

MARKETING

HALF MOON BAY

# ART & PUMPKIN FESTIVAL

OPPORTUNITIES



# HALF MOON BAY ART & PUMPKIN FESTIVAL

## A CELEBRATION OF GOURDS AND GHOULS

When autumn settles along the coast, Half Moon Bay—celebrated as the World Pumpkin Capital—bursts into color with sprawling pumpkin fields and weathered barns by the sea. This coastal haven truly embodies the spirit of fall.

At the core of the seasonal excitement is the 53rd annual Half Moon Bay Art & Pumpkin Festival, transforming historic Main Street into a vibrant hub of activity. Be sure to mark your calendar for October 18-19 (9 a.m. to 5 p.m.) and experience the magic of autumn in all its splendor.

### **GREAT PUMPKIN PARADE**

**COSTUMES & GIANT PUMPKINS, WHAT COULD BE BETTER?**

### **SPORTS LOUNGE**

**LIVE STREAMING SPORTS GAMES**

### **CONTESTS AND KIDS ACTIVITIES**

**PUMPKIN PIE EATING COMPETITION - PUMPKIN CARVING  
AND MORE**

### **HALF MARATHON AND FUN RUN**

**STUNNING COASTAL RUN**

### **EXCEPTIONAL MUSIC**

**FOUR STAGES OF AWARD WINNING MUSICIANS**

So, embrace the magic of the coast, the pumpkins, and the creativity. Half Moon Bay is ready to enchant you this fall season!

**FOUR  
STAGES**

**14  
UNIQUE  
EXPERIENCES**

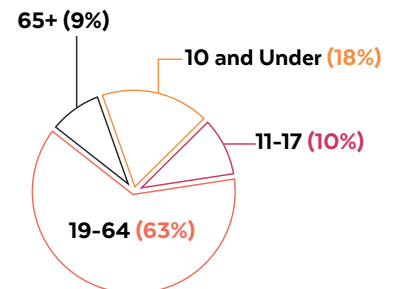
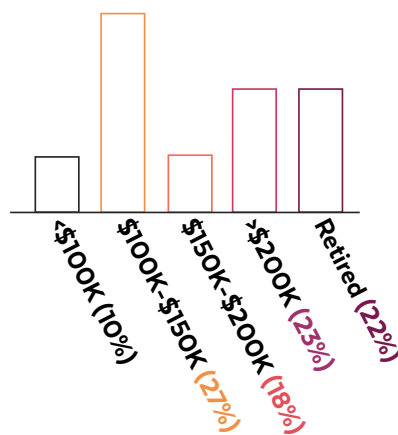
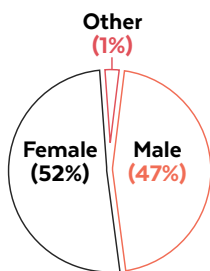
**150K  
ATTENDEES**



# HALF MOON BAY ART & PUMPKIN FESTIVAL

The primary personality of the event is rooted in a sense of exploration, and old-fashioned family fun. These attendees are willing to go the extra mile to explore every nook and cranny at the event. They love to get in the spirit of the season and will go as far as dressing up for the event in Halloween costumes.

The majority lead an active lifestyle, participating in activities such as hiking, biking, and fitness classes. Many harbor an entrepreneurial mindset, with aspirations to either launch their own ventures or contribute to innovative environments.



## GENDER

## INCOME

## AGE

The event attracts a strong family-oriented audience, driven by a shared desire for seasonal activities that are both engaging and family-friendly. The demographic skews slightly female, reflecting a trend seen in similar community-centered events. With a median family income of approximately \$175,000, attendees represent an affluent audience seeking quality experiences that cater to all age groups.



