



Hello Neighbor!

The River Park would like to invite you to be part of our first annual Trail of Terror at the Lakeside's River Park Conservancy. This haunted trail will be like no other in San Diego and will feature a return to the old west where a ghost town comes back to life. Will you make it out alive?

### The Event

Lakeside's River Park Conservancy's Haunted Trail is a new event to Lakeside where we will invite our community out for a Halloween Haunted Trail experience along a portion of the San Diego River trail. This is our first year holding this event, and we hope that the unique nighttime experience of our trail and river park will garner new interest in the area and our cause. The event, scheduled for **Friday, October 25, 2019**, and **Saturday, October 26, 2019**, will bring our community together while raising awareness for the San Diego River Trail.

### The Cause

The proceeds of this fundraiser will help us get one step closer to the overall goal of being part of the 52-mile San Diego River Trail that will one day extend from the mountains of Julian to the sea at Ocean Beach. The Lakeside's River Park Conservancy is a 501(c)3 non-profit organization with the mission to preserve and restore the biological integrity and beauty of the San Diego River while integrating recreational, educational and cultural opportunities for our community.

### We Need Your Support! Become an Event Sponsor:

It's the generous support of local businesses that allows for our event's success. Event sponsorship opportunities range from \$50 to \$2,500. Your contribution will help restore the river and show the community that your company cares! In addition to cash sponsorship we

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appreciate in-kind donations. We need in-kind products such as food, refreshments, raffle items, water bottles, glow sticks and more!

### Something new and different!

In addition to the standard perks of being a sponsor, we have a new opportunity for you. Along the heart of the Trail of Terror will be an Old Western Town that attendees must pass through. *Each sponsor of \$250 or more will receive the option to put their business name on a set piece.* Set piece options include: Saloon, General Store, Jail, Feed Shop, Schoolhouse, Undertaker, Pony Express, Goldmine, Blacksmith, Buggy Repair, inn/tavern, and no town can be complete without an Outhouse! For most set pieces there will only be one of each and selection is on a first come, first served basis, so please don't delay in selecting your favorite piece today! Your business name will be artistically written in the old style by our painters. If you would prefer to paint your own signage for the set piece, we can work with you. Our set pieces are still being built, but to give you an idea of how they will look, take a gander at this sample:



\*Sample set pieces

We hope you join us as sponsor, vendor or even participate in the event! For questions, please contact Alisha Curtin at [Alisha@LakesideRiverPark.org](mailto:Alisha@LakesideRiverPark.org) or 619-443-4770.

**ALISHA CURTIN**

Lakeside's River Park Event Coordinator  
[Alisha@lakesideriverpark.org](mailto:Alisha@lakesideriverpark.org)  
619-443-4770

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# Trail of Terror! at Lakeside's River Park 2019

## SPONSORSHIP BENEFITS

- at a Glance -

2019 Benefits by Sponsor Level	Golden Ghost \$2,500	Bronze Pumpkin \$500	Scary Skeleton \$250	Spooky Sponsor \$100	<u>BOO</u> th Space \$50/\$75	Product Donation
Presenting Sponsor	✓	-	-	-	-	-
Logo on Print Advertisements	✓	✓	✓	✓	-	-
Logo on Web Advertisements	✓	✓	✓	✓	✓	✓
Logo on Social Media	✓	✓	✓	✓	✓	✓
Booth Space	✓	✓	✓	✓	\$50 for 1 night/\$75 for both nights	-
Your Business Name/logo on a SET BUILD	1	1	1	-	-	-
Complimentary Tickets	15	8	4	½ price (up to 8)	½ price (up to 4)	½ price (up to 4)

**Trail of Terror** at Lakeside's River Park Conservancy  
**1st Annual Haunted Trail**  
Friday and Saturday, October 25 & 26, 2019 – San Diego River Trail

**SPONSORSHIP AGREEMENT**

Company Name: \_\_\_\_\_  
*(Exactly as it should appear in print)*

Description of business \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Address \_\_\_\_\_

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

Email \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

**Sponsorship Level** (Check appropriate box)

- Golden Ghost: \$2,500 (includes your business name on a set piece of your choice)
- Bronze Pumpkin: \$500 (includes your business name on a set piece of your choice)
- Scary Skeleton: \$250 (includes your business name on a set piece of your choice)
- Spooky Sponsor: \$100
- Booth Space (circle one): \$50 per night (Friday or Saturday)  
\$75 for both nights

**In-Kind Sponsorship**

In-kind donation  
Please describe products/service to be donated: \_\_\_\_\_ In-Kind Value: \$ \_\_\_\_\_

**Payment**

- Check enclosed payable to Lakeside's River Park Conservancy (Federal Tax ID #91-2156461)
- Payment will be sent upon receipt of emailed invoice

X \_\_\_\_\_  
*Signature of Company Representative* *Date*

Sign and return via any of these three methods:  
Mail to LRPC, 12108 Industry Rd, Lakeside, CA 92040  
Fax completed form to 619-443-4740  
Email Alisha Curtin at Alisha@LakesideRiverPark.org