



For 32 consecutive years, party with BB's staple Halloween Bash has brought together the largest group of hip, young people to a classy - more mature crowd from throughout the Coachella Valley and beyond to meet, mingle, network, make new friends and dance to some of the hottest DJs and bands this side of the Mississippi.

The 'Halloweekend' Bash is going to be held at the renowned Hard Rock Hotel in downtown Palm Springs the weekend before Halloween. Both Friday, October 28th and Saturday, October 29th. Hard Rock Hotel Palm Springs combines the sleek design of a new Fender Stratocaster with the laid back vibe of a beachside reggae band. From the moment each of our 4,000-plus guests arrive at the Hard Rock porte-cochere, they are a part of the glitz and glamour of the best specially-themed parties produced anywhere.

BB's 32nd Annual
Halloweekend Bash



SPONSORSHIP CATEGORIES AND BENEFITS

PRESENTING SPONSOR

As a Presenting Sponsor of Halloweekend Bash, your organization will build your brand and make a very lasting impression with an important constituent base.

The Presenting Sponsor level provides several creative and effective ways for you to develop relationships and truly connect with our loyal and active group of attendees'. The partner benefits listed below are designed to help you build an emotional connection to your brand through positive exposure and their experiences with it through our events.

As a Presenting Sponsor you will own category exclusivity so that none of your competitors will be involved in branding or promotion at our events throughout the season.

PROMOTIONAL BENEFITS INCLUDE:

PROMOTIONS & MEDIA

- ☒ *Recognition in all event communications as a Presenting Sponsor*
- ☒ *Inclusion of your logo with highest billing in the advertisements/marketing material*
- ☒ *Invitation formats include:• Email blasts to our opt-in databases (more than 8,000 party attendees from last year plus 40,000+ clients of Hard Rock Hotel Palm Springs)• Social media postings (You will be featured in a large volume of Facebook and Instagram postings leading up to the event)*
- *Printed fliers (More than 5,000 distributed)*
- *Posters in retail locations (dozens of locations within the Coachella Valley)*

- ☒ *Your company will be featured prominently in all of our press releases with the media Acknowledgement of your partnership in a large volume of radio and TV advertising for each event.*
- ☒ *Featured position on the Party with BB website with company description and link to your website*
- ☒ *One dedicated eblast about your company (preferably a special offer)*

ON-SITE RECOGNITION

- ☒ *Substantial well-positioned signage at each event*
- ☒ *Your logo will appear on our "media wall" social media photo set at each event*
- ☒ *Verbal recognition of your partnership from the stage by DJs, performers and BB*
- ☒ *Opportunity to distribute promotional items at events*
- ☒ *Display space includes draped table and chairs for staff (additional build out available)*
- ☒ *Private reserved area at each event (sponsor to build out space)*

CREDENTIALS

- ☒ *20 complimentary credentials for each event*
- ☒ *Express VIP entrance for your guests*
- ☒ *Your logo/corporate ID will appear on all tickets, including print and electronic versions*

INVESTMENT: \$10,000

SPONSORSHIP CATEGORIES AND BENEFITS

PLATINUM SPONSOR

The Halloween Bash Platinum Sponsorship provides many of the key benefits of the Presenting Sponsorship packaged at a lower price for smaller companies.

The Platinum Sponsor level provides numerous branding opportunities before, during and after the events along with some creative and effective ways for you to develop relationships and truly connect with our loyal and active group of young people.

PROMOTIONAL BENEFITS INCLUDE:

PROMOTIONS & MEDIA

- ☒ Recognition in all event communications as a Platinum Sponsor for the year
- ☒ Inclusion of your logo in the invitations utilized for the Halloween Bash.
- ☒ Invitation formats include:• Email blasts to our opt-in databases (more than 8,000 party attendees from last year plus 40,000+ clients of Hard Rock Hotel Palm Springs)• Social media postings (You will be featured in a large volume of Facebook and Instagram postings leading up to event)
- Printed fliers (More than 3,000 distributed for each event)
- Posters in retail locations (dozens of locations within the Coachella Valley)
- ☒ Inclusion of your logo and descriptive copy on the Party with BB website with link to your website
- ☒ Your company will be mentioned in all of our press releases with the media

ON-SITE RECOGNITION

- ☒ Prominent on-site signage with your corporate ID
- ☒ Your logo will appear on our "media wall" social media photo set at each event
- ☒ Acknowledgement of your partnership from the stage by DJs, performers and BB
- ☒ Opportunity to distribute promotional items at events
- Display space includes draped table and chairs for staff

CREDENTIALS

- ☒ 10 complimentary credentials for each event
- ☒ Express VIP entrance for your guests

ANNUAL INVESTMENT \$5,000

SPONSORSHIP CATEGORIES AND BENEFITS

SUPPORTING SPONSOR

PROMOTIONAL BENEFITS INCLUDE:

PROMOTIONS & MEDIA

- ☒ *Inclusion of your logo in the invitations utilized for Halloweekend Bash.*
- ☒ *Invitation formats include:• Email blasts to our opt-in databases (more than 8,000 party attendees from last year plus 40,000+ clients of Hard Rock Hotel Palm Springs)• Social media postings (You will be featured in a large volume of Facebook and Instagram postings every month to promote each event)*
- *Printed fliers (More than 3,000 distributed for each event)*
- *Posters in retail locations (dozens of locations within the Coachella Valley)*
- ☒ *Inclusion of your logo and descriptive copy on the Party with BB website with link to your website*

CREDENTIALS

- ☒ *10 complimentary credentials for each event*
- ☒ *Express VIP entrance for your guests*

ANNUAL INVESTMENT: \$2,500

**** WE HAVE SPONSORSHIPS OPPORTUNITIES FOR ANY BUDGET. PLEASE CONTACT US FOR A CUSTOMIZED PLAN****

CONTACT INFORMATION:

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