

# 2019 PARC TRUNK-OR-TREAT

## Sponsorship Letter



**parc**  
PARKS AND RECREATION COOPERATIVE

Dear Potential Sponsorship Partners:

PARC (Parks and Recreation Cooperative) provides recreation programs in the cities of Maplewood and Richmond Heights and we are hosting our first annual Trunk or Treat event and we would like to invite you to become part of this great night. We are writing you today to offer an opportunity to participate in an event that will create lasting memories and have a positive impact within our community. We are expecting this family and dog friendly event to be Spooktacular! With the help of our community supporters, we are capable of promoting local businesses while providing a free family-friendly event. Please feel free to sign-up for multiple sponsorship levels and review the following information to learn how you can join us on **Friday, October 4<sup>th</sup>** for this event.

Sponsorship Levels	Sponsorship Description	Sponsorship Cost	Promotion
Casper	This is for any of our sponsors wanting to donate funds for candy and toys (children or dog) because they participate in the event.	\$25	<ul style="list-style-type: none"> <li>Event Poster</li> <li>Social Media (tagged on Event Page)</li> </ul>
Mummy	What would a Halloween event be without bales of hay or pumpkins? This level is designated for a company that wants to donate funds towards hay bales, small pumpkins and paint/brushes for decorating.	\$30	<ul style="list-style-type: none"> <li>Event Poster</li> <li>Social Media</li> <li>Event Flyer</li> </ul>
Frankenstein	With so many Ghouls and Goblins, why not have a contest! This sponsorship is for those who would like to sponsor funds for the Trunk or Treat car/booth decorating contest or prizes for the children's /dog's costume contest.	\$40	<ul style="list-style-type: none"> <li>Event Poster</li> <li>Social Media</li> <li>FB Live</li> <li>Event Flyer</li> <li>Event Map</li> </ul>

### Participation Level

Gremlin	This is for any sponsor that wants to show off there howling trunk décor or booth and to give candy to our trick or treaters while marketing your business or organization. (1000 pieces of candy and/or promo item/toy) <i>Car/ booth will be entered to win Best Trunk/Booth Decor</i>	\$50 <i>BEST VALUE</i>	<ul style="list-style-type: none"> <li>Event Poster</li> <li>Social Media</li> <li>FB Live</li> <li>Event Flyer</li> <li>Event Map</li> <li>Internal Marketing TV's</li> <li>Shout Out on Promotional Video</li> </ul>
Gold Level	<i>If you would like to participate on all levels listed above.</i>	\$140	<ul style="list-style-type: none"> <li>All promo features + an Exclusive Gift</li> </ul>

Event Date: Friday, October 4, 2019  
Event Location: South Parking Lot- Galleria Mall  
1155 Galleria, St. Louis, MO 63117



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Time: 6pm-9pm  
Set Up Time: 4pm

\_\_\_\_\_ Yes, I will participate & pay \$ \_\_\_\_\_  
donation fee

***This donation goes to producing future events for the PARC Parks & Recreation***

Submission Deadline: Friday, September 13, 2019

Business Name to be listed: \_\_\_\_\_

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

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

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_ Onsite Phone: \_\_\_\_\_

Vendor Truck Info:

- Car/ Truck/ Booth Theme: \_\_\_\_\_
- Sponsorship Level: \_\_\_\_\_
- Will you require a table (BOOTHS ONLY)? \_\_\_\_\_
- How many parking spaces will your themed car/truck/ booth require: \_\_\_\_\_

### **Application Process**

- Completed application/Check/Money Order:
- If you would like to make a credit/debit card payment, please call 314-645-1476

Please make checks out to City of Richmond Heights:

THE HEIGHTS

Attn: TRUNK OR TREAT: Jeanette Days

8001 Dale Ave.

Richmond Heights, MO 63117

- Deadline for submission must be postmarked by **Friday, September 13, 2019**
- Deadline to be included on video promotion by **Friday, August 23, 2019**
- Applicant will be notified by email of participation status



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## Guidelines

### **BE CREATIVE as there will be prizes for the best booth or car**

- Please distribute at least 1000 individual pieces of candy to Trick or Treaters  
*--Please be mindful of candy with peanuts (due to peanut allergies)*
- Consider giving out non-candy treats (bubbles, other small prizes)
- No gore- please keep decorations and costumes “kid friendly”
- Please no toy weapons- guns, knives, etc.
- No open flames, fireworks or flammable materials
- Cars must be turned off for the duration of the event
- No electricity will be available on site ( If needed, please use battery operated lights)
- Please bring lawn chairs to sit in and hand out candy to Trick or Treaters
- If you would like to donate leftover candy after the event, there will be a container at the event for your donations

## Fees

- Donation fee per business. Please see the previous page (Proceeds will benefit future Parks & Recreation events for the community).

## Event Date

- All Participants must stay the duration of their time slot [9:15pm at the latest]
- All participants must be ready to go by 5:45pm

## Utilities

- Self-sufficient cars, trucks and booths only; no water or electricity are provided
- Trash receptacles will be available

For more information contact [jdays@richmondheights.org](mailto:jdays@richmondheights.org) or 314-645-1476