

PUMPKIN NIGHTS

SPONSOR INTEGRATION

CONTACT: KYLIE.EVANS@BIGSLEY.COM



EVENT OVERVIEW

Pumpkin Nights is a product of Bigsley Event House, a leading creator of experiential events including The Color Run and Hall of Breakfast.

Pumpkin Nights was founded in 2016 with a mission to showcase local artists and celebrate the most magical time of the year without the gore and scares.

At Pumpkin Nights, Guests venture along a half-mile walking path where they discover seven fantastical lands, including the Forbidden Pumpkin City and Pumpkin Pirate's Cove, built using over 3,000 artistically hand-carved real and synthetic pumpkins.

The celebration continues with seasonal food and beverages, entertainment, and games in Pumpkin Central, our festival area.



PUMPKIN POTENTIAL

- 🎃 Custom brand activations
- 🎃 On-site signage + branding
- 🎃 Pumpkin land ownership
- 🎃 Consumer connection + lead generations
- 🎃 Samples + advertising throughout
- 🎃 In-festival announcements + giveaways
- 🎃 Social impressions and engagement

WHY PARTNER?

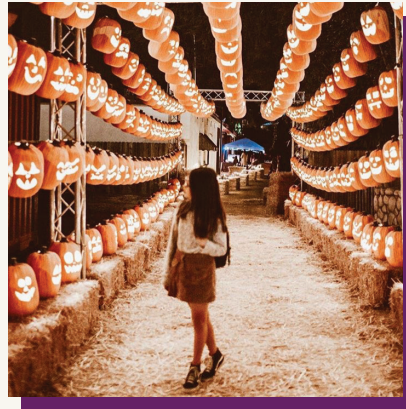
- 🎃 Family-friendly with millennial demographic
- 🎃 National brand exposure
- 🎃 Massive social media influencer reach
- 🎃 Social media engagement before, during, and after event
- 🎃 Over 100% year over year attendance growth since our first event in 2016



@hellofashionblog
1m+ Followers



@maddieperry123
164k+ Followers



@mommydiary
212k+ Followers

SOCIAL

PumpkinNights.com
@PumpkinNightsFest



100K+ Followers



69.5K+ Followers



Pumpkin Nights' Salt Lake City debut was an impressive display of carved gourds, entertainment and sites just spooky enough to cause intrigue and not fright.

-SALT LAKE TRIBUNE

One thing's for sure: you'll end up with plenty of Instagrammable memories from this magical Halloween-themed night.

-ONLY IN YOUR STATE

TOTAL ATTENDEES

270,000+

AVERAGE DAILY ATTENDANCE

3,000

2 LOCATIONS:

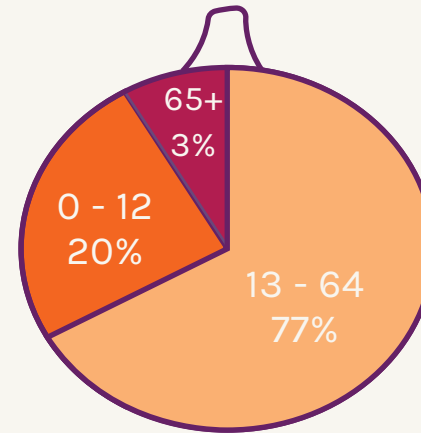


Dallas, TX



Austin, TX

PARTICIPANT DATA



AGE DEMOGRAPHIC



40%

60%

2019 DATES

Set up: Mid-September

Festival: 45 days total

Late September - first weekend in November

Hours: 5:30 PM - 10:30 PM

Closed on Halloween



INVEST

Whether you are a national company looking for creative marketing or a local company seeking to increase your brand exposure, Pumpkin Nights is the perfect place to begin.

At each event, you will be exposed to an average of 50,000 to 70,000 enthusiastic guests.

CONTACT

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