PUMPKIN CARVING



COSTUME CONTEST



GREAT PUMPKIN PARADE



PIE EATING CONTEST



PUMPKIN RUN



GIANT PUMPKIN DISPLAY



PRO PUMPKIN CARVER



TAKE FIVE LOUNGE



MAIN STAGE

# EVENT SCHEDULE

## SATURDAY, OCTOBER 18

7:00 <i>am</i>	<b>PANCAKE BREAKFAST</b> City Hall Lot, Main St. @ Kelly Ave.
9:00 <i>am</i>	<b>FESTIVAL OPENS</b>
10:00 <i>am</i>	<b>COSTUME CONTEST</b> Half Moon Bay Library, Church & Correas Streets
12:00 <i>pm</i>	<b>GREAT PUMPKIN PARADE</b>
2:00 <i>pm</i>	<b>PIE EATING CONTEST</b> Age 11 and under. Bank of America lot
2:30 <i>pm</i>	<b>PIE EATING CONTEST</b> Age 12 and over. Bank of America lot
5:00 <i>pm</i>	<b>FESTIVAL CLOSES</b>

## SUNDAY, OCTOBER 19

7:00 <i>am</i>	<b>PANCAKE BREAKFAST</b> City Hall Lot, Main St. @ Kelly Ave.
7:15 <i>am</i>	<b>GREAT PUMPKIN RUN</b> 7:15AM: Half Marathon • 7:55AM: Kid's Fun Run 8:10AM: 10K • 8:15AM: 5K • Starts At Hatch School
9:00 <i>am</i>	<b>FESTIVAL OPENS</b>
2:00 <i>pm</i>	<b>PIE EATING CONTEST</b> Age 11 and under. Bank of America lot
2:30 <i>pm</i>	<b>PIE EATING CONTEST</b> Age 12 and over. Bank of America lot
5:00 <i>pm</i>	<b>FESTIVAL CLOSES</b>

# EVENT LAYOUT



12 FEATURES

FOOD & DRINKS

250 ARTISTS



## MAIN STAGE

True to the festival's big reputation, the Main Stage delivers an unforgettable experience with an outstanding lineup of talented musicians. This isn't your average street fair—attendees are treated to performances from some of the region's most exciting up-and-coming bands. With a diverse mix of Folk, Rock, Reggae, Bluegrass, and Country, there's a sound for every taste, ensuring the music keeps the energy high and the crowd moving all weekend long.



### Sponsorship

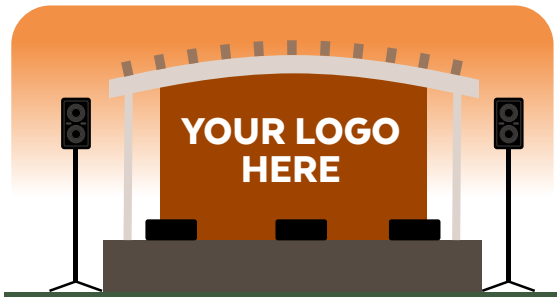
Maximize your marketing impact with premier brand exposure both online and at the event. Your brand will take the spotlight as it's prominently featured in the main stage backdrop—one of the event's key attractions—guaranteeing high visibility and audience engagement. Additionally, leverage extensive digital advertising opportunities by aligning your name with the main stage and music announcements for unmatched brand recognition.

- Logo inclusion on the Backdrop Signage with prominent top placement
- Naming Rights to the Stage
- Website Feature On Stage + Entertainment Pages
- Logo On Website Sponsorship Pages, Poster
- And Print Advertisements
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand



# MADE ON THE COAST STAGE

As attendees arrive at the event, one of the first attractions to capture their attention is the Made on the Coast stage, featuring an incredible lineup of local musicians. This stage's intimate ambiance, combined with its prime location, creates a one-of-a-kind opportunity for attendees to immerse themselves in the performances up close. Its prominent placement also makes it an exceptional platform to showcase and market your brand to a captivated audience.



