



PBIA Advisory Board

Downtown Halloween Promotion Sponsorship Request

Agenda Date: 9/18/2019
Agenda Item Number: 6.B
File Number: 19-0836

Type: decision **Version:** 1 **Status:** Passed

Title

Downtown Halloween Promotion Sponsorship Request

Recommended Action

Move to sponsor the Downtown Halloween Promotion with \$500

Report

Issue:

Whether to sponsor the Downtown Halloween Promotion with \$500 of the remaining \$4,500 event sponsorship budget.

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

David Rauh, Executive Director, KXXO Mixx96

Background and Analysis:

Each Halloween families are invited downtown to trick or treat. Organizer KXXO is seeking PBIA's sponsorship of the event. In exchange for sponsorship, the PBIA receives full name sponsorship of the event, including mentions in all advertising and promotion of the event.

PBIA has sponsored the event in 2014, 2015, and 2018.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Move to sponsor the Downtown Halloween Promotion with \$500 of Marketing-Events budget.
2. Move to sponsor the Downtown Halloween Promotion with an amount other than \$500 of Marketing-Events budget.
3. Do not sponsor the Downtown Halloween Promotion at this time.

Financial Impact:

Type: decision **Version:** 1 **Status:** Passed

PBIA allocated \$7,000 of its marketing budget for event sponsorships in 2019. Events already sponsored are The Bridge Music Project (\$2,000) and the PRIDE festival (\$500). There remains \$4,500 in the Event Sponsorship budget.

Attachments:

Promotion Description