



**PARTICIPATION
PACKET
OCTOBER 27, 2018**



Dear Potential Sponsor and Participant,

Thank you for your interest in partnering with New Mexico Entertainment magazine by sponsoring and/or participating in our event, Ghouls on Parade. We strive to produce top-rated events that the entire family can enjoy for little to no cost. In order to accomplish this goal, we welcome sponsorships to help offset event expenses. This event will take place every year and will attract participants of various ages and diverse interest groups.

New Mexico Entertainment events provide you and your business the opportunity to sponsor and promote your company, while providing our local community residents more intimate activities for the entire family. We offer several opportunities to meet your needs and budget:

- Halloween Trick-or-Treat with Nob Hill Businesses
- Participation in the Ghouls on Parade Halloween Parade
- Food Truck Vendor
- Business Vendor (Booth)
- Event Sponsorship
- Ad in the Ghouls on Parade coupon book

For additional information or to discuss sponsorship and participation opportunities further, please contact Teresa Ewers at (505) 450-4706 or via email at NMEntertains@gmail.com.

Sincerely,

Teresa Ewers

Teresa Ewers
Publisher, New Mexico Entertainment magazine
Producer, Ghouls on Parade



**HALLOWEEN CANDY
TRICK-OR-TREAT VENDOR
NOB HILL BUSINESSES**



Halloween Candy Trick-or-Treat
Participant Application
Saturday, October 27, 2018

We are looking for Nob Hill businesses to open their doors to local children to trick-or-treat for candy, expanding their Halloween experience. You would be responsible for the following:

TRICK-OR-TREAT REQUIREMENTS

- Businesses will be responsible to purchase their own candy for the event.
- Businesses will provide children with candy during the hours of 4:30 pm - 6:00 pm on Saturday, October 27, 2018.
- Businesses can provide parents of the children with promotional material during this time.

I understand my responsibilities as a candy participant during The 2018 Ghoul's on Parade Festival and Parade and will uphold the requirements during that time

(Required information)

Business Name _____ Contact Name _____

Contact Phone _____ Alternate Phone _____ Email _____



**GHOULS ON PARADE
HALLOWEEN PARADE
PARTICIPANT**



Halloween Parade Entry
Participant Application
Saturday, October 27, 2018

During Ghoul's on Parade we will be having a Halloween Parade and invite businesses, organizations and individuals to participate. Please review the requirements and fees below and fill out the application to participate.

Name of Entry _____

Organization _____ Contact Name _____

Contact Phone _____ Alternate Phone _____ Email (required) _____

ENTRY INFORMATION

Length of entry (in feet, for staging purposes): _____

Indicate the number of vehicles, people, animals, etc., participating:

Provide a **detailed** description of your entry. Feel free to attach a separate sheet if necessary. All entries are required to have a Halloween theme. Entries must be family friendly. We are looking for exciting entries, so please take pride in them.

INTRODUCTION

Provide a small intro about your float and organization for the announcers to read at the Judge's Stage. Feel free to attach a separate sheet if necessary:

AWARDS

The top entry overall will be crowned "Best in Show" and will be awarded a cash prize of \$250.



Halloween Parade Entry
Participant Application (continued)
Saturday, October 27, 2018

ENTRY FEES

- \$100 for commercial entries
- \$50 for nonprofits, schools, and community entries
- \$25 for single families and single vehicle entries (non-commercial)
- FREE for all government entries

A check or credit card application (page 16) must be submitted along with your application. Applications will not be accepted without entry fee. **Fees are non-refundable.**

Please check only one category below:

(PLEASE NOTE: New Mexico Entertainment reserves the right to change category selection.)

- Commercial Entry
- Non-commercial Entry
- Small Group Walking (up to 19 participants) Car Club or Motorcycle Club
- Large Group Walking (20+ participants) Show Vehicle
- Animal Walking Group
- Government Entry
- Car or Motorcycle Group
- Miscellaneous

Deadline for applications is Friday, October 5, 2018. Late entries will not be accepted.

CATEGORY DESCRIPTIONS

Commercial Entry: All business entries including floats, walking, vehicles.

Non-commercial Float: All groups, families, community organizations, and clubs with a vehicle/truck/trailer. May include riders and walkers.

