



Trick or Treat Downtown NPR is BACK!!!! After two years of pandemic restrictions, we are excited to bring back this much loved community event. For 3 hours each Halloween, we have the opportunity to come together to enjoy this neighborhood tradition that brings families together for good-hearted merrymaking. Something much needed for all of us!

Because we are so close to Halloween and are not sure what to expect this year, we have taken the event back to the very basics and will be focusing primarily on social media marketing. We also understand that businesses are still recovering from the economic impact of the past two years. In light of all that, we are offering reduced sponsorships for our first year back. As always, every business is invited to participate by handing out candy in front of your downtown location, however even basic events incur costs to produce and we greatly appreciate those businesses who choose to pitch in to cover those costs.

We are excited to announce our non-profit partner this year is Keep Pasco Beautiful! This event is produced and managed by Kira Atkinson, Kacey Atkinson, and Lia Gallegos, formerly Rock the Boat Productions, LLC. The corporation may have been dissolved, but our love for sparking joy in our City has not. Trick or Treat Downtown NPR is our gift to you and our neighbors. We hope to have your support in putting our City on the map as THE best family Halloween Town in Tampa Bay.

Target Market: Families with young children in the City and surrounding areas

Date: Monday, October 31

Time: 5:00-8:00 pm

Purpose: to create a safe, fun, and family-friendly entertainment destination in downtown NPR

Elements:

- Participating downtown businesses offering candy to kids and families
- Printed & downloadable map indicating each sponsoring business, street closures, and route
- Special hashtag for social media marketing #TrickOrTreatDowntownNPR

FREE

- Posters and other promotional material for your business

\$150

- Posters and other promotional material for your business
- Your location featured on route map
Business name on all printed promotional material
- Your business featured in one post on the RTB FB page
- Your business added to FB event as co-host (event will appear in your page's event calendar)
- The satisfaction of knowing you are contributing to THE BEST Halloween event in Pasco

\$250

- Posters and other promotional material for your business
- Your location featured on route map
- Logo on all printed promotional material
- Your business featured in one post on the RTB FB page
- Your business added to FB event as co-host (event will appear in your page's event calendar)
- The satisfaction of knowing you are contributing to THE BEST Halloween event in Pasco
- Your business mentioned as a sponsor in all media releases
- Photos of your business during the event, taken by professional photographer, included in post event media releases and social media posts
- Paid social media event ads that feature your logo and mention - 2 ads
- Your business featured on our FB page - 1 post

\$1000 - Presenting

- Posters and other promotional material for your business
- Your location featured on route map

- Logo on all printed promotional material
- Your business featured in one post on the RTB FB page
- Your business added to FB event as co-host (event will appear in your page's event calendar)
- The satisfaction of knowing you are contributing to THE BEST Halloween event in Pasco
- Your business mentioned as presenting sponsor in all media releases
- Photos of your business during the event, taken by professional photographer, included in post event media releases and social media posts
- Paid social media event ads that feature your logo and mention as presenting sponsor - 4 ads
- Your business featured on our FB page as presenting sponsor - 3 posts

Promotion begins on October 1 and will run for 4 weeks, plus post event media releases with photos.

Sponsorships must be received by October 1st to be included on event posters!

Marketing Overview- 4 Week Campaign

Media releases prior to, and after event

Targeted Facebook/Instagram ads and promotion from an established page with over 4,000 organically obtained and engaged followers

Posts shared on Keep Pasco Beautiful Facebook & Instagram accounts with over 7,000 engaged followers

Downloadable maps & printed posters

Online event calendars

Professional Photographers

Managed by an experienced and dedicated team with proven results

Have questions, need us to pick up a check? Call, text, or message:

Lia | 727.385.5375 | FB/Insta Messenger
Kacey | 727.809.2306 | FB/Insta Messenger
Kira | 727.992.1382 | FB/Insta Messenger

Please make checks payable to:

Keep Pasco Beautiful

Checks may be dropped off at the People Places office, located at 6332 Grand Boulevard