



# HIGH BALL HALLOWEEN

YOU ARE WHAT YOU WEAR

## 2023 SPONSOR PROSPECTUS

SATURDAY, OCTOBER 28 | 4 PM - 12 AM

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 16th year, HighBall Halloween has grown into what Fox News called "the single most elaborate Halloween event in the country" and what USA Today called "one of the nation's top ten Halloween costume parties."



Photo By: Luther Tyson



Photo By: Randall Schieber

**HighBall Halloween 2023 will take place on Saturday, October 28. 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 adults 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, Abbey Leising, Larry Hamill Photography, Dave Toth Photography



Designer: Steve Puhl and Que Jones



Designer: Rachel Katz



Designer: Xantha & Steve



## SOCIAL MEDIA REACH



**44.9K+**  
FOLLOWERS



**45.9K+**  
FOLLOWERS



**70.2K+**  
FOLLOWERS



**15K+**  
SUBSCRIBERS



**63K+**  
UNIQUE  
VISITORS

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,  
at [Johnny@ShortNorth.org](mailto:Johnny@ShortNorth.org) or 614-299-8050