## For Title Sponsorship

Enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized stage backdrop will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Have your Brand Featured with Name Inclusion with Naming Rights to the Stage
- Custom Signage High-Profile Signage Using Your Branding with a Full Width Backdrop Signage
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



## For Co-Sponsorship

Elevate your marketing impact with prominent brand exposure both online and at the event. Your brand identity will take center stage, prominently showcased on the stage—ensuring maximum visibility and engagement.

- Logo Inclusion On Banner Signage
- Logo On Stage + Entertainment Pages On Event Website
- Name Inclusion On Social Media Stage Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements



## GAZEBO STAGE

The Gazebo Stage draws a devoted crowd of die-hard fans who cherish the unique ambiance and captivating performances it offers, often spending hours enjoying the music. Situated at the south end of the event, this stage is surrounded by food vendors, drink stations, and family-friendly attractions, making it a popular destination for attendees. The music here leans toward a more laid-back vibe, showcasing talented acoustic, jazz, and folk bands that create a relaxing and intimate atmosphere.



### For Title Sponsorship

Enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized stage backdrop will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extensive exposure across all marketing channels.

- Have your Brand Featured on all Gazebo Stage Signage
- Custom Signage and Stage Branding
- Top Banner And Stage Signage
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion On Social Media Stage Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



### For Co-Sponsorship

Elevate your marketing impact with prominent brand exposure both on stage and at the event. Your brand will be prominently showcased on our event's premier marketing channels, ensuring visibility and

Signage

- Logo On Stage + Entertainment Pages On Event Website
- Name Inclusion On Social Media Stage Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

*Taken*



## FAMILY STAGE

The Family Stage stands out from the other stages as a hub of kids- and family-focused entertainment. Featuring a delightful mix of kid-friendly performances, engaging pie-eating contests, and unique acts with a street performer-style charm, it consistently proves to be a favorite among families. Centrally located within the event, this stage is surrounded by an array of activities in the dedicated Kids Zone, creating a lively and inviting space for attendees of all ages.



### For Title Sponsorship

Enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized stage backdrop will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes exposure across all marketing channels.

- Have your Brand Name on Stage + Entertainment Pages
- Custom Signage + Branding
- Top Banner And Stage Signage
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion On Social Media Stage Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



### For Co-Sponsorship

Elevate your marketing impact with prominent brand exposure both on stage and at the event. Your brand will be prominently showcased on our event's premier marketing channels, ensuring visibility and

Signage

- Logo On Stage + Entertainment Pages On Event Website
- Name Inclusion On Social Media Stage Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

*Taken*



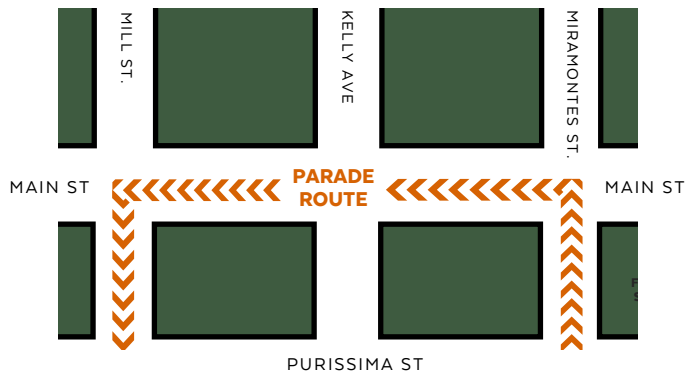
# THE GREAT PUMPKIN PARADE

A beloved festival tradition, the Great Pumpkin Parade (Saturday at 12 noon) captures the charm of an old-fashioned, community celebration. This lively procession showcases the mighty weigh-off champion pumpkin and its proud grower, vibrant marching bands, vintage classic cars, eye-catching floats, and a spirited lineup of costumed ghouls, gargoyles, goblins, and ghosts—along with plenty of delightful surprises. Join us on Main Street for this unforgettable spectacle!



