

MIDTOWN HALLOWEEN FESTIVAL & POOCH PARADE 2025 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 2025 Midtown Halloween Festival & Pooch Parade was a resounding success despite having rain in the forecast, drawing an impressive crowd of over **500** registrants and their costumed dogs to Marshall Park. Guests competed for prizes in categories like Most Creative Costume, Best Group Costume, and Best Overall, with winners receiving gift cards to 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 digital ads, ensuring widespread excitement and participation. This year’s event also captured **7.2K** visitors for the entire day in the Midtown Sutter District, an **11%** increase over a typical Saturday.

IMPACTFUL METRICS



515

Registrants



7.2K

District
Visitors

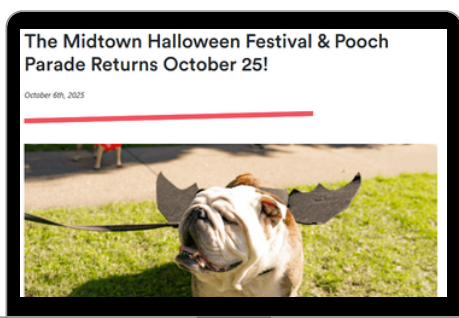


11%

Increase in
Visitors

WEBSITE PROMOTION

Click the thumbnail to view webpage.



5.5K

Website
Views

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MEDIA COVERAGE

Click the thumbnail to view media coverage.

LOCAL

Dogs of Sacramento celebrate Halloween with midtown festival and Pooch Parade

By Emma Hall

Updated October 25, 2025 5:34 PM | Gift Article



8

Media
Stories

17.6K

Broadcast
Reach

NEWSLETTERS

Click the thumbnails to view newsletters.



8.1K

Newsletter
Opens

SOCIAL MEDIA

Click the thumbnails to view top social media posts.



166.6K

Social Media
Impressions