

MIDTOWN HALLOWEEN FESTIVAL & POOCH PARADE 2024 RECAP REPORT



Midtown Association is a nonprofit 501(c)(6) organization whose mission is to make Midtown the center for culture, creativity, & vibrancy in Sacramento's urban core.

OBJECTIVE

Presented by Midtown Sutter restaurants, this community event is highlighted by a “pooch parade” where furry friends strut and stroll through James Marshall Park while competing in a Halloween costume contest. The event aims to attract at least 500 neighbors and families to Midtown Sutter at Marshall Park to raise awareness of the area's restaurants and create a family-friendly bridge between the nightlife and the neighborhood.

OVERVIEW

The 2024 Midtown Halloween Festival & Pooch Parade was a resounding success, drawing an impressive crowd of over 600 attendees and more than 250 costumed dogs to Marshall Park. This year's event featured exciting new additions, including a stage for live entertainment, an extended parade route, a pumpkin patch for festive photo opportunities, and collaboration with nearby Midtown Sutter restaurants like The Lock & Key Tapas + Bar and Barwest, who sold food and drinks to festival-goers. Guests competed for prizes in categories like Most Creative Costume, Best Group Costume, and Best Overall, with winners receiving gift cards to popular Midtown Sutter restaurants. The event was promoted through a comprehensive marketing campaign, including earned media, social media, newsletters, the Explore Midtown blog, flyers, mailers, and Facebook ads, ensuring widespread excitement and participation.

IMPACTFUL METRICS

639

Attendees

296

Pooch Parade Participants

11

Midtown Sutter Restaurants

8

Media Stories

\$6.4K

Calculated PR Ad Value

38.5K

Total TV Viewership

5.6K

Social Media Engagements

629

Facebook Ad Link Clicks

94.3K

Social Media Impressions

1.6K

Website Views

7.5K

Newsletter Opens

500

Mailers Sent

PHOTOS



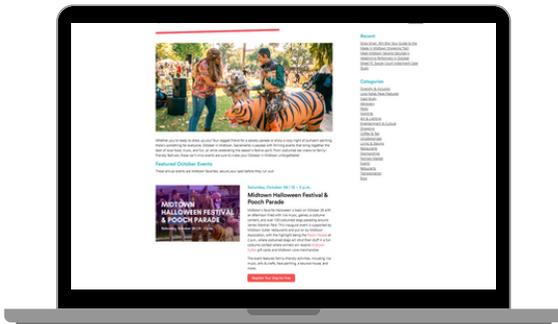
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WEBISTE PROMOTION

Click the thumbnail to view website.



NEWSLETTERS

Click the thumbnails to view each newsletter.



MEDIA SEGMENT

Click the thumbnail to view media segment.



SOCIAL MEDIA

Click each post to view our social media promotions.



FACEBOOK ADS

