection bags.
- Opportunity for company items to be distributed in candy collection bags.

##### Promotional Materials:

- Company Name included on 30+ radio ads.
- Company logo in promotional video shared on CPD Website, Facebook and Instagram pages.
- Company logo on event page on Park District website
- Company logo featured on 11" x 17" event posters (distributed in Urbana, Champaign, and in Market Place Mall).
- Company logo on all sponsored social media event posts and ads.
- Company logo on event images displayed on CPD TV screens.

#### WEREWOLF SPONSOR-\$1000

##### Exclusive Event Perks:

- Free entry for company vehicle in parade procession & Trunk-or-Treat.
- Opportunity for company items to be distributed in candy collection bags.

##### Promotional Materials:

- Company logo in promotional video shared on CPD Website, Facebook and Instagram pages.
- Company logo on event page on Park District website.
- Company logo featured on 11" x 17" event posters (distributed in Urbana, Champaign, and in Market Place Mall).
- Company logo on 3 sponsored social media event posts and ads.
- Company logo on event images displayed on CPD TV screen.

#### GHOST SPONSOR-\$500

##### Exclusive Event Perks:

- Free entry for company vehicle in parade procession or Trunk-or-Treat.
- Opportunity for company items to be distributed in candy collection bags.

##### Promotional Materials:

- Company logo on event page on Park District website.
- Company logo featured on 11" x 17" event posters (distributed in Urbana, Champaign, and in Market Place Mall).
- Name mentions on all social media platform.

**Wednesday, Oct 27**  
(rain date: Thursday, Oct 28)  
**Parade Start: 5:30pm**  
**Trunk or Treat: 6-8pm**  
**Market Place Mall**

Help support the Halloween Masquerade Car Parade and Trunk or Treat in partnership with Champaign Park District, Urbana Park District, and Market Place Mall!

Participate in festive frights while we pass out ghoulish treats at this fun, new holiday tradition.

**Please return completed application to:**

Laura Auteberry  
Bresnan Meeting Center  
706 Kenwood Road  
Champaign, IL 61821  
or fax to:  
217-355-8421



  
**HALLOWEEN  
MASQUERADE CAR  
PARADE**  
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## SPONSOR AGREEMENT - 2021

We agree to sponsor the 2021 Halloween Masquerade Parade and Trunk-or-Treat at the following level:

Dracula Sponsor-\$2000    Werewolf Sponsor-\$1000    Ghost Sponsor-\$500

Business/Agency: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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

As an authorized representative of the above-named business, I agree to sponsor the 2021 Halloween Masquerade Parade & Trunk-or-Treat (October 27) presented by the Champaign & Urbana Park Districts along with Market Place Mall as outlined above. I understand that we will receive benefits at the event as also outlined above. Any problems stemming from unprofessional activities may result in dismissal from the event and exclusion from future Champaign Park District events.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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