

# HALLOWEEN ON LINCOLN ROAD

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SPONSORSHIP KIT  
2010

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# WELCOME

We are pleased to present the 2010 Media/Sponsorship Kit for  
Lincoln Road's Legendary Annual  
**HALLOWEEN WEEKEND EXTRAVAGANZA**  
from October 29th – October 31st 2010.

This kit details a multitude of **SPONSORSHIP OPPORTUNITIES** designed to establish a strong presence for your brand amongst the thousands of attendees at Lincoln Road's Halloween weekend. By securing a Lincoln Road Halloween Sponsorship, one of the most well-recognized locations in the world, Lincoln Road will be your brands exclusive location for the weekend, heightening the exposure of your brand to an audience of upscale locals and tourists visiting Lincoln Road on Halloween night. Moreover, potential media coverage (local, national, and international) will project your brand to a vast audience.

We look forward to an **UNFORGETTABLE HALLOWEEN WEEKEND!** Secure your sponsorship today! For more information, contact Howard R. Miller Communications at 305-573-0882. Customized sponsorship programs can also be designed to meet your specific needs.







## ABOUT LINCOLN ROAD

Similarly to Fifth Avenue or Rodeo Drive, the iconic **LINCOLN ROAD** is the essence of sophistication in Miami Beach. Visitors, shoppers and celebrities are free from the hustle and bustle of life, as Lincoln Road is closed for pedestrian use, leaving only the buzz of casual conversation, the soothing sounds of flowing water from nearby fountains, and the **SIGNATURE MIMO ARCHITECTURE**, inspiring all those who are entranced by the brilliant stretches of greenery, art, and people watching that has remained impervious to time. Local residents and tourists stroll along this fashionable strip, lined with boutique and designer shops, fine dining and bistro cafes, and the stunning architectural designs of Morris Lapidus, the famed architect of the **FONTAINEBLEAU** and **EDEN ROC** Hotels.

This year will mark the **50TH ANNIVERSARY** of Morris Lapidus' "mod," pedestrian redesign and today Lincoln Road continues to evolve. New luxury retail stores, galleries, and dynamic restaurants and clubs continue to be built, from its east end at the Ritz-Carlton Hotel on Collins to the recent block-long expansion west to Alton Road with the signature I I I I building and magnificent geometric paved black and white stone plaza. The continuing beautification of the blocks to the east between Washington and Collins Avenues will fuse the East and West sides of Lincoln Road, allowing visitors of the New World Symphony performance hall, Convention Center and Collins Avenue to take pleasure in all that Lincoln Road has to offer and a **CULTURAL DESTINATION** with few peers around the globe.

# SPONSORSHIP OPPORTUNITIES

## ABOUT THE HALLOWEEN EVENT

**EACH HALLOWEEN**, Lincoln Road is transformed into a magical **FANTASY** setting with thousands of amazing, costumed, stylish locals and global tourists, delighted to take part in the variety of activities offered on the fabled Lincoln Road destination. This year, Lincoln Road will host a wealth of exciting activities throughout the 2010 Halloween Weekend in anticipation of **ALL HALLOW'S EVE**. From engaging shows along this historic strip to events hosted by Lincoln Road's fabulous and diverse venues, the 2010 Halloween Extravaganza will give locals, tourists, and onlookers at chic cafes and bistros along Lincoln Road, a cause to celebrate the most entertaining live Halloween show they have ever experienced.

**DAYLIGHT** on Halloween Sunday will begin with trick or treating children, who will gather sweets in their pillowcases from Lincoln Road storefronts. Clowns, magicians, and stilt walkers will line the streets to entertain, while shoppers and restaurant guests from this luxury paradise will watch as little princesses and goblins roam the Lincoln Road strip.



