

PUMPKINS AFTER DARK

JACK-O-LANTERNS COME ALIVE



Witness the magic of **PUMPKINS AFTER DARK!** Canada's award-winning Halloween event is coming to Milton, Calgary, Edmonton and Burnaby. With over 6,000+ hand carved pumpkins, this one-of-a-kind walk-through experience is the must-see event of the fall season. The pumpkin sculptures and displays are lit and curated to music, sounds and special effects. With classic Halloween characters, dragons and dinosaurs, movie and pop culture icons – there is something for everyone!



CALGARY

WINSPORT, CANADA OLYMPIC PARK
SEPTEMBER 22 – OCTOBER 31, 2022



BURNABY

SWANGARD STADIUM & CENTRAL PARK
SEPTEMBER 22 – OCTOBER 31, 2022



EDMONTON

BORDEN PARK
SEPTEMBER 29 – OCTOBER 31, 2022



MILTON

COUNTRY HERITAGE PARK
SEPTEMBER 23 – OCTOBER 30, 2022

Event days are Thursday – Sunday. Additional event days may be added due to demand.

WHY PEOPLE LOVE PUMPKINS AFTER DARK:

- Dozens of Instagram worthy moments
- 80% new display content each year!
- Fun for the entire family!
- 100% Canadian made by local artists.
- Our lit pumpkin sculptures and displays include something for everyone to enjoy!
- Additional features onsite include live pumpkin carving demos, pumpkin sales, fall treats & sweets, merchandise and swag, interactive Halloween characters, and food trucks.

WHAT OUR ATTENDEES ARE SAYING:

- "Incredible talent! The people that do these carvings...amazing! Make it a "must do", on your list!" *Daphne, Calgary AB*
- "Absolutely Amazing! Beyond my expectations..... The work and talent that went into every piece is mind blowing! The event itself is so well organized .I can't wait to go back next year" *Karen, Hamilton ON*
- "Such a wonderful family Halloween experience! The artistry is amazing, and it's such a nice walk." *Jason, Calgary AB*
- "Amazing! Kids and myself absolutely loved it! Such amazing detail and a variety of different carvings! Such a good time and worth the price! Highly recommend checking it out!" *Amy, Toronto ON*

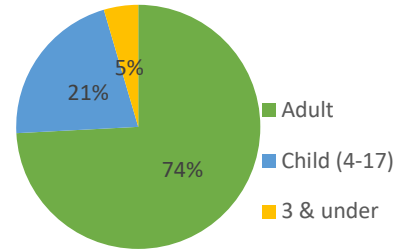
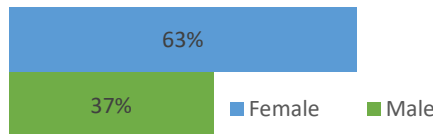
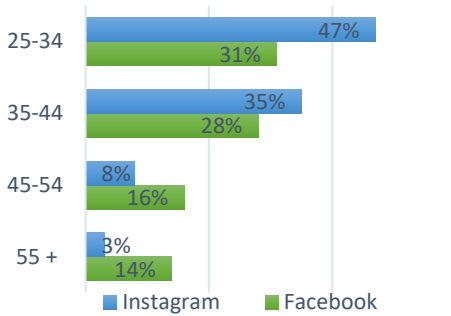
2021 STATISTICS & DEMOGRAPHICS

ATTENDANCE

2 nd Annual CALGARY	4 th Annual MILTON	New to 2022 BURNABY	New to 2022 EDMONTON
80,000 +	100,000 +	Est. 90,000 +	Est. 75,000 +

Due to high ticket demand,
7 additional event days added in 2021

Due to high ticket demand,
16 additional event days added in 2021



ONLINE ENGAGEMENT

- 800,000 website visits between July – October
- 5 Month Online Ad Campaign
- 10 million Social Media Impressions
- 7% Engagement Rate (compared to the industry standard of 2%)
- 5200 Average organic reach on Facebook and Instagram

MEDIA



“Anyone who has ever carved a pumpkin will appreciate the ones on display at Pumpkins After Dark”



“Pumpkins After Dark – a one-of-a-kind event featuring more gourds that you could bake, carve or bash in an entire lifetime”



“Pumpkins After Dark is the perfect, all ages way to celebrate the Halloween season”

Other media mentions:



AND MORE!

2021 TOP TO-DO LISTS:

- Halloween events in Calgary – *Visit Calgary*
- Top 8 best family-friendly Halloween event in Calgary – *The Daily Hive*
- Top ten things to do this September – *Curiosity*
- Top 10 Halloween date nights – *The Daily Hive*
- Top 5 things to do Halloween Weekend – *The Calgary Herald*
- Date ideas this fall – *To Do Canada*
- Top ten things to do this October – *Curiosity*
- Halloween attractions in Alberta – *To Do Canada*

PARTNER OPPORTUNITIES

CUSTOM PACKAGES AVAILABLE, CONTACT US TO CREATE THE PERFECT PACKAGE FOR YOUR BUSINESS & BRAND



Presenting Sponsor \$100,000

THE HIGHEST LEVEL OF SPONSORSHIP

INCLUDES:

- Logo placement anywhere our logo appears (ie: Pumpkins After Dark presented by...) in all media campaigns, press release, website, and onsite branding.
- Social media promotion
- Inclusion in newsletter (30,000+ database)
- Onsite branding and PR
- Branded large pumpkin sculpture created by Pumpkins After Dark
- Media night invitation
- Optional activation area
- 50 complimentary tickets



Activation Sponsor Starting at \$1500/day

*Limited spots available. Contact us for custom plans

PUT YOUR PRODUCT DIRECTLY IN THE HANDS OF OUR ATTENDEES

INCLUDES:

- 10x10 activation area at event
(All materials provided by sponsor)
- Sampling opportunity
- Onsite branding and PR
- Social media promotion

ALL EVENT DAY PACKAGE AVAILABLE

1 Location: \$25,000 | 2 Locations: \$45,000

3 Locations: \$60,000 | 4 Locations: \$75,000



Ticket Sponsor \$20,000

TICKET BRANDING

INCLUDES:

- Branding of all online tickets
- Logo placement on website
- Inclusion in newsletter (30,000+ database)
- Social media promotion (ticket contest/giveaways)
- 20 complimentary tickets



Supporting Sponsor \$3000

SHOWCASE YOUR BRAND HASSLE FREE

INCLUDES:

- Website and onsite logo placement all event days
- Branded small pumpkin sculpture created by Pumpkins After Dark
- Inclusion in newsletter (30,000+ database)
- 10 complimentary tickets



For more information, contact:

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