Small Group Walking: Walking groups with 1-19 participants without vehicles.

Large Group Walking: Walking groups with 20 or more participants without vehicles.

Animal Walking Group: Animal groups including clubs and equestrians without a vehicle.

Government: All government and military entries.

Car Club or Motorcycle Club: Up to 6 cars or 12 motorcycles.

Miscellaneous: Doesn't fit in a category.



Halloween Parade Entry
Participant Application (continued)
Saturday, October 27, 2018

RULES AND REGULATIONS

Ghouls on Parade is meant to be fun for the community; however, our priority is safety for both parade entrants and spectators.

1. **ENTRIES:** A maximum of 50 entries will be accepted at the parade. **FIRST COME, FIRST SERVED.**
2. **CAR CLUBS:** The number of Car/Motorcycle Clubs will be limited to 5. Additionally, the number of cars per club is limited to 6. (Different chapters of the same club will not be accepted.) There is a limit of 12 motorcycles per Motorcycle Club.
3. **MUSIC:** Music is encouraged at a reasonable volume; however, sound systems may not be used for broadcasting messages or agendas.
4. **SIZE:** There is no limit to the length of an entry, but height cannot exceed 14 ft. to fit under the street lights.
5. **MATERIALS:** All materials used must be flame retardant. A properly rated, currently tagged fire extinguisher is required for each applicable entry. All wiring must be secured to prevent personal injury and equipment damage. All connections must be made with UL-approved electrical boxes and devices. Portable generators/compressors must be securely mounted, and a minimum distance of one foot from any combustible material. Generators/Compressors must be equipped with firmly attached exhaust systems that terminate into a common exhaust serving the vehicle or in the same manner of vehicle exhaust. Insurance and liability are the sole responsibility of the entrant. Fire Marshal will have final say on all regulations.
6. **HANDOUTS:** Hurling of any items is strictly prohibited. **PLEASE DO NOT HURL CANDY.** Candy can either be handed to or tossed gently underhand to attendees. Walking entrants may hand out appropriate items.
7. **ANIMALS:** All animal entries must provide their own person to pick up animal waste during the parade. All dogs must be on a leash during the duration of the parade.
8. **MANDATORY MEETING:** A mandatory meeting will be held for all entries sometime in October. Place and time will be announced at a later date.
9. **RULES SUBJECT TO CHANGE:** All rules and regulations are subject to change at any time without notice. Participant will be informed of any updates.

I have read the attached Rules and Regulations and agree to abide by them. I understand that instructions by Parade Staff must be followed at all times and violations will result in immediate disqualification.

Signature _____ Date _____

For more information: Please call (505) 450-4706 or email to NMENTERTAINS@gmail.com.

Mail or Bring to: Overdrive Publications LLC, 4200 Silver Avenue SE, Suite C, Albuquerque, NM 87108



**GHOULS ON PARADE
FOOD TRUCK AND BUSINESSES
VENDORS**



Food Truck Vendor / Business Vendor Application

Saturday, October 27, 2018

We are looking for Food Vendor trucks and Business Vendors for this year's Ghouls on Parade event. Please fill out this application for consideration of one 10'x10' space. **FOOD VENDORS: We do not accept vendors of pre-fab or commercial goods.** A **\$75 booth fee for business vendors** or a **\$50 fee for food trucks** must accompany all applications **by October 5, 2018**. Spaces may be shared, but all Vendors must fill out application.

Electricity is not guaranteed by Overdrive Publications. Vendor must provide own tents, tables, chairs, electricity, lighting, and weights. Each vendor must provide Overdrive Publications with Certificates of Insurance and Fire Permits. All COI's and Permits must be sent to nmentertains@gmail.com with the email subject line including "[Your Vendor Company Name] insurance forms and permits." Submit paperwork along with your application **no later than October 5, 2018**.

DUE TO CITY REGULATIONS, EACH POST OF VENDOR TENTS MUST HAVE 50lbs OF WEIGHT PER POST EQUALING A TOTAL OF 200lbs OF WEIGHT PER TENT FOR SECURITY IN CASE OF INCLEMENT WEATHER AND WINDS! IF YOU ARRIVE WITHOUT THE PROPER WEIGHT REQUIREMENTS YOU WILL NOT BE PERMITTED TO SET UP AND YOU WILL FORFEIT ALL BOOTH FEES. NO EXCEPTIONS WILL BE MADE! NO STAKING IS PERMITTED.

