



## TRUNK OR TREAT SPONSOR REGISTRATION

### Community High-Traffic Event

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### 1. EVENT DETAILS

- **Projected Attendance:** 700+ Children & Families
- **Sponsorship Fee: \$0.** Your "fee" is providing treats/items for at least 700 children.
- **Your Setup:** You provide the vehicle (or 10x10 booth space) and all decorations.

### 2. YOUR THEME & SETUP

*To ensure a variety of themes for the kids, please let us know your plan:*

**Vehicle/Booth Theme:** \_\_\_\_\_  
(Example: Superheroes, Luau, Sports, Jungle, etc.)

**Setup Type (Check one):**

☐ **Vehicle Trunk** (Standard parking space)

☐ **10x10 Tent/Booth Space**

☐ **10x10 Under Southgate awning/Booth Space**

☐ **Oversized Vehicle/Trailer** (Please specify size: \_\_\_\_\_)

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### 3. TREATS & BRANDING

What will you be handing out? [ ] Candy [ ] Non-Food Items (Stickers, Tattoos, Bubbles, etc.) [ ] Branded Promotional Material (Coupons, Flyers, Magnets)

Description of Items: \_\_\_\_\_

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### 4. VENDOR GUIDELINES

- **Volume:** Please be prepared with enough treats/items for at least **700 children**.
  - **Safety:** For the safety of the children, vehicles must be parked and decorated 30 minutes prior to the start time. Engines must remain off for the duration of the event.
  - **Family Friendly:** All themes and decorations must be family-friendly and non-scary.
  - **Marketing:** We encourage you to display your company signage and include marketing materials with your treats!
  - **On-Site Sales:** Vendors offering products for sale are encouraged to set up a "Pop-Up Shop" style display within their designated space.
  - **Vendor Perk:** You keep 100% of your sales—there are no commission fees!
  - **Requirements:** Vendors are responsible for their own payment processing (Square, Venmo, etc.) & any tables or displays
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### 5. AGREEMENT

I agree to provide a decorated space and treats for the duration of the event. I understand that [Your Organization Name] is not responsible for any damage to vehicles or personal property.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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### Tips for a Successful Trunk or Treat:

- **Be Interactive:** Sponsors who have a small game (like a bean bag toss) or music at their trunk usually see the most engagement.
- **The "Coupon" Advantage:** Since you are reaching 700+ families, attaching a "Special Offer" or "Free Consultation" coupon to your candy is the best way to track your ROI from the event.
- **Social Media:** We will be tagging our vendors in our event promotion—be sure to follow us and share the posts!