

# MIDTOWN HALLOWEEN FESTIVAL & POOCH PARADE 2022 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 seeks to attract at least 300 neighbors and families into Midtown Sutter at Marshall Park to raise awareness of the area’s restaurants and create a family-friendly bridge between nightlife and the neighborhood.

## OVERVIEW

The 2022 Midtown Halloween Festival & Pooch Parade had its most successful showing to date at Marshall Park with over 130 costumed pooches and 350+ attendees. We were joined by five local vendors and had 10 family-friendly activities, each presented by a Midtown Sutter venue. Prizes included gift cards to Midtown Sutter restaurants and were awarded to attendees for most creative, best group costume, and overall best in show. Promotions for the event included social media, newsletters, Explore Midtown blog, flyers, door hangers, and Facebook ads.

## IMPACTFUL METRICS

**350+**

Attendees

**135+**

Pooch Parade Participants

**\$38,330**

Calculated PR Ad Value

**560**

Door Hangers & Flyers

**12**

Media Stories

**1.6K**

Newsletter Opens

**1.5K**

Social Media Post Engagements

**404**

Facebook Ad Link Clicks

**2.3K**

Website Views

## PARTNERS

BARWEST  
BLUE CUE  
B STREET THEATRE  
CAFE BERNARDO  
CENTRO COCINA MEXICANA  
FOUR PALMS  
HARLOW'S RESTAURANT & NIGHTCLUB  
INK EATS & DRINKS  
PARAGARY'S MIDTOWN  
RED RABBIT KITCHEN & BAR  
TEA BAR FUSION & CAFE

## PHOTOS



Pooch Parade Pups



Pooch Parade Group Costume



Face Painting



Live Music



Puppet Show



Games + Activities

MAKING MIDTOWN THE CENTER FOR CULTURE, CREATIVITY, & VIBRANCY IN SACRAMENTO'S URBAN CORE

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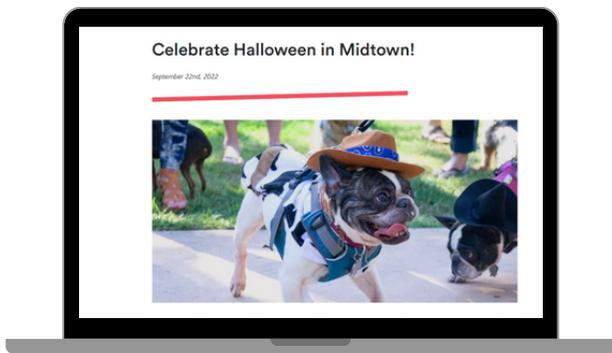
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## WEBISTE PROMOTION

In addition to our Halloween blog that focused promotion on the event, we also had a registration page that collected over 120 Pooch Parade registrants.

Halloween Blog

Click the thumbnail to view website.



Pooch Parade Registration Confirmation Page

## Midtown Sutter's Annual Halloween Festival and Pooch Parade

The Midtown Halloween Festival and Pooch Parade is presented by Midtown Sutter restaurants—including Barwest, Blue Cue, Café Bernardo, Centro Cocina Mexicana, Four Palms, Harlow's, INK Eats & Drinks, Paragary's Midtown, Red Rabbit Kitchen & Bar, and Tea Bar & Fusion Café – the canine-friendly event is highlighted by the much-anticipated "pooch parade" scheduled to take place at 2 p.m.

We will send you a reminder email closer to the event with any additional information! After a spirited day of Halloween fun with your pets, make sure to stop by the many eateries across the street from the park and throughout Midtown Sutter.

- Barwest – 2724 J Street | Saturdays 10 am–2 am
- Blue Cue – 1004 28th Street | Saturdays 5 pm–1 am
- Café Bernardo and Four Palms – 2730 Capitol Avenue | Saturdays 10 am–midnight
- Centro Cocina Mexicana – 2730 J Street | Saturdays noon–10 pm
- Harlow's – 2708 J Street | Vampire Ball Doors Open at 8 pm
- INK Eats & Drinks – 2730 N Street | Saturdays 9 am–2 am
- Paragary's Midtown – 1401 28th Street | Saturdays 10 am–2 pm, 5–9 pm
- Red Rabbit Kitchen & Bar – 2718 J Street | Saturdays 3 pm–1 am
- Tea Bar & Fusion Café – 2700 Capitol Avenue | Saturdays 11 am–8 pm

## NEWSLETTERS

Click the thumbnails to view each newsletter.



## MEDIA

Click on the thumbnail to view each story.



## MEDIA IMPRESSIONS

- 12 broadcast stories
- 143,888 impressions
- \$12,776 calculated ad value
- \$38,330 calculated PR ad value

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## SOCIAL MEDIA

Click each post to view them live.



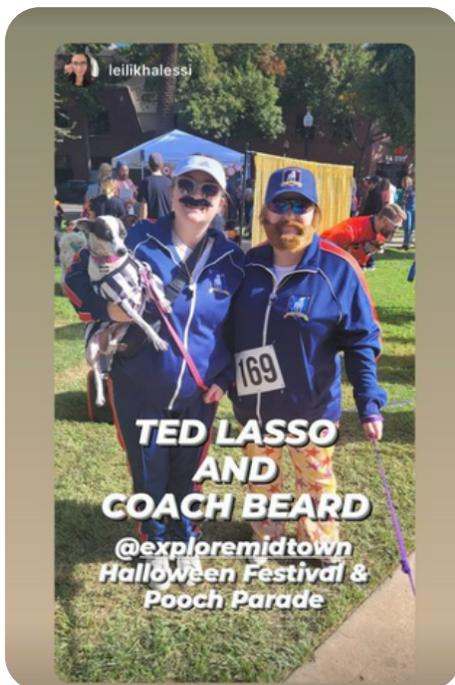
Photos from this year's event can be viewed here.

## SOCIAL MEDIA ENGAGEMENT

Check out social media posts from Pooch Parade participants and influencers. Click the thumbnail to view posts.

### Instagram Stories

### Community Posts



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## PRINTED ADVERTISEMENTS

### Flyers

Pooch Parade flyers were passed out to our Midtown Sutter restaurants and partners, the Leash and Collar Boutique, and posted at the Truitt Bark Park.

### Door Tags

Door hangers were delivered to the surrounding Marshall Park neighborhood, reaching 531 homes. The hangers highlighted the Pooch Parade event and Midtown Sutter restaurants.

