



# SPONSORSHIP INFORMATION

FACTS, BENEFITS & DEMOGRAPHICS

## DETAILS

Join us at the spooky-season event of the year where chills and thrills collide in a mesmerizing Halloween-themed celebration! Haunt at the Hangar is an annual family-friendly Halloween event with activities and most importantly to the kids, candy! There will be trick-or-treating, pumpkin decorating, costume contests, petting zoo, Halloween-themed movie (Monsters Inc.), photo opportunities, autumn treats, a scary trail: "Trail of Terror," kid-friendly trail: "Bootiful Trail" and more! This event has been a staple in the City of Lancaster for the last 3 years. Haunt at the Hangar will occur on October 21 from 4 to 8 p.m. at Lancaster's Municipal Stadium (The Hangar).

## BENEFITS

Join us for a fun, family-friendly Halloween event with activities for all ages including trick-or-treating, pumpkin decorating, a costume contest, a petting zoo, photo opportunities, food vendors, and more.

Customized sponsorship packages include:

- Engage Digitally: Outreach to 5k+ Residents
- Print Power: Targeted print ads
- Brand Showcases: Prime exhibit space and signage
- Product Awareness: Direct product distribution
- Fun Giveaways: Promote with custom swag
- Public Thank You: Stage announcements
- Web Wonders: Boosted website visibility

All this and more are designed to align with your unique goals! Let's roll together to make Haunt at the Hangar a scaring success!

## DEMOGRAPHICS\*

\$84,486 Average Income  
30% Anglo • 5% Asian • 41% Hispanic  
21% African American • 3% Other  
\*2021



**FAMILY FUN, LOCAL  
VENDORS,  
ENTERTAINMENT, &  
MORE!**

FOR MORE INFO CONTACT BRIANNA HERRERA AT (661) 723-6220 OR [BHERRERA@CITYOFLANCASTERCA.GOV](mailto:BHERRERA@CITYOFLANCASTERCA.GOV)

[CITYOFLANCASTERCA.GOV/HAUNT](http://CITYOFLANCASTERCA.GOV/HAUNT)






# Haunt at the Hangar SPONSORSHIP PACKAGES

## LEVELS AND BENEFITS



Sponsor Tier	Sponsor Cost		Benefits
Ghostly Givers	\$5,000		Tagged and mentioned in City of Lancaster social media promotions and press releases related to the Haunt at the Hangar; Access to Haunt at the Hangar media kit; 20 "thank you" announcements; 8 tickets to VIP social; Prominent logo and link to sponsor website on the event webpage; 10x20 outfitted exhibit space which includes a tent, tables, and chairs; Company logo and/or name on digital board; 3 sponsor-specific "thank you" social media posts (2 prior to event and 1 post event), :30 radio spot
Skeleton Squad	\$3,500		Tagged and mentioned in City of Lancaster social media promotions and press releases related to the Haunt at the Hangar; Access to Haunt at the Hangar media kit; 3 "thank you" announcements across the different hubs; 6 tickets to VIP social; Logo and link to sponsor website on the event page; 10x10 outfitted exhibit space in sponsor area which includes a tent, tables, and chairs; Company logo and/or name on digital board; 2 sponsor-specific "thank you" social media posts (prior to event); :30 radio spot
Spooky Supporters	\$2,000		Tagged and mentioned in City of Lancaster social media promotions and press releases related to the Haunt at the Hangar; Access to Haunt at the Hangar media kit; 2 "thank you" announcements across the different hubs; 4 tickets to VIP social; Logo and link to sponsor website on the event page; 10x10 outfitted exhibit space in sponsor area which includes a tent, tables, and chairs; Company logo and/or name on digital board
Pumpkin Patrons	\$500		Tagged and mentioned in City of Lancaster social media promotions and press releases related to Haunt at the Hangar; 2 tickets to VIP social; Logo and link to sponsor website on the event page; Access to the Haunt at the Hangar media kit; 10 X 10 outfitted exhibit space in sponsor area - includes a tent, tables, and chairs; Company logo and/or name on digital board

Opportunities to sponsor over \$5,000 with additional benefits are available.

All sponsors will receive performance metrics post event.

Media submission deadline: **October 7th**. All media assets subject to change.

