

# SPONSOR



# THE EVENT

The Little 5 Points Halloween Festival & Parade is the biggest — and spookiest — Halloween celebration in the Southeast, running strong since the 1970s. Last year's festival was our most successful and well attended festival ever with over 55 thousand people swarming our unique business district! The festival returns this 2023 on October 21st and 22nd for a wicked two day event featuring the world famous Little 5 Points Halloween Parade, live music from Atlanta's best underground rock and hip-hop acts, our first ever haunted house, an artist market, neighborhood ghost tours, a skate park, drag karaoke, food and alcohol vendors, a costume show, and so much more! This festival would not be possible without support from our sponsors, and we are very grateful for your consideration and support.





# THE NEIGHBORHOOD

For over one hundred years, Little 5 Points has remained Atlanta's funky hub for arts and culture. With over 100 independent businesses, L5P is among the most diverse, vibrant, and eclectic communities in the world. Known as the “bohemian center of the south,” Little 5 Points is a destination for locals and visitors who seek out counterculture, whether for people watching, shopping at unique and independent retailers, getting the latest record, dining at a burger joint or vegan eatery, theater, live music, nightlife or the famous annual Halloween Festival and Parade.



# THE

# Little 5 Points

# L5P Biz

All proceeds from the Halloween Festival go to support the Little 5 Points Business Association non-profit organization. Founded in 1972, L5PBiz is dedicated to promoting our offbeat, artsy, and historic community while maintaining a safe environment for the district's customers and employees. Your donations will support Little 5 Points all year! In 2022, L5P Biz became part of the Atlanta MainStreet Program, part of the City of Atlanta's Office of City Planning, and this year won a grant from General Motors and Main Street America to improve our public spaces with placemaking initiatives. Each year L5PBiz hosts artist markets, block parties, and festivals, along with the Halloween Festival.





# 2022 STATS

## the Festival Lifer

Young City Solos	20%
Singles and Starters	18%
Power Elite	10%
Suburban Style	10%

55.5k	Two-day attendance
\$66k	Median income
26	States represented

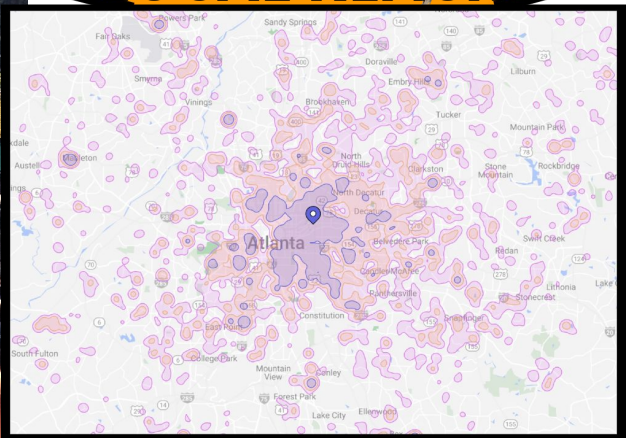
**65.5k**  
UNIQUE WEB VISITORS

**HUGE LOCAL REACH!**



### SOCIAL REACH

Get access to our followers  
**6,000+ INSTAGRAM**  
**17.5k+ FACEBOOK**  
+our email newsletter list



60% live over ten miles away!

# PREVIOUS SPONSORS



*Tito's*



*Handmade*

VODKA

AUSTIN ★ TEXAS



**Red Bull**



**JAMESON**



IRISH WHISKEY

# **PRESENTING**

# **SPONSOR**

# **\$50,000**

## **YOUR BRAND ON:**

- \* First float in the Parade
- \* Exclusivity in category
- \* 20'x20' vendor space
- \* Inclusion in all press releases
- \* Promotion on social media
- \* Listing on FB events, flyers, banners
- \* All parade promo
- \* Music stage
- \* Skate Park
- \* Festival Map
- \* All printed materials
- \* Four (4) tickets to Monster Drag Ball



# PLATINUM

# \$20,000

# L5P HALLOWEEN

- \* Exclusivity in category
- \* 10'x20' vendor space
- \* Medium logo on back of t-shirts
- \* Half page ad in festival program
- \* Logo with link on L5P Halloween website
- \* Promotion on social media
- \* Listing on Facebook events, flyers, banners
- \* Two (2) tickets to Monster Drag Ball





# **GOLD**

## **\$10,000**



- \* Non-exclusive
- \* 10'x10' vendor space
- \* Half page ad in festival program
- \* Logo with link on L5P Halloween website
- \* Promotion on social media
- \* Listing on Facebook events, flyers, banners
- \* Two (2) tickets to Monster Drag Ball

# **SILVER**

## **\$5,000**

- \* Non-exclusive
- \* 10'x10' vendor space
- \* Logo with link on L5P Halloween website
- \* Promotion on social media
- \* Listing on Facebook events, flyers, banners
- \* Two (2) tickets to Monster Drag Ball





# ADD-ONS



In addition to GOLD and SILVER packages

<b>FLOAT IN PARADE</b>	Create and show off your brand on a float to be featured in the L5P Halloween Parade	<b>\$3,000</b>
<b>MUSIC STAGE SPONSOR</b>	Naming rights and your logo on festival t-shirts and posters	<b>\$5,000</b>
<b>CRAFT or RETAIL VENDOR</b>	10'x10' vendor space in Artisan Market	<b>\$1,000</b>
<b>FULL PAGE AD</b>	UPGRADE to full page ad in the festival program	<b>\$500</b>
<b>LARGE LOGO</b>	UPGRADE to large logo on shirts and posters	<b>\$1,000</b>



alternative

# SPONSORSHIP OPPORTUNITIES

## Little Five Ghost Tours - \$3,000

Feature your logo on Ghost Tour merchandise and receive a brand shout out during the tour. Tours run multiple times a week during October. Also includes private tour for your company through L5P's spookiest haunts.

## Haunted House - \$3,000

Naming rights and brand integrations in first annual Haunted House designed by Shane Morton.

## Halloween Photo Walk - \$3,000

Get your logo printed on ten (10) large window clings featuring winners of annual photo contest hung on local businesses.

## Skate Park - \$3,000

Naming rights for Skatepark and Skate Competition.





THANK YOU



Visit [l5phalloween.com](http://l5phalloween.com) or  
email [erik@twosgroup.com](mailto:erik@twosgroup.com)  
for more info.