



# CITY OF MOORPARK

PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT

## CITY COUNCIL

**Janice S. Parvin**  
Mayor

**Dr. Antonio Castro**  
Councilmember

**Chris Enegren**  
Councilmember

**Daniel Groff**  
Councilmember

**David Pollock**  
Councilmember

## CITY MANAGER'S OFFICE

**Troy Brown**  
City Manager

**PJ Gagajena**  
Asst. City Manager

## RECREATION DIVISION

**Jeremy Laurentowski**  
Parks & Recreation Director

**Stephanie Anderson**  
Recreation Services Manager

**Michael Ramirez**  
Recreation Supervisor

**Victoria Peterson**  
Recreation Coordinator II

**Lora Carrillo**  
Recreation Assistant II



To: Community Supporters

Re: Haunted High Street  
Sponsorship & Marketing Opportunities

On October 31, 2021, the City of Moorpark Recreation Division will host the return of its annual Halloween event, *Haunted High Street*. The event, which will be organized in partnership with local business owners, community volunteers and service organizations, will feature fun and safe opportunities for children to celebrate Halloween amidst the COVID-19 pandemic. Activities include a carnival with games & attractions, arts and crafts, a DJ dance party, haunted house, and a Trunk-or-Treat.

Thank you for taking the time to review our attached Haunted High Street Sponsorship and Marketing Opportunities packet. As always, any level of support is greatly appreciated.

Sincerely,

Michael Ramirez  
Recreation Supervisor  
mramirez@moorparkca.gov  
(805) 517-6303

PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT

# HAUNTED HIGH STREET SPONSORSHIP & MARKETING OPPORTUNITIES

HALLOWEEN NIGHT - OCTOBER 31, 2021

## Headstone Sponsor - \$1,000 (limited availability)

- Half-page Advertisement in Moorpark Newsletter & Recreation Guide\*
- Recognition as a Headstone Sponsor in All Event Press Releases, Email Blasts and Social Media Campaigns
- Top Level Inclusion on All Event Promotional Material (excludes banners)
- Special Activity Recognition (e.g. Photo Opportunity sponsored by "your name here.")

## Enchanted Sponsor - \$500

- Quarter page advertisement in Moorpark Newsletter & Recreation Guide\*
- Recognition as an Enchanted Sponsor in All Event Press Releases, Email Blasts and Social Media Campaigns
- Business Name Listing on All Event Promotional Material (excludes banners)

## Broomstick Sponsor - \$250

- Recognition as a Broomstick Sponsor in All Event Press Releases, Email Blasts and Social Media Campaigns
- Business Name Listing on All Event Promotional Material (excludes banners)

## In-kind Sponsor

- Become an In-kind sponsor by donating goods or services to enhance the event. Examples include bounce houses, contest prizes, and professional services (balloon artists, face painting, etc.) Sponsorship benefits for in-kind donations are negotiated on a case-by-case basis.



\* Distribution approximately 13,000. May use value of advertisement as credit toward larger size ad.

# HAUNTED HIGH STREET SPONSORSHIP AGREEMENT FORM

Sponsorship Level:  Headstone  Enchanted  Broomstick  In-Kind

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Sponsor Name (for listing on promotion material): \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

The City shall indemnify, defend (with counsel reasonably acceptable to City) and hold harmless Sponsor and any and all of its employees, officials, contractors, volunteers, and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys' fees and costs, court costs, interest, defense costs, and expert witness fees) arising from participation in the Haunted High Street event, except damages from which the Sponsor is obligated to hold harmless, indemnify, and defend City and its officers, employees, and agents pursuant to the next paragraph.

The Sponsor shall indemnify, defend (with counsel reasonably acceptable to City) and hold harmless the City, and any and all of its employees, officials, contractors, volunteers, and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys' fees and costs, court costs, interest, defense costs, and expert witness fees) arising in whole or in part from participation in this event.

Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

*Certain in-kind Sponsors may be required to provide proof of liability insurance and sign a separate services agreement.*

## Payment Method:

- Check or money order enclosed (please make checks payable to "City of Moorpark")
- Credit card (a staff member will contact you at the number provided for payment)
- In-Kind Sponsor (Estimated Value of goods or services: \$ \_\_\_\_\_)

*Please complete in-kind donation information sheet on back side of this sheet.*

### Applications may be submitted:

- ◆ *In person at the Arroyo Vista Recreation Center (4550 Tierra Rejada Road)*
- ◆ *Mail (City of Moorpark, Attn: Victoria Peterson, 799 Moorpark Ave., Moorpark CA 93021)*
- ◆ *Emailed to Victoria Peterson at [vpeterson@moorparkca.gov](mailto:vpeterson@moorparkca.gov)*

For questions, additional information, or payment, please call (805) 517-6305.

**APPLICATION DEADLINE:**

**Monday, October 25, 2021\*\***

\*\*Benefits and promotional opportunities may vary depending on commitment date.

# HAUNTED HIGH STREET IN-KIND DONATION INFORMATION FORM

## Item(s) to be donated

Description	Quantity / Fair Market Value
_____	_____/ \$ _____
_____	_____/ \$ _____
_____	_____/ \$ _____
_____	_____/ \$ _____

Item(s) require pick up.

Please list available dates and times for pick-up and pick-up location: \_\_\_\_\_

\_\_\_\_\_

Item(s) require delivery.

Please list available dates and times for delivery: \_\_\_\_\_

\_\_\_\_\_

**If services will be provided, please describe.** Also, please list any needs or requirements (e.g. access to electricity, microphone, table, chairs, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### For Office Use Only

Insurance required  Yes  No Insurance received \_\_\_\_\_ By \_\_\_\_\_  
Date Initials

Agreed upon sponsorship benefits: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Staff Approval: \_\_\_\_\_  
Staff Signature Date