



HIGHBALLHALLOWEEN

YOU ARE WHAT YOU WEAR

2024 SPONSOR MENU

AN EVENT OF



EVENT OVERVIEW

HighBall Halloween is the nation's most extravagant costume party. Staged in the fashion capital of Columbus, this yearly event for the Halloween season bridges runway style with the culture of the Short North Arts District.

Now entering its 17th year, HighBall Halloween has grown into what Fox News called "the single most elaborate Halloween event in the country" and what USA Today declared "one of the nation's top ten Halloween costume parties."



Photo By: Tony Bentivegna



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HighBall Halloween 2024 will take place on Saturday, October 26. This year's event will be located outdoors at N. High St. and Goodale St.

ATTENDANCE & DEMOGRAPHICS

In the past, HighBall Halloween has filled the streets in the Short North Arts District each year with over 15,000 attendees throughout the evening. Attendees range from Columbus locals to regional visitors and include attendees of all ages.

This year, as is being experienced by other local events, we're anticipating crowd larger and more engaged than ever before.

WHAT THE EVENT SUPPORTS

HighBall Halloween not only showcases stunning performances along with the very best local and regional fashion and design talent, but it also helps to support the work of the Short North Alliance, a 501(c)3 non-profit organization serving the property owners, businesses, and residents of the Short North Arts District.



By supporting HighBall Halloween, you are also supporting:

- **Community Well-Being Initiatives** that nurture the Short North Arts District as a vibrant, creative, and inclusive community and leading arts destination, including:
 - Inclusion, Diversity, Equity and Access (I.D.E.A.) Initiatives
 - Safety Programs and Resources
 - Short North Good Neighbor Pledge Program
- **Critical Business Support and Advocacy** for our Short North Arts District businesses – such as the development of the Short North I.D.E.A. Council and Small Business Advisory Council.
- **Cleaning and Beautification Programs** that preserve and enhance the neighborhood
- **New Public Art Projects** throughout the District that employ local artists and enrich the culture of the Short North Arts District
- **Creative Promotions & Events** that bring our community together and attract business for the District's independently-owned art galleries, retailers, restaurants, cafes, and more – including Gallery Hop, Holiday Hop, and more.



Photos by: Tony Bentivegna, and Jerri Shafer



Designer: ?????
Photo: Tony Bentivegna

SUPPORT OPPORTUNITIES

There are a number of impactful ways in which businesses can take advantage of unique brand recognition leading up to, and at HighBall Halloween. Customized opportunities are always available. Below are initial options specific to our 2024 event.

HOUSE OF HIGH

Presenting Sponsor (Exclusive)



- “HighBall Halloween presented by YOUR NAME” Name/logo referenced wherever event mentioned/appears
- Signage throughout site
- Opportunity to address audience
- Verbal, Digital, Print Logo recognition (Top Sponsor Position), including recognition in all social media, web, email, environmental branding, and print ads/materials and in announcements at event.
- On-site space to engage with attendees
- Spooky Suite, for up to 20 guests. Includes
 - Exclusive private lounge area featuring a tent and courtyard
 - Access to a private bar for Spooky Suite ticket holders only
 - Complimentary food
 - Access to the HighBall Halloween VIP party and all its amenities
 - 100 drink tickets
- **50 Additional VIP Tickets**
(includes drink tickets, food, private viewing, bar, and restroom area)



HOUSE OF GOODALE

Main Stage Sponsor (Exclusive)*

- Verbal, Digital, & Print Logo recognition (Logo would appear in 2nd recognition position) and would include recognition in all social media, web, email, environmental branding, and print ads/materials and in announcements at event.
- Referenced as 'The Sponsor Name Stage' in all print, digital, verbal communications; stage signage
- Opportunity to address audience from stage
- Spooky Suite, for up to 20 guests. *(Includes benefits and amenities previously listed)*
- 32 VIP Tickets *(includes drink tickets, food, private viewing, bar, and restroom area)*
- On-site space to engage with attendees



