

**KXXO's request for promotional support of the Downtown Halloween promotion: October 31, 2019**

***KXXO is requesting \$500 from the PBIA in support of the Downtown Halloween Promotion. That will provide the PBIA with a full name sponsorship of the event, including mentions in all advertising and promotion of the event.***

Started in 2009 by a coalition of Downtown merchants, this will be the 11th year that Downtown Olympia has been a great place for kids to Trick or Treat in Olympia. The event has been extremely successful in bringing families into the Downtown core to visit business or all types, growing in popularity every year (even though one year hail cut down the number of visitors, we still attracted any number of wet kids and parents who preferred running from lighted businesses with awning to awning to wet neighborhood driveways) and showing off Downtown as a safe and family friendly environment!

The event is now organized by **KXXO Mixx96.1** with **Archibald Sisters** and **The Mailbox** and includes the participation of about 70 downtown merchants each year. The merchants make up the trick-or-treat locations and many of them provide prizes for the drawings at the conclusion of the event.

**How the event works:** Children and the parents are invited to come to Downtown Olympia from 3 -6 pm on October 31st. They are given maps of participating locations and can visit each to be given candy and entry forms for a drawing with multiple prizes provided by participating merchants. Participating merchants are given poster and maps to post promoting the event, a pumpkin-shaped container full of candy, entry forms helium balloons and a them-ed item to display in their business. (A few merchants do not give out candy and provide alternate items) Families collect candy and entry forms, deposit them in a giant bowl at Archibald Sisters and winners are drawn at 6:30pm. (They need not be present to win.)

**The event is designed to draw families with younger children downtown.** It ends early so older kids can still trick or treat in their neighborhoods and parents can get to evening parties. It is also designed to bring families into Downtown as a safe and friendly environment and get to know the layout and various shops, restaurants and services located in Downtown Olympia. They do come back and many take their kids to eat that evening filling local restaurants.

**KXXO provides:**

- Advertising: On-air, web and social media advertising (on air commercials totaled 2016 \$4,400, 2017 \$4,320 and 2018 \$6,840)
- Contracts and pays for design of an annual logo Poster and maps (by local artist Chelsea Baker for the past 5 years)
- Prints and distributes posters, maps and entry forms and other collateral
- Purchases balloons and 400lbs + of Halloween candy and pumpkin shaped containers
- Signs up locations who pay a fee from \$75 to \$125 to be listed on all the maps and collateral and mentioned in on-air advertising and receive all the promotional material for the event. This includes posters, balloons, entry forms, candy, etc.
- Distribute all the promotional materials to the locations and has a team of staff and volunteers who keep their candy bins re-filled throughout the event!