

WESTFIELD EASTER EGG DROP

March 23, 2024



2024
SPONSORSHIP
OVERVIEW



WESTFIELD EASTER EGG DROP

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The Westfield Easter Egg Drop is the largest and most spectacular Easter Egg hunt in the Indianapolis area. This hugely popular, one-of-a-kind event regularly draws **over 5,000 people** from Westfield and beyond.

This is a completely free event featuring live music and stage acts, inflatable bounce houses and slides, face-painting, free photo-booth pictures, games, an inflatable Toddler area, and much more.

The highlight of the event is when a **helicopter** flies over and drops thousands of plastic Easter Eggs on the fields for the Egg Hunt. Over **30,000 plastic Easter Eggs** are used for three age-specific egg hunts.

Children are released for their age-specific egg hunts, then return the eggs they collected to the redemption area in exchange for bags of candy and prizes.

This is a free event but requires pre-registration. All **2,500 spots** have been known to **fill in minutes!**

This event is fully staffed every year by **friendly trained volunteers** from NSPIRE Church who handle everything from setup to registration to security.

This community event features appearances by our Westfield Fire Trucks, Police Officers and many community leaders.



"All the volunteers were so friendly and helpful, setting a great atmosphere for the exciting event."



"This was such a fun event! We really enjoyed all of the fun family activities."



"We look forward to this all year! Our kids talk about it all the time."



"All of your volunteers did an excellent job. From the time we arrived until the time we left the parking lot you could see how well organized the event was. Our kids were saying, 'let's do it again next year!'"



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2024 EVENT DETAILS

March 23, 2024

We are pleased to be partnering again with the City of Westfield to host the Easter Egg Drop at Westfield's Grand Park Sports Complex. This year's event will feature two separate drops*. Our friendly, trained volunteers and community organizations volunteer at both Egg Drops.

Grand Park spans 400 acres which includes 31 multi-purpose fields and 26 ball diamonds. It has the infrastructure to support 1.5 million visitors annually. This is the perfect venue to support this amazing annual event in our community.

11:00 AM Morning Egg Drop Event Check-In

12:00 PM Helicopter Egg Drop and Egg Hunts

2:00 PM Afternoon Egg Drop Event Check-In,

3:00 PM Helicopter Egg Drop and Egg Hunts

IN PARTNERSHIP WITH



CITY OF

Westfield
INDIANA



GRAND PARK



*Logistics and schedule may adjust.

WESTFIELD EASTER EGG DROP

SPONSORSHIP OPPORTUNITIES

Partnering with us for this fun event is a great opportunity to invest your marketing dollars into your community while gaining exposure and new business. There are several sponsorship opportunities available, some of which include:

- Inclusion in our full-page ad in the Westfield and Carmel editions of The Current which reaches over 40,000+ homes
- Your logo on multiple banners and yard signs posted throughout our community
- Exposure on banners and signage the day of the event
- Postings on our Easter Egg Drop web site
- Social Media – Facebook, Twitter, Instagram
- Your logo and sponsorship level on the event program handed out to every parent of over 2,000 children the day of the event
- The opportunity to add your gift or coupon to the bag every family receives**
- A 10'x10' tent space to hand out prizes or promotional items while connecting with the community
- Announcement of your business name from the main stage multiple times during the event



EVENT PROMOTIONS	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,250	BRONZE \$500
Advertising in Current*	Featured Logo	Large Logo	Logo	Listing
Web Site*	Featured Linked Logo	Linked Logo	Linked Logo	Linked Logo
Social Media, Email Blast	Featured Linked Logo, Targeted Email	Linked Logo	Linked Logo	Listing
3'x5' Community Banners*	Featured Logo Placement	Primary Logo Placement	Logo	
Event Signage*	Individual Signage, Flags, Barricade Tape	Primary Logo Placement	Large Logo	Smaller Logo
Event Program Flyer*	Primary Logo Placement	Primary Logo Placement	Large Logo	Smaller Logo
Tent Space at Event	Available space if desired	Available space if desired	Available if desired	
Gift/Coupon in Event Bag**	Yes**	Yes**	Yes**	
Event Bag (one per child)	Logo printed on event bag			

NOTE: This event is held outdoors and poor weather may result in lower than anticipated attendance, cancellation, or rescheduling. If poor weather or any other unforeseen circumstances occur, sponsorship monies cannot be refunded.

* Logo size is determined by sponsorship level & logo placement based solely on image aesthetics.

** Anything included in the event bag must have a value (gift, coupon, prize, etc.). If a Platinum Level Sponsor(s) is not identified for event, the Event Bag may be eliminated and any value-add items distributed at the Registration Table or the sponsor's tent space.





WESTFIELD **EASTER** **EGG DROP**

FOR SPONSORSHIP INFORMATION CONTACT:

SPENCER FAIRFAX

SPONSOR COORDINATOR

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