## Some of the Past Grand Marshals

Hunter Pence (SF Giants)	Steve Young (49ers)
Matt Williams (SF Giants)	Rich Aurilia (SF Giants)
Joe DiMaggio (Yankees)	Willie McCovey (SF Giants)
Karol "Bo" Bobko (Astronaut)	J.T. Snow (SF Giants)



## Presenting Sponsorship

This exclusive opportunity positions your brand at the heart of one of the event's most cherished attractions. As the Presenting Sponsor, your brand will be prominently featured in all references to the parade, ensuring maximum visibility across event promotions. For unparalleled exposure, your branding will also take center stage on the Grand Marshal float—one of the most high-profile and attention-grabbing features of the parade. Additionally, your brand has the option to further engage with the audience by submitting a custom float or having your staff proudly walk in the parade, creating meaningful and memorable connections with attendees.

- Custom Signage High-Profile Signage Using Your Branding on the Grand Marshal Float for high visibility and photo op
- Have your Brand Featured as the Presenting Sponsor with Name Inclusion on all Parade Name References
- Option to submit your own parade float or have staff walk in the parade (not typically open to commercial companies)
- Website Feature On the Great Pumpkin Parade Page
- Logo and Name Inclusion On Social Media the Great Pumpkin Parade Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements



# PUMPKIN CARVING EXHIBIT

This exciting new exhibit is set to be one of the festival favorites! Throughout the weekend, attendees can carve their very own pumpkin and take home a one-of-a-kind creation to cherish. Conveniently located near the main entrances, this attraction enjoys prime visibility and easy access for all guests. Plus, with the Made on the Coast Stage nearby, pumpkin carvers can enjoy live music and great vibes while crafting their magical gourds. It's an experience that blends creativity, community, and seasonal charm!



## For Title Sponsorship

With the high profile visibility of being located at one of the key event entrances make a bold statement with a custom-designed personalized step and repeat to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Have your Brand Featured with Naming Rights for the Pumpkin Carving Exhibit
- Custom Double Sided Step and Repeat High-Profile Signage Using Your Branding
- Website Feature On Pumpkin Carving Page
- Logo and Name Inclusion On Social Media Pumpkin Carving Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



## For Co-Sponsorship

Your logo will be featured on a high presence banner situated above the pumpkin carving area with added visibility with having your brand associated online with the activity. We invite our brand partners to get involved or add their own spin to the carving area.

- Logo Inclusion On Banner Signage
- Logo On Pumpkin Carving Page On Event Website
- Name Inclusion On Social Media Pumpkin Carving Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements



## KIDS ZONE SPONSOR

Centrally located at the event, the Kids Zone is a perennial favorite among families. This lively area features interactive sensory art, face painting, tasty treats, and a spirited pumpkin pie eating contest, plus a dedicated music stage for kid-friendly performances. With unique attractions that change annually, it's the perfect spot to keep little ones engaged and entertained.



### For Title Sponsorship

Enjoy premium benefits, including exclusive, custom-designed high-profile signage and the unique opportunity for naming rights to the exhibit. Two personalized over-the-street banners will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Have your Brand Featured with Naming Rights for the Kids Zone
- Custom Signage High-Profile Signage Using Your Branding with **Two** Over-the-Street Banners
- Website Feature on the Kids Entertainment Page
- Logo and Name Inclusion On Social Media Kids Entertainment Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



### For Co-Sponsorship

Showcase your brand with maximum impact by featuring your logo on two prominent over-the-street banners leading into the Kids Fun Zone. This prime exposure offers a stand-out opportunity to engage with the event's predominantly family-oriented audience.

- Logo Inclusion on **Two** Over-the-Street Banners
- Logo on the Kids Entertainment Page
- Name Inclusion On Social Media Stage Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements



## GIANT PUMPKIN DISPLAY

Prepare to be awed by the behemoths of the World Championship Pumpkin Weigh-off—some tipping the scales at the weight of a small car! Step in close to admire the monumental winners and get a rare look at the second through fourth place contestants, all boasting record-breaking proportions. It's a must-see spectacle for unforgettable photo ops, and we're here to elevate the experience with branding and signage designed just for you.