HOUSE OF BUTTLES

- Costume Couture Fashion Show (Exclusive)*
- VIP Party Sponsor (Exclusive) **

- Verbal, Digital, & Print Logo recognition (Logo would appear in 3rd recognition position) and would include recognition in all social media, web, email, environmental branding, and print ads/materials and in announcements at event.
- Referenced as 'The Sponsor Name Costume Couture Fashion Show' in all print, digital, verbal communications; stage signage; opportunity to address audience from stage*
- Referenced as 'The Sponsor Name VIP Party' in all print, digital, verbal communications; tent signage & decor;
- Spooky Suite, for up to 20 guests. *(Includes benefits and amenities previously listed)*
- 24 Additional VIP Tickets *(includes drink tickets, food, private viewing, bar, and restroom area)*
- On-site space to engage with attendees

* = Matches specific sponsor opportunities with specific benefits at levels where multiple opportunities are available
(Multiple) = Opportunity open to multiple sponsors



Photos by: Jerri Shafer, and Tony Bentivegna

HOUSE OF LINCOLN

- Admission Wristband Sponsor (Exclusive)*
- Public Costume Contest Sponsor (Exclusive)**
- Food Court Sponsor (Exclusive)***

- Verbal, Digital, & Print Logo Recognition
- On-site space to engage with attendees
- 16 VIP Tickets
(includes drink tickets, food, private viewing, bar, and restroom area)
- Branding of all HB24 Admission Wristbands Beverage Exclusivity per category*
- Referenced as 'The Sponsor Name Public Costume Contest' in all print, digital, verbal communications; stage signage; opportunity to address audience from stage; opportunity to judge contest; signage/branding at sign up tent; optional gift for contestants/winners**
- On-Site Signage including branded vinyl stickers on all cabaret tables***

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 (Multiple) = Opportunity open to multiple sponsors

\$15,000



HOUSE OF HUBBARD

- Experience Sponsor (Multiple)*
- Official Transportation Sponsor (Exclusive)**
- Headline Performance Sponsor (Exclusive)***
- Beverage Category Sponsor (Exclusive)****
- Bar Sponsor (Multiple)*****
- Entrance Sponsor (Multiple)*****

- Verbal, Digital, & Print Logo Recognition
- On-site space to engage with attendees
- 8 VIP Tickets (*includes drink tickets, food, private viewing, bar, and restroom area*)
- Referenced as 'The Sponsor Name Experiential Zone' in print, digital, verbal communications*
- Referenced as 'Parker Louis and Friends Presented by Sponsor Name**
- Named the Official Transportation of HB24, referenced in all media interviews***
- Named the Official Category Beverage of HB24, referenced in all communications****
- Referenced as the 'Sponsor Name Bar' in all communications*****
- Referenced as the 'Sponsor Name Entrance' in all communications*****
- Opportunity to give collateral/swag at Entrance*****



HOUSE OF VINE

- Volunteer Sponsor (Exclusive)*
- Transit Partner (Multiple)**
- Hotel Partner (Multiple) ***
- Accessibility Partner (Multiple)

- Verbal, Digital, & Print Logo Recognition
- On-site space to engage with attendees
- 4 VIP Tickets (*includes drink tickets, food, private viewing, bar, and restroom area*)
- Branding of Volunteer Spaces and on Volunteer Credentials*
- HB24 Promotion/Drop Zone**
- HB24 Room Package***

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SOCIAL MEDIA REACH



46K+



48.9K+



69.9K+



32.6K+



63K+

SHORT NORTH ALLIANCE AND HIGHBALL HALLOWEEN
SOCIAL MEDIA CHANNELS, SUBSCRIBERS, AND WEBSITES



HIGHBALLHALLOWEEN

YOU ARE WHAT YOU WEAR

FOR MORE INFORMATION AND QUESTIONS

Contact Director of Advancement, Johnny Riddle,
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