When **NIGHT** begins to set on Miami, the road will fill with thousands of revelers, prepared for a whimsical night long entertainment event of live music, costume parties, great food, shopping and people watching. With numerous stages across the length of Lincoln Road, every corner of the strip will be filled with the sound of **LIVE MUSIC**. The legendary **COSTUME CONTEST**, held on the main stage, will announce the best three costumes of the night, each winner receiving a great prize for their dynamic creativity. With exciting events lasting over three days and throughout the nights, visitors will stay well past the stroke of midnight to experience Lincoln Road's Halloween Spectacular unlike any other.



# SPONSORSHIP OPPORTUNITIES

## BENEFITS TO SPONSORS

**LINCOLN ROAD'S** 2010 Halloween weekend events will provide your business with the exclusive opportunity to uniquely brand your company to thousands of local residents and tourists. The Lincoln Road Marketing Association Halloween Sponsorship packages were created to provide your company with profitable response rates and increased brand awareness and media coverage. Each package is designed to increase the visibility of your brand to over 50,000 upscale, sophisticated visitors. We will also customize a sponsorship package that fits your specific needs to achieve the results you desire.



### Aggressive Pre-Marketing

*An integrated pre-marketing program includes press releases, online coverage, newsletter inclusions, banner advertising, dedicated mail, and social media timeline to ensure effective brand placement.*

### Advertising

- Newsletter logo inclusion and event (calendar) feature
- Facebook, Linked In, Twitter
- Television and print coverage

### Marketing Materials

- Website
- Newsletters

### Pre-Public Relations

- Press releases about participants/activities
- Features on NBC, CBS, WPIX 11, NY 1 and Telemundo



# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

25K

As the **TITLE SPONSOR**, your company will have unlimited exposure over the course of this legendary weekend with local, national, and international branding opportunities, earning maximum exposure for your brand. It is the ultimate and exclusive marketing opportunity at Lincoln Road's Halloween Weekend Extravaganza. Your company will have brand positioning before, during, and after the 2010 Lincoln Road Halloween Weekend Extravaganza.

- Presenting Sponsor Placement on the three main stages on Lincoln Road during the Halloween event
- Presenting Sponsor Product Stations throughout the Lincoln Road strip
- Presenting Sponsor Banner Placement throughout Lincoln Road
- Permission for Presenting Sponsor team presence on the strip as well as in all bars, clubs, and restaurants on Lincoln Road
- Presenting Sponsor Placement on all on-location posters
- 20 Complimentary VIP Attendee Passes
- Presenting Sponsor Placement on all pre and post marketing materials
- Presenting Sponsor Placement in the Lincoln Road Marketing Association Newsletter
- Presenting Sponsor name on local, national, and international press campaign



# —OFFICIAL SPONSOR—

15K

*As an Official Sponsor, you will be the exclusive advertiser amongst your market providing your company with maximum and direct exposure for your brand.*



- Official Sponsor Placement on the three main stages on Lincoln Road during the Halloween event
- Official Sponsor Product Stations throughout the Lincoln Road strip
- Official Sponsor Banner Placement throughout Lincoln Road
- Permission for Official Sponsor team presence on the strip as well as in all bars, clubs, and restaurants on Lincoln Road
- Official Sponsor Logo Placement on all on-location posters
- 10 Complimentary VIP Attendee Passes
- Presenting Sponsor branded VIP lounge
- Official Sponsor Logo Placement on all pre and post marketing materials
- Official Sponsor Logo Placement in the Lincoln Road Marketing Association Newsletter

# SPONSORSHIP OPPORTUNITIES



## MEDIA SPONSOR

5K

- Supporting Sponsor Logo Placement on all on location posters
- Supporting Sponsor Logo Placement on three main stages on Lincoln Road during the Halloween event
- Permission for Official Sponsor team presence on the Lincoln Road strip

# SPONSORSHIP OPPORTUNITIES

## SUPPORTING SPONSOR

5K

- Supporting Sponsor Logo Placement on all on location posters
- Supporting Sponsor Logo Placement on three main stages on Lincoln Road during the Halloween event
- Permission for Official Sponsor team presence on the Lincoln Road strip







## CONTACT Us



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