

HomeFront HALLOWEEN

5K RUN & 1 MILE WALK
PLUS PRESCHOOLER PUMPKIN DASH 2024

Help a local child reach for a brighter future!

CARNEGIE CENTER, PRINCETON — SUNDAY, OCTOBER 27, 2024



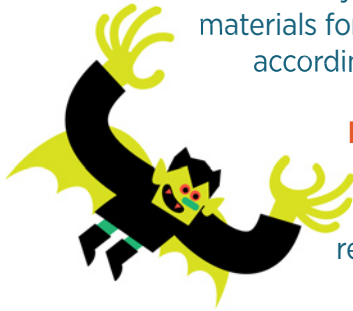
HALLOWEEN-THEMED COURSE • LIVE MUSIC • TRUNK-OR-TREAT
COSTUME CONTEST • TROPHIES • T-SHIRTS & MORE!

SPONSORSHIP OPPORTUNITIES

Help a child reach for a brighter future through your event sponsorship.

Have your logo featured on event t-shirts, our website, race signage, materials for participants, and in HomeFront's event marketing and promotion, according to the benefits for each level as described on the next page.

New for 2024! All sponsors are invited to promote their businesses in a **Pre-Race Day Expo** on the morning of **Saturday, October 26**, when registered runners will pick up their pre-race day packets.



ROCK STAR: \$20,000

TRICK OR TREAT CHAMPIONS: \$10,000

HAUNTED HEROES: \$7,500

STARTING LINE SKELETONS: \$5,000

GHOULISH T-SHIRT SPONSORS: \$3,000

CANDY TREAT TIMING SPONSORS: \$2,000

BOO! AWARDS SPONSORS: \$1,000

Your sponsorship will help support HomeFront's children's year-round educational, enrichment and recreational programming for hundreds of local children impacted by poverty, housing instability and homelessness.

DEADLINE FOR LOGO IN EARLY PUBLICITY: August 15th

FINAL DEADLINE: September 15th



INTERESTED IN SPONSORING? OR FOR MORE INFORMATION

Please contact Paula Alekson at (609) 989-9417 extension 147,

or by e-mail: PaulaA@HomeFrontNJ.org



2024 SPONSORSHIP LEVELS

ROCK STAR: \$20,000



- Prominent logo placement on sponsor thank you banner, event websites, and announcements during event
- Prime tent location near finish line
- As official race starter, extra signage in front of band stage and registration area
- Prominent sponsor feature on front of race t-shirts
- Prominent sponsor feature at each mile marker along the racecourse and at HomeFront table
- Sponsor Feature on Facebook & Instagram
- Sponsor promotion, offer participants special incentives to visit your business from our race website
- 40 complimentary event entries



TRICK OR TREAT CHAMPIONS: \$10,000

- Prominent logo placement included on sponsor thank you banner on event websites and during event
- Prime tent location at Trunk-or-Treat
- Most prominent large sponsor logo on back of race t-shirts
- Prominent sponsor feature at water table and HomeFront table
- Sponsor Feature on Facebook & Instagram
- Sponsor promotion, offer participants special incentives to visit your business from our race website
- 20 complimentary event entries

HAUNTED HEROES: \$7,500



- Logo included on sponsor thank you banner on event websites and during event
- Large-sized sponsor logo on back of race t-shirts
- Sponsor feature at starting line, water table and at HomeFront table
- Sponsor Feature on Facebook & Instagram
- Sponsor promotion, offer participants special incentives to visit your business from our race website
- 15 complimentary event entries

STARTING LINE SKELETONS: \$5,000

- Logo included on sponsor thank you banner on event websites and during event
- Medium-sized sponsor logo on back of race t-shirts
- Sponsor feature at HomeFront table
- Sponsor Feature on Facebook & Instagram
- Sponsor promotion, offer participants special incentives to visit your business from our race website
- 10 complimentary event entries



GHOULISH T-SHIRT SPONSORS: \$3,000



- Logo included on sponsor thank you banner on event websites and during event
- Small-sized sponsor logo on back of race t-shirts
- Sponsor recognition on Facebook & Instagram
- Sponsor promotion, offer participants special incentives to visit your business from our race website
- 6 complimentary event entries

CANDY TREAT TIMING SPONSORS: \$2,000

- Logo included on sponsor thank you banner on event websites and during event
- Exclusive sponsor feature at finish line, a popular photo op area for all participants
- Sponsor recognition on Facebook & Instagram
- Sponsor promotion, offer participants special incentives to visit your business from our race website
- 4 complimentary event entries



BOO! AWARDS SPONSORS: \$1,000



- Logo included on sponsor thank you banner on event websites and during event
- Sponsor feature at Awards Table
- Sponsor recognition on Facebook & Instagram
- Sponsor promotion, offer participants special incentives to visit your business from our race website
- 2 complimentary event entries