

MIDTOWN HALLOWEEN FESTIVAL & POOCH PARADE 2023 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 2023 Midtown Halloween Festival & Pooch Parade had its most successful showing to date at Marshall Park, attracting over 250 costumed pooches and 700 attendees. Prizes, including gift cards to Midtown Sutter restaurants, were awarded to attendees for the most creative, best group costume, and overall best in show. Promotion for the event included social media, newsletters, the Explore Midtown blog, flyers, door hangers, and Facebook ads.

IMPACTFUL METRICS

700+

Attendees

250+

Pooch Parade
Participants

11

Midtown Sutter
Restaurants

10

Media
Stories

\$33.5

Calculated
PR Ad Value

208.3K

Broadcast
Impressions

5.8K

Social Media
Engagements

796

Facebook Ad
Link Clicks

136K

Social Media
Impressions

1.2K

Website
Views

2.7K

Newsletter
Opens

560

Door Hangers
& Flyers

PHOTOS

[Find more photos from this year's event here.](#)



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WEBISTE PROMOTION

Click the thumbnail to view website.



NEWSLETTERS

Click the thumbnails to view each newsletter.



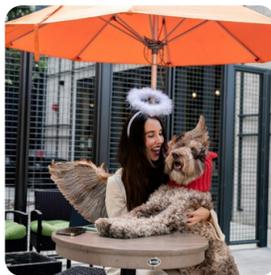
MEDIA SEGMENT

Click the thumbnail to view media segment.



SOCIAL MEDIA

Click each post to view our social media promotions live.



Check out social media posts from Pooch Parade participants



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COMMUNITY QUOTES

Sacramento is known for its Halloween spirit and the costumed dogs of the 916 are the best kinda spirits 🐶

Great event!

This is dope! I didn't even know this was a thing.

Tiger king 🐯🐶👑🌟 We had a blast and thanks for voting us Best group costume 🥰

Omg I love this

Halloween wouldn't be complete here without the pooch parade!

Great event [@exploremidtown](#)

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.

