

2017 SPONSORSHIP OPPORTUNITIES FOR



SATURDAY, OCTOBER 28, 2017
SAN DIEGO'S ONLY HALLOWEEN PARADE.

OVER 70 PARADE ENTRIES ON ONE MILE
OF SAN DIEGO'S EL CAJON BOULEVARD

CELEBRATING THE 13TH YEAR OF SPOOKY FAMILY FUN!

HOSTED BY





The College Area Business District hosts this event as promotion for the 500 businesses which make up the College Area Business District, as a family-oriented event and as a fund raising activity for all of the projects and programs of the organization.

THE COLLEGE AREA BUSINESS DISTRICT ACKNOWLEDGES PAST SUPPORT FROM THE FOLLOWING ORGANIZATIONS:

- City of San Diego Commission for Arts & Culture
- City of San Diego Economic Development Department
- County of San Diego Community Enhancement Program
- Entercom Communications Corp.
- Campus Plaza Shopping Center
- Business Improvement District Council
- Alvarado Hospital

FAST FACTS:

- Date: Saturday, October 28, 2017 starting at 10:00 a.m.
- Celebrating over 13 years of success
- Over 20 local business sponsors
- One mile of San Diego's El Cajon Boulevard

EXPECTED ATTENDANCE:

- Over 15,000 visitors and neighbors

MAIN ATTRACTIONS:

- Over 70 parade entries
- Professional floats
- Community floats and entries
- Local and national celebrities
- Live music/marching bands

MEDIA COVERAGE:

- Entercom Communications Corp.
- San Diego 6 TV News Coverage
- Radio Latina
- San Diego Community News Network
- San Diego Reader
- City Beat Magazine
- San Diego State University Daily Aztec
- Military Dispatch

MARKETING CHANNELS:

- 1,000 Posters in shop windows along the College Area Business District
- 5,000 postcards distributed through local grocery chains (Von's & Ralph's)
- Over 20,000 BOO! Parade website visitors through the month of September
- Digital Marketing via Social Media and other Media Outlets

SUPPORT THE BOO. PARADE WITH GREAT MEDIA EXPOSURE FOR YOUR BUSINESS

Your sponsorship generates exposure for your company to the local College Area neighborhoods including San Diego State University (SDSU) and throughout the greater San Diego Region. As a sponsor, you can gain immediate attention throughout the Halloween season with the Boulevard BOO! Parade's marketing campaign that includes television, radio, print advertising and internet/social media coverage. Choose your sponsorship level and contact Jim Schneider, Executive Director, College Area Business District at

(619) 582-1093 or ExecutiveDirector@CollegeAreaBID.com.

TO BECOME A SPONSOR

Please contact Jim Schneider, Executive Director, College Area Business District at (619) 582-1093 or ExecutiveDirector@CollegeAreaBID.com.



Members Only

	Vampire Sponsor	Werewolf Sponsor	Witch Sponsor	Mummy Sponsor	Skeleton Sponsor	Zombie Sponsor	Gremlin Sponsor	Wizard Sponsor
Benefits								
Company Name & Logo on Major Float Parade Entry	✓							
Company Name & Logo on Back of 200 Volunteer T-shirts	✓	✓						
Mentions in 30 Second Radio Spot	✓	✓						
Company Logo on All Seven (7) Announcer Stands During Event	✓	✓	✓					
Company Name and Logo on Balloon Parade Entry		✓	✓					
Mentions in Press Releases Distributed Regionally	✓	✓	✓					
Company Logo on 8' x 3' Parade Section Banner in Parade	✓	✓	✓	✓				
Company Logo on All Event Collateral Marketing Materials (Posters, Postcards Fliers, etc.)	✓	✓	✓	✓	✓			
Large Ad in City Beat Layout (1/10th Page: 3.775" Wide X 2.781" High)	✓	✓	✓	✓	✓	✓		
Company Logo on 15' x 3' Banners at 4 Major Intersections	✓	✓	✓	✓	✓	✓		
Special Mention in Social Media Marketing	✓	✓	✓	✓	✓	✓	✓	✓
Company Logo as Link to Your Website on Event Website	✓	✓	✓	✓	✓	✓	✓	✓
MEMBERS ONLY: Mini Float Parade Entry (one of 7 Predetermined Designs)							✓	
MEMBERS ONLY: Small Ad in City Beat Layout (1/20th Page 1.825 Wide X 2.781 High)							✓	✓
Sponsorships Available per Level	1	3	4	5	5	4	4	40
Total Cost:	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$750	\$500	\$300

If you don't see a level that works for you, we can work with you to customize a level that fits your company perfectly!

COLLEGE AREA KEY DEMOGRAPHICS:

- Total Population: 20,486 (51% Male, 49% Female)
- Median Household Income: \$52,400
- Average Age: 31
- # of Households: 20,580
- % of Family Households: 58%

Source: SANDAG

SDSU POPULATION:

- Faculty & Staff: 8,500
- Students 32,759
- Undergraduate Students: 27,823
- Graduate Students: 4,936

Source: collegeportraits.org

THE
BOULEVARD

BOO

PARADE

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BOOPARADE.COM