No Refunds will be given for any reason including booth placement locations.

VENDORS MUST ARRIVE AT THEIR APPOINTED LOAD IN TIME. IF YOU FAIL TO ARRIVE AT YOUR SCHEDULED TIME, YOU WILL NOT BE PERMITTED TO SET UP AND YOU WILL FORFEIT YOUR SPACE. BOOTH FEES ARE NON-REFUNDABLE. NO EXCEPTIONS WILL BE MADE!

(*required fields)

Name*: _____

Business Name*: _____

Email*: _____

Phone Number*: _____

Are you sharing a booth/tent with someone?* Yes No

Link/Website for examples of work or booth setup*: _____

If sharing with someone what is their business name?*: _____

I have read and understand the weight and load in requirements.

Signature _____

Date _____



GHOULS ON PARADE SPONSORSHIP OPPORTUNITIES SPONSORSHIP PRICES



Ghouls on Parade Sponsorship Opportunities

Saturday, October 27, 2018

Thank you for considering a sponsorship opportunity with Ghouls on Parade. Our sponsorship program is adaptable to meet the needs of your organization. To create a successful partnership with you, we will customize a sponsorship package based on your needs. Package options are listed below. **All packages include an entry in the parade.**

PLATINUM PACKAGE - \$5,000

- News Releases
- Logo with Hyperlink to Company's Site
- 2 Selections from Option D
- 2 Selections from Option C
- 3 Selections from Option B
- 3 Selections from Option A

GOLD PACKAGE - \$2,000

- News Releases
- Logo with Hyperlink to Company's Site
- 2 Selections from Option C or
- 1 Selection from Option D
- 2 Selections from Option B
- 3 Selections from Option A

SILVER PACKAGE - \$1,000

- News Releases
- Logo with Hyperlink to Company's Site
- 1 Selection from Option C
- 1 Selection from Option B
- 2 Selections from Option A

BRONZE PACKAGE - \$500

- News Releases
- Logo with Hyperlink to Company's Site
- 1 Selection from Option B
- 2 Selections from Option A

COPPER PACKAGE - \$200

- News Releases
- Name with Hyperlink to Company's Site
- 2 Selections from Option A

Options A	Options B
*Twitter - 3 Posts	*Event Flyers - Logo
*Instagram - 3 Posts	*Event Posters - Logo
*2 Stage Individual Sponsor Acknowledgement	*Facebook - 4 Posts
*2 Items of Company's Marketing Materials	
Options C	Options D
*Web Banner Ad - Event Website Header	*1 Half-Page Ad in New Mexico Entertainment magazine
*YouTube - Pre-video Sponsor Advertisement Slide	*Logo on Event Banner
*New Mexico Entertainment Advertisement - Logo	
*10'x10' Booth Space at Event	

Contact Teresa Ewers at NMENTERTAINS@gmail.com or (505) 450-4706 to become a sponsor.



**GHOULS ON PARADE
COUPON BOOKLET ADVERTISING
ADVERTISING OPPORTUNITIES**



Ghouls on Parade Coupon Booklet Advertising

Saturday, October 27, 2018

Thank you for considering an advertising opportunity with Ghouls on Parade. We want to offer more for our attendees than a program book for this event, so we are offering a coupon book for those who attend, giving your business more of an opportunity to get new customers through the door. Your business will be listed online at NMEntertains.com and in our Ghouls on Parade booklet. The booklet will feature local businesses reaching an estimated 5,000 potential customers.

Deadline for inclusion in the booklet is October 5, 2018. All entries paid after that date will be listed online only.

Full-Page Ad with Coupon

5.75" width x 8.75" height (with ¼" bleed)

\$350

Half-Page Ad with Coupon

5.75" width x 4" height (with ¼" bleed)

\$200

If you are producing your own ad, please provide it in one of the following formats:

Supported software of: Adobe Photoshop (TIF, EPS, OR HIGH RESOLUTION JPEG) or Adobe Illustrator. It is important that all files created in the above software meet the following requirements:

- Files must be saved as CMYK

Digital Output: Burned on a CD in TIFF or EPS format (300 dpi) from Adobe Photoshop; EPS format from Adobe Illustrator 8.0 with fonts outlined (no embedded files). JPEGs can be accepted if they are 300dpi or higher.

