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**From:** Bill Lamey, P.Eng.  
Event Chair

**Date:** July 14, 2021

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**SUBJECT: Request for Sponsorship for the 2021 Fredericton Halloween Festival**

Happy Halloween! OK... We admit it is a little early to be saying that, but our organizing committee is hard at work for the 1<sup>st</sup> Annual Fredericton Halloween Festival (or “Fredericton Fright Fest” or “Freddy Fright Fest”).

For more than a decade the *Engineers and Geoscientists Fredericton* and *Ambulance New Brunswick* have sponsored and hosted wildly successful Halloween events (APEGNB Haunted Tour in support of the Charlotte Street Arts Center and ANB Nightmare on Smythe Street). This year, we’re joining forces with other partners to create a Halloween themed street festival in downtown Fredericton. This not for profit event will raise money for many worthwhile non-profit organizations in the area.

**Our goal continues to be to contribute to our community, by scaring the heck out of everyone. We’ve become masters of this art, and we enjoy what we do...**

Building an event like this takes material and money, so we are reaching out to you for sponsorship. This could come in many forms:

- **Money.** We need lots of it.
- **Material.** We need lots of stuff. This includes construction, controls, Halloween, safety, and other materials... We accept used material as well. We proudly deem this event “green” as we accept and use material that would otherwise end up in the landfill.
- **Discounts.** Your organization may have something we need!
- **Participation.** You may be interested in joining us for the event as a team building exercise. The tour portion is made up of several “fright stations”, and there are many organizations that support the event by building and operating their own station.

For your sponsorship we offer recognition and other perks. See the table on the next page for details on sponsorship levels and perks.

The 2021 Organizing Committee thanks you for considering our request. Help us make the 1<sup>st</sup> annual Fredericton Fright Fest come to life (leading to many years to follow). If you would like more information please feel free to reach out (506.461.4435, [ivatum@hotmail.ca](mailto:ivatum@hotmail.ca)).

Let’s make this an event to remember!

Best regards,



Bill Lamey, P.Eng.  
Chair - 2021 Event Organizing  
Committee





Benefits	PLATINUM+ \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500	BRONZE \$200
<b>PRE EVENT RECOGNITION</b>					
Sponsorship Recognition Letter	✓	✓	✓	✓	✓
Social Media Promotions	✓	✓	✓	✓	✓
Website Presence	✓	✓	✓	✓	✓
Email Blasts	✓	✓	✓	✓	✓
Posters	✓	✓	✓		
Press Release	✓	✓	✓		
Event Advertisements	✓	✓			
Title Sponsor	✓				
<b>EVENT RECOGNITION</b>					
Logo on Event Sponsor Banners	✓	✓	✓	✓	✓
Admission Tickets	✓	✓	✓	✓	✓
Company Name/Logo Displayed at Entrances	✓	✓			
Logo on Volunteer Appreciation Gifts	✓				
<b>POST EVENT RECOGNITION</b>					
Recognition in Annual Report to APEGNB Members	✓	✓	✓	✓	✓
Plaque of Appreciation for Sponsorship	✓	✓	✓		

