

DEAR FRIENDS,

2009, our inaugural year of dEdmonton: Canada's Halloween Festival, saw us meet and exceed many of our expectations. Being a not-for-profit organization dedicated to the celebration of Halloween in and around the Edmonton region increased the awareness and curiosity of the Citizens of E-Ville to all the ghoulish events that were happening, and helped raise monies for the charities that many of these events supported. It is our belief that we've taken the slanderous term "dead-monton", made it a positive event and made many people aware that the whole region is very active during the month.

In this first year we had over 300 events on our calendar (as many events happened on multiple days), 50 local retailers, plus more than 13 events that accepted donations for various charities. Many of the events did not keep attendance records, but we were told by several that dEdmonton helped raise the awareness of their events to unexpected levels. In addition, the Miss dEdmonton Contest received significant interest from the media, with local coverage from K97, iNews880, the Edmonton Sun and the Edmonton Journal, as well as national attention on Canoe.ca. We also had interest from local television stations regarding interviews of our (un)lucky winner, and our judges from local media mentioned us frequently.

All of this could not have been possible without our volunteers and sponsors. From attending 5 parades prior to Halloween (and one at Christmas!), distributing posters, flyers and handbills, crowning our own Miss dEdmonton, showcasing more than 30 houses in dEdmonton's Most Haunted and advertising the plethora of events that happened during the whole month we accomplished a lot. This year we want to spread our influence to even more dEdmontonians, including 10-15 parades entries across the region.

We are currently seeking sponsors for these and other events. For a minimum level of participation (either monetary or in-kind) your name will be mentioned on the Sponsors section of our website. Higher levels of sponsorship will upgrade that to your logo and a link to your website, custom category logo on our Google events map, printed matter to be handed out at events, banners and tables, to logos on event posters and mentions to the media.

In addition to general sponsoring, we are looking for sponsors for specific events:

- Miss dEdmonton (and the new Mr. dEdmonton contest) – prizes, advertising
- dEdmonton's Most haunted – prizes, signage ("as seen on dEdmonton.com")
- Parades – entrance fees, insurance, candy.

Sponsorship levels:

Ghost	\$0-50	Mention on the Sponsors page on the dEdmonton.com website
Vampire	\$50 - \$99	<i>Add:</i> your logo and link on the website, category logo on events map
Zombie	\$100 - \$499	<i>Add:</i> your logo on printed matter at events, your table or banners at events, your logo or banner on parade entries
Pumpkinhead	\$500 or more	<i>Add:</i> become a major sponsor or specific event sponsor with recognition of "presented by <your business>", increased attention to the media and inclusion on possible t-shirts. In addition a representative of your company will be invited to speak to the audience at the Miss dEdmonton (and possibly other) events.

Will you be a part of this E-Ville uprising?

If you are interested in sponsoring or if you would like to discuss other opportunities with dEdmonton, please contact us by email at info@dEdmonton.com or by phone at **(780) 708-2105**.

We thank you for your consideration.

Rona Anderson, Kenn Bur, Derek Clayton, Christian Nelson, Darryl Plunkie
The dEdmonton Board of Directors - www.dEdmonton.com