



Last year, an estimated 3,000 people showed up for the first annual event and we are expecting more than that this year! We suggest you have more candy on hand than you think you need!

Target Market: Families with young children

Date: Thursday, October 31

Time: 6:00-8:00 pm

Purpose: to create a safe, fun, and family-friendly entertainment destination in downtown NPR

Elements:

- Participating downtown businesses offering candy to kids and families
- Printed map of each participating business
- Special hashtag for social media marketing
- 'Halloween safety, free glow sticks, safety tips, stickers, etc. (NPR PD/FD)
- NPR Art Scene interactive art photo ops & pumpkin painting
- Full page advertisement Tampa Bay Times Market Link, 40,000 distribution in West Pasco

FREE

- Your FB page events added to the community page of events
- Posters and other promotional material for your business

\$250

- Your FB page events added to the community page of events
- Posters and other promotional material for your business
- Your location featured on route map in full page Times Ad
- Logo on all printed promotional material
- 3.66"x1.7625" sized feature spot in the Times full page Market Link, 40,000 dist. West Pasco

\$500

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- Your FB page events added to the community page of events
- Posters and other promotional material for your business
- Included in all media releases
- Your location featured on route map in full page Times Ad
- Logo on all printed promotional material
- 2 social media event ads that feature your logo and mention
- 3.66"x3" sized advertisement in the Times full page Market Link, 40,000 dist. West Pasco

\$1000

- Your FB page events added to the community page of events
- Posters and other promotional material for your business
- Included in all media releases
- Your location featured on route map in full page Times Ad
- Logo on all printed promotional material
- 3 social media event ads that feature your logo and mention
- 11" x1.5" sized advertisement in the Times full page Market Link, 40,000 dist. West Pasco

\$1500 Presenting Sponsor

- Your FB page events added to the community page of events
- Posters and other promotional material for your business
- Your location featured on route map in full page Times Ad
- Included in all media releases as the presenting sponsor
- Logo placement as presenting sponsor on all printed promotional material
- 4 social media event ads that feature your logo and mention
- 11" x 1.5" sized advertisement, above the fold, in the Times full page Market Link, 40,000 dist. West Pasco



Target Market: Adult Halloween party-goers, costume lovers, free spirits, young(ish), young-at heart, urban types

Date: Saturday, October 26

Time: 8:00pm - 2:00am

Purpose: to attract people from surrounding areas to downtown and continue creating a “scene” that people want to be part of.

Overview:

- Participating bars & restaurants offer food/drink specials, host costume contests or fun party games, live music, etc.
- NO street closures
- Half page advertisement in Tampa Bay Times Pasco weekend section, 40,000 distribution across Pasco
- Posters/Flyers
- Facebook & IG ads targeted to Bay area market
- Special hashtag for social media marketing

FREE

- Your FB page events added to the community page of events
- Posters and other promotional material for your business

\$250

- Your FB page events added to the community page of events
- Posters and other promotional material for your business
- Included in all media releases
- Logo on all printed promotional material
- 2 social media event ads that feature your logo and mention
- 3.66” x 2.0125” sized advertisement in the Times Pasco Weekend edition, 40,000 dist. Pasco County

\$500 (Presenting)

- Your FB page events added to the community page of events
- Posters and other promotional material for your business
- Included in all media releases as the presenting sponsor
- Logo placement as presenting sponsor on all printed promotional material
- 4 social media event ads that feature your logo and mention
- 11" x 1.5" sized advertisement in the Times Pasco Weekend edition, 40,000 dist. Pasco County

Promotion for both events included begins on September 15 and will run for 6 weeks, plus follow up media releases with photos.

Marketing Overview- 6 Week Campaign

Full page Trick or Treat ad in Tampa Bay Times Market Link edition (40,000 West Pasco distribution)
Half Page NPR After Dark ad in Tampa Bay Times Pasco Weekend Edition (40,000 Pasco distribution)
Media releases prior to, and after each (NPR After Dark, Trick or Treat)
Targeted Facebook/Instagram ads and promotion from an established page with over 4,000 organically obtained and engaged followers
Printed maps & posters
Online calendars
Professional Photographers
Managed by an experienced and dedicated team with proven results

Total cash value of this campaign = \$7, 680

Have questions, need us to pick up a check? Call, text, or email Lia 727.385.5375 or lia@rocktheboatfl.com

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