### Title Sponsorship

Elevate your marketing impact with prominent brand exposure. Your logo and identity will take center stage, prominently showcased above the pumpkins, ensuring maximum visibility and engagement.

- Custom Signage
- Top of Display
- Website Sponsorship Pages, Entertainment
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

*Taken*



# PROFESSIONAL PUMPKIN CARVING STAGE

For more than 35 years, Farmer Mike—nicknamed the “Pumpkin Picasso”—has mesmerized festival guests from his elevated stage by transforming enormous gourds into intricate, three-dimensional masterpieces. Far exceeding the realm of typical jack-o’-lanterns, his creations showcase remarkable depth thanks to the thick pumpkin rinds he skillfully carves. Every year, crowds gather to witness this captivating artistry that turns giant pumpkins into unforgettable works of art.



## For Title Sponsorship

Our team will help to create a custom step and repeat banner, or you may supply a design crafted by your in-house team. On top of naming rights to the exhibit your organization gets to take home one of the pumpkins that were carved during the event. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Custom Signage High-Profile Signage Using your Branding with a Large Step and Repeat Banner Positioned Next to the Stage and a Banner on the Stage Itself
- Naming Rights to the Exhibit
- Option to Take Home your Favorite Expertly Carved Pumpkin from the Carved Pumpkins
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion on Social Media Stage Posts + Exclusive Post Recognizing your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



## For Co-Sponsorship

Get featured at one of the event’s most remarkable showcases, ensuring high visibility and excitement. With your logo prominently displayed on a large banner right above the stage, attendees will see (and snap photos of) your brand every time they look up. This prime placement not only boosts your exposure but also creates memorable moments that attendees will share and remember long after the event.

- Logo Inclusion On Top Banner Signage
- Logo On Stage + Entertainment Pages On Event Website
- Name Inclusion On Social Media Stage Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements



## TAKE 5 LOUNGE

Sports enthusiasts will love the Take 5 Lounge, where a massive LED screen streams live games front and center. Enjoy food and beer just steps away, sink into comfortable seating, and cheer on your favorite teams in a laid-back atmosphere. It's a refreshing change of pace from the rest of the event—one that attendees can't get enough of.



### Title Sponsorship

Gain unparalleled visibility by featuring your signage around the high-profile LED screen, ensuring your brand stays front and center as sports fans unwind and watch the game. Paired with exclusive naming rights to the exhibit, this opportunity delivers one-of-a-kind brand exposure that sets you apart from the crowd.

- Custom Signage High-Profile Signage Using Your Branding
- Naming Rights to the Exhibit
- Surrounding Signage for the LED Screen offering your brand the highest visibility
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements



## CUSTOM PACKAGES

Break the mold! Your brand deserves more than a one-size-fits-all approach. Let's collaborate to design a bold, unforgettable brand activation that turns heads and exceeds expectations. Explore some standout examples of custom activations below.



### VIP LOUNGE

Step into exclusivity with a tailor-made VIP Lounge experience designed to impress and engage. From bespoke design elements to premium guest experiences, we'll craft a space that reflects your brand's identity.



### LIVE MURAL PAINTING

Watch as a talented artist creates a mural in real-time, drawing in attendees and sparking conversations. With the option to curate the design direction and as an added bonus, your brand has the option to keep the completed mural after the event depending on the package.



### CUSTOM PHOTO WALL

Make every snapshot unforgettable with a stunning custom photo backdrop designed to showcase your brand in every frame. Every photo becomes a branded keepsake and a shareable moment, amplifying your presence both online and offline.

Custom package pricing available upon request. Share your vision with us, and we'll craft an experiential activation that captivates your audience and elevates your event marketing goals.



# MEGALITH



MEGALITH.AGENCY



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