



Friday, October 28, 2022 from 2-5pm

Starting Location: Broadway Plaza Event Plaza | Walnut Creek, CA 94596

The Walnut Creek Downtown Association is proud to announce the return of our annual downtown Trick-or-Treat. With over 1,000 attendees in previous years, this event is sure to bring a lot of people through your doors!

Whether you're an upper floor business or a ground floor retail/restaurant, use this event to market your business to potential customers and clients as they walk with their children through downtown. All participating businesses will be included on a map distributed at the event's starting location and be featured on the event webpage. Don't miss out on this downtown tradition and unique business opportunity!

Participation Levels	Cost	Specifications
Trick-or-Treat Bag Sponsor (SOLD)	\$1,000	<ul style="list-style-type: none"> Company logo printed on 1,00 reusable/recyclable plastic trick-or-treat bags Company logo <i>and</i> name featured on the event map, webpage, and materials Complimentary 10x10 booth space, tent, and table at the Starting Location to pass out bags to trick-or-treaters 1000 pieces of candy provided by Walnut Creek Downtown Association Trick-or-Treat Bag Sponsor must submit logo by 10/4/2022 to allow time to curate promotional trick-or-treat bags. See page 2 for instructions.
Spooktacular Sponsor	\$500	<ul style="list-style-type: none"> Company logo printed on <u>all</u> promotional materials as a Spooktacular Sponsor (signs, event poster displayed at all participating businesses, flyers, etc.) Company logo <i>and</i> name listed on the event map and webpage 4 event balloons to identify your business 1000 pieces of candy provided by Walnut Creek Downtown Association Spooktacular Sponsors must submit logo by 10/6/2022 to allow time to curate promotional materials. See page 2 for instructions.
Supporting Sponsor	\$300	<ul style="list-style-type: none"> Company logo on official event poster that will be displayed at all participating businesses. Company logo <i>and</i> name listed on the event map and webpage 4 event balloons to identify your business MUST provide <u>your own</u> candy (approx. 1000 pieces/1 piece per child) Supporting Sponsors must submit logo by 10/6/2022 to allow time to curate promotional materials. See page 2 for instructions.
Starting Location Booth Spaces	\$200	<ul style="list-style-type: none"> Company name listed on the event map and webpage MUST provide your own 10x10 tent and table MUST provide <u>your own</u> candy (approx. 1000 pieces/1 piece per child)
Participating Business	\$75	<ul style="list-style-type: none"> Company name listed on the event map and webpage 2 event balloons to identify your business MUST provide <u>your own</u> candy (approx. 1000 pieces/1 piece per child)

Registration ends October 20, 2022. No exceptions.

[Click here to register online](#)

Or fill out and return the form on page 2



SPONSORSHIP / REGISTRATION FORM

[Click here to register online](#) – Fast, Easy, & Secure

Select participation level:

- Trick-or-Treat Bag Sponsor – \$1,000 (SOLD)
- Spooktacular Sponsor – \$500
- Supporting Sponsor – \$300
- Booth Space – \$200
- Participating Business – \$75

Business Name: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Address For Map: _____

Payment Options:

- Mail a check (payable to Walnut Creek Downtown)
- Pay by Credit Card:

Cardholder's Name: _____

Card Number: _____

Expiration Date: _____ CVC Code: _____ Zip Code: _____

I have read the sponsorship/participation details and understand the terms. I have provided contact information that will allow the Walnut Creek Downtown Association to reach me with any pre-event instructions. I have provided payment for the selected participation level via credit card or have promised to mail payment to Walnut Creek Downtown. If my participation level requires me to send logos/artwork to the Walnut Creek Downtown Association, I will send the files no later than **October 6, 2022**.

Signature: _____ Date: _____

Completed forms can be sent to kelsey@walnutcreekdowntown.com.
Send company logos/artwork via email (if applicable). High-resolution images, **JPEG or PNG** files only.
For additional inquires, contact Donna at (510)282-5641.