



CARNEGIE CENTER, PRINCETON — SUNDAY, OCTOBER 25, 2026

**HALLOWEEN-THEMED COURSE • LIVE MUSIC • TRUNK-OR-TREAT
COSTUME CONTEST • TROPHIES • T-SHIRTS & MORE!**

SPONSORSHIP OPPORTUNITIES

Help a child reach for a brighter future through your event sponsorship.

Have your logo featured on event t-shirts, our website, race signage, materials for participants, and in HomeFront's event marketing and promotion, according to the benefits for each level as described on the next page.

HAUNTED HEROES: \$20,000

TRICK OR TREAT CHAMPIONS: \$10,000

HOCUS POCUS PARTNERS: \$7,500

SPEEDY SKELETONS: \$5,000

SPOOKTACULAR SUPPORTERS: \$3,000

GHOULS ON THE GO: \$2,000

BOO CREW BACKERS: \$1,000

Your sponsorship will support HomeFront's *Joy, Hopes & Dreams* program, providing year-round educational, enrichment, and recreational opportunities for hundreds of local children and families impacted by poverty, housing instability, and homelessness.

- To be on the t-shirt, sponsorship must be confirmed (and logo received) by October 1st
- To be featured at a day-of location, sponsorship must be confirmed (and logo received) by October 8th
- Health, wellness, and athletic-focused businesses may be eligible for tabling or display opportunities at the event, subject to space availability and HomeFront approval. Requests will be considered on a case-by-case basis.

INTERESTED IN SPONSORING OR NEED MORE INFORMATION?

Please contact Cassie Jaeger at (609) 989-9417 extension 163,
or by e-mail: CassieJ@HomeFrontNJ.org



2026 SPONSORSHIP LEVELS

HAUNTED HEROES: \$20,000

- Exclusive recognition as **Presenting Sponsor**
- Logo featured on Race Shirt as **Presenting Sponsor**
- Dedicated Starting/Finish Line Sponsor (logo displayed at locations)
- Exclusive Race Starter role & brief speaking opportunity
- Inclusion in email communications
- Dedicated social media post
- Top logo placement on event website
- Recognition from stage announcements throughout event
- 40 complimentary race entries

TRICK OR TREAT CHAMPIONS: \$10,000

- Logo featured on Race Shirt
- Dedicated Registration sponsor (logo displayed at location)
- Inclusion in email communications
- Social media recognition and logo on event website
- 20 complimentary race entries

HOCUS POCUS PARTNERS: \$7,500

- Logo featured on Race Shirt
- Dedicated Pumpkin Dash sponsors (logo displayed at location)
- Inclusion in email communications
- Social media recognition and logo on event website
- 15 complimentary race entries



SPEEDY SKELETONS: \$5,000

- Logo featured on Race Shirt
- Dedicated Volunteer Check in sponsor (logo displayed at location)
- Inclusion in email communications
- Social media recognition and logo on event website
- 10 complimentary race entries

SPOOKTACULAR SUPPORTERS: \$3,000

- Logo featured on Race Shirt
- Dedicated Face Painting sponsor (logo displayed at location)
- Inclusion in email communications
- Social media recognition and logo on event website
- 6 complimentary race entries

GHOULS ON THE GO: \$2,000

- Dedicated Arts & Crafts sponsor (logo displayed at location)
- Inclusion in email communications
- Social media recognition and logo on event website
- 4 complimentary race entries

BOO CREW BACKERS: \$1,000

- Logo on event website
- Inclusion in email communications
- Social media recognition
- 2 complimentary race entries

