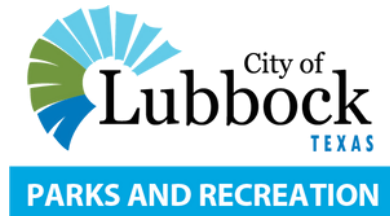


14th Annual Pumpkin Trail



Join Parks and Recreation to be a part of a spectacular fall scene of pumpkins and foliage in one of Lubbock's favorite family traditions. Over 25,000 people walk through our 1/3 mile trail lined with over 1,800 carved pumpkins donated by the community. The festivities last four nights, running October 27-30.

Our goal for 2022 is to have 2,000 pumpkins on the trail. With the many contributions of organizations, businesses, and the wonderful citizens of Lubbock we can achieve this goal. Creating a wonderful experience for all of Lubbock and the South Plains to come to enjoy with family and friends. Plenty of photo opportunities for everyone along the trail amongst the multitude of displays arranged by local organizations.

This event is completely FREE to the public thanks to local individuals and businesses contributing sponsorships. These sponsorships help cover the cost of 24-hour security for nights, candles, shuttles for parking, port-a-potties, and signage. Check out the information about our sponsor packages to see your interest in contributing to this community event.

We would love to discuss Pumpkin Trail with you. For more information, contact Chase Helms at (806) 775-2688, chelms@mylubbock.us or visit the Parks and Recreation website at www.playlubbock.com



Sponsorship Package Information

Limit 1 – Deadline September 22, 5 weeks prior

- Name/Logo on all Marketing (Posters, Flyers, Ads, Social Media, News Release)
- Logo on Yard Signs Placed at City Parks
- Mentioned in TV spots/Radio Ads
- Logo on Pumpkin Trail Shirts (receive 15 shirts)
- Business staff can attend and handout coupons/brochures/marketing materials/candy
- Link on website, social media
- Premium Display Spot if desired
- Name on Sponsor Banner at event (largest)



Gold Sponsor - \$1,500

Deadline September 29, 4 weeks prior

- Name/Logo on Posters, Flyers, Social Media, News Release
- Logo on Pumpkin Trail Shirts (receive 10 shirts)
- Business staff can attend and handout coupons/ brochures/marketing materials/candy
- Link on website, social media
- Premium Display Spot if desired
- Name on Sponsor Banner at event



Silver Sponsor - \$750

Option for In Kind Sponsor (Pumpkins, Candles, Solar Lights, Advertising)

Deadline September 29, 4 weeks prior

- Name/Logo on Poster, Flyers, Social Media, News Release
- Logo on Shirts (receive 5)
- Host a Trail Display if desired
- Listed on Website
- Name on Sponsor Banner



Bronze Sponsor - \$500

Deadline October 13, 2 week prior

- Listed on Website
- Listed on News Release
- Name on Sponsor Banner
- Host a Trail Display if desired

