CITY OF MOORPARK

PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT

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Recreation Services Manager

Victoria Kozlowski
Recreation Supervisor

Cody Hosking
Recreation Coordinator

Alicia Peña
Recreation Program Specialist

Jose Martinez Medina
Recreation Program Specialist



To: Community Supporters

Re: Haunted High Street
Sponsorship & Marketing Opportunities

On October 31, 2026, the City of Moorpark Recreation Division will host 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! Activities include a carnival with games & attractions, arts and crafts, a DJ dance party, a Trunk-or-Treat, and more!

Thank you for taking the time to review our attached Haunted High Street Sponsorship and Marketing Opportunities packet. Please feel free to reach out with any questions regarding this event. As always, any level of support is greatly appreciated.

Sincerely,

Victoria Kozlowski
City of Moorpark | Recreation Supervisor
vkozlowski@moorparkca.gov | (805) 517-6306

PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT

HAUNTED HIGH STREET
SPONSORSHIP & MARKETING OPPORTUNITIES

HALLOWEEN NIGHT - OCTOBER 31, 2026

Headstone Sponsor - $1,000 (limited availability)

- Quarter-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

- Business-card sized 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.

PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT

HAUNTED HIGH STREET
SPONSORSHIP AGREEMENT FORM

Sponsorship Level: ☐ Headstone ☐ Enchanted ☐ Broomstick ☐ In-Kind

Contact Name _____ Phone _____

Sponsor Name (for listing on promotional 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 Kozlowski, 4550 Tierra Rejada Rd., Moorpark CA 93021)***
- ***Emailed to Victoria Kozlowski at vkozlowski@moorparkca.gov***

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

APPLICATION DEADLINE:

Monday, October 12, 2026**

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

PARKS, RECREATION & COMMUNITY SERVICES DEPARTMENT

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** _____ (Date) By _____ (Initials)

Agreed upon sponsorship benefits: _____

_____

_____

_____

Staff Approval: _____ (Staff Signature) _____ (Date)