Haunted Happenings MARKETPLACE

2026

SPONSORSHIP OPPORTUNITIES

$500 to $5,000 local levels · Custom above · One email

Produced by Creative Collective · Salem, Massachