

# Masquerade in Ghent

Masquerade in Ghent is Ghent's largest Halloween street party and costume contest! This year's event will take place Friday, October 27, from 6:00 – 10:00pm in the heart of Ghent on Colley Avenue between Shirley Avenue and Brandon Avenue. The festivities include a costume contest with prizes for children and adults, live music, children's activities, food and adult beverages. The event brings 1,500 people to the Ghent neighborhood. Your business can be a part of this much anticipated event!



## Why Support Masquerade in Ghent?

There are many reasons why the GBA hosts events. One reason is to showcase what Ghent has to offer. By having larger scale, fun events in the heart of Ghent, it is the GBA's goal to attract residents not only from Norfolk, but also from other parts of Hampton Roads. And, hopefully, these visitors will return to shop and dine in Ghent's unique variety of retailers and restaurants. Restaurants directly benefit from the increase in traffic that night.

Masquerade in Ghent serves as one of the GBA's annual fundraisers. The money raised from Masquerade in Ghent support initiatives of the Marketing Committee. These initiatives include community partnerships with local non-profit organizations, branding ads for Ghent, and co-op advertisements.



# Sponsorship Opportunities

## **Presenting Sponsor – \$5,000**

- Recognition as a presenting sponsor
- Logo on all promotional material including print ads, posters, and on GhentNorfolk.com
- Mention on radio spots as a sponsor
- Recognition on social media as a sponsor
- Opportunity to have a table at the event
- Announcement from the stage at the event

## **Terrifyingly Terrific Sponsor – Stage Sponsor - \$3,000**

- Exclusive stage sponsorship with banner placement on the stage
- Logo on all promotional material including print ads, posters, and on GhentNorfolk.com
- Recognition on social media as a sponsor
- Opportunity to have a table at the event
- Announcement from the stage at the event

## **Terrifyingly Terrific Sponsor – Beer Tent Sponsor - \$3,000**

- Exclusive beer tent sponsorship with banner placement on the stage
- Opportunity to have team members pour beer wearing company shirts
- Opportunity to provide cups and/or other promotional material at the beer tent table
- Logo on all promotional material including print ads, posters, and on GhentNorfolk.com
- Recognition on social media as a sponsor
- Opportunity to have a table at the event
- Announcement from the stage at the event

## **Spooktacular Sponsor – Parade Sponsor - \$2,500**

- Logo on parade signs
- Logo on all promotional material including print ads, posters, and on GhentNorfolk.com
- Recognition on social media as a sponsor
- Announcement from the stage at the event
- Opportunity to have a table at the event

## **Ghoulish Sponsor - \$1,000**

- Name on sponsorship board
- Recognition on GhentNorfolk.com
- Recognition on social media
- Opportunity to have a table at the event
- Opportunity to hang banner at event

## **Bewitching Supporter - \$500**

- Name on sponsorship board
- Recognition on GhentNorfolk.com
- Recognition on social media
- Opportunity to have a table at the event

## **Entrancing Supporter - \$200**

- Recognition on GhentNorfolk.com
- Recognition on social media
- Opportunity to have a table at the event