PDF FILES ARE ACCEPTED IF CREATED IN PHOTOSHOP OR ILLUSTRATOR (FONTS OUTLINED). NO LOW RESOLUTION OR RGB JPEG FILES, NO WORD, WORDPERFECT, PUBLISHER, OR ANY OTHER MICROSOFT OFFICE FILES. ADDITIONAL CHARGES WILL APPLY IF FILES NEED TO BE RECREATED.

All ads submitted must be accompanied with a hard copy of the advertisement.

Camera-ready artwork is due no later than October 14, 2017. Please email us at

NMEntertains@gmail.com for more information. Payment for ads must be accompanied with a contract and credit card number authorization.



Ghouls on Parade Coupon Booklet
Advertising Agreement

I agree to advertise in the Ghouls on Parade Coupon Booklet at the rate of \$_____ plus 7.5% sales tax. The specified rate is for a _____ size print advertisement in full color.

All payments are due with artwork and signed agreements, except by prior agreement. Advertisers are liable for the full amount of reserved advertising space. No ads will be run without a signed contract or insertion order. Advertisers cannot cancel orders once order is placed and contract has been signed. Guaranteed positions will be forfeited on ads arriving to New Mexico Entertainment after the due date. If any extension is needed, please contact us directly. Publisher is not responsible for errors or omissions provided by the advertisers and/or its agency, or changes made after the closing date. The advertiser and/or its agency will hold harmless Overdrive Publications LLC, New Mexico Entertainment, its employees, and agents against all loss, liability, damage, and expense of whatsoever nature arising out of the printing, reproduction, or publishing of its advertisements, including but not limited to, reasonable attorneys' fees resulting from claims or suit for libel, violations or rights of privacy, plagiarism, and/or copyright or trademark infringements.

Initial Artwork Due Date: 10/5/2018

New Mexico Entertainment magazine requires payment prior to the placement of your advertisement.

I would like to advertise in the Ghouls on Parade Coupon Booklet and agree to all terms and conditions.

IMPORTANT: It is my responsibility as the advertiser to have all advertising materials in by the due date. I will not subject New Mexico Entertainment and/or Overdrive Publications to any liability whatsoever for any failure to publish or circulate all or any part of any issue, or issues, because of the strikes, work stoppages, accidents, fires, acts of God, nature, or any other circumstances at any time.

I AM A LEGAL REPRESENTATIVE OF:

Company Name: _____

Print contact name: _____

Address: _____

Phone: _____ **Email:** _____

By signing this document I agree to pay the full term of this contract.

*Client Signature: _____ Date: _____

GENERAL ADVERTISING POLICIES AND PROCEDURES

Advertisers may pay with credit card or check with approved credit card. New Mexico Entertainment magazine can accept Visa, Mastercard, American Express and Discover via Square or Paypal. A credit authorization form and signature is required. All advertisement artwork or changes to advertisement must be received in our office no later than the set deadlines. All advertisement artwork must adhere to the mechanical requirement as provided in this packet. Advertisement artwork not meeting our formatting requirements may be rejected or reproduced with any intervention charges incurred billed to advertiser. Address all formatting questions to your New Mexico Entertainment Advertising Representative. Our policies and procedures are subject to change without notice. Please call with any questions.



One Time Credit Card Payment Authorization Form

Sign and complete this form to authorize Overdrive Publications, LLC, to make a one-time debit to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional, unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize Overdrive Publications, LLC, to charge my credit card
(full name)
account indicated below for \$ _____ on or after _____. This payment is for
(amount) (date)

(description of goods/services)

Billing Address _____ Phone# (____) _____
City, State, Zip _____ Email _____

Account Type: Visa MasterCard AMEX Discover

Cardholder Name _____

Account Number _____

Expiration Date _____

CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

SIGNATURE _____ DATE _____

I authorize the above-named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one-time-use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company, so long as the transaction corresponds to the terms indicated in this form.

