

DOWNTOWN TRICK-OR-TREATING



Marketing Partnership Opportunities

By Sponsoring Downtown Trick-or-Treating, Your Company:

Attains great visibility within the community and builds strong relationships with existing & potential clients

Can promote your products or services by offering coupons or giveaways

Aligns your business with our sound vision of supporting our local economy, enhancing public spaces, and providing leisure activities for a better quality of life

Sets yourself apart from your competition by demonstrating positive corporate citizenship

Our Digital Community

Social followers: 5,250

Social reach: 99,000 ytd

Newsletter: 3,000

Website views/month: 6,000

Event Reach

Downtown Trick-or-Treating 2022 had a Facebook event reach over 21,000. The event drew more than 4,600 attendees to Downtown Everett - many for their first time! We estimate about 1,500 kids and 3,000 adults attended.

About Us

We are the Downtown Everett Association, a 501(c)(6) nonprofit organization. We champion our downtown community by supporting economic vitality, stewarding public spaces and historic places, promoting local experiences, and cultivating a strong organizational network. For 25 years, we have collaborated with businesses, residents, governments, community organizations, investors, and developers.

Downtown Trick-or-Treating is hosted in collaboration with our 501(c)(3) partner organization, the Downtown Everett Partners (DEP). Downtown Everett Partners is a nonprofit, tax-exempt charitable organization under Section 501(c)3 of the IRS (Tax ID #85-2304592). Some sponsorships may be tax deductible; consult with your tax professional for more information.

Keep in Touch

To discuss marketing partnership opportunities, reach out to Madison at madison@downtowneverettwa.org



downtown everett
association

DOWNTOWN TRICK-OR-TREATING

SATURDAY, OCTOBER 28 • NOON-5 P.M.

DEA's signature Halloween festival features trick-or-treating at downtown businesses, an inflatable slide, games, music, an ice cream truck, and more trick-or-treating at booths. The event provides a free, safe, and fun Halloween celebration for families in our community.

Sponsor Benefits	Candy Champion \$5,000	Pumpkin Partner \$2,500	Spooky Sponsor \$1,000	Autumn Advocate \$500	Bat Backer \$250
Opp. to have an on-site presence	x	x	x	x	x
Logo on website	x	x	x	x	x
Inclusion in social media posts	All	3x	2x	1x	1x
Inclusion in eNewsletter	All	2x	2x	1x	
Logo on printed maps at event	x	x	x		
Inclusion in a press release	x	x	x		
Logo incl. in marketing materials	x	x			
Recognition in DEA annual report	x				
Category exclusivity	x				

In addition to the benefits listed above, we are happy to craft packages to meet your goals and budget. Examples of additional partnership benefits we can provide include: social media giveaways hosted by your business, exclusive activity sponsorship (e.g. face painting, inflatable slide, etc.), social media takeover. Contact Madison at madison@downtowneverettwa.org to discuss custom marketing partnership packages.