



HIGH BALL HALLOWEEN  
YOU ARE WHAT YOU WEAR

# SPONSOR PROSPECTUS

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# EVENT OVERVIEW

HighBall Halloween is the nation's most elaborate 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 18th 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."



HighBall Halloween 2025 will take place on Saturday, October 25. This year's event will be located outdoors on N. High St., between Goodale St. and Nationwide Blvd.



## 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.
- 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 Short North's independently-owned art galleries, retailers, restaurants, cafes, and more – including Gallery Hop, Holiday Hop, and more.





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# SOCIAL MEDIA + COMMUNICATIONS REACH



48.7K



37K



21K



27K





**CONTACT DIRECTOR OF ADVANCEMENT JOHNNY RIDDLE TO DISCUSS  
CREATING A CUSTOM SPONSORSHIP THAT MEETS YOUR GOALS.  
EMAIL JOHNNY AT [JOHNNY@SHORTNORTH.ORG](mailto:JOHNNY@SHORTNORTH.ORG) OR CALL  
614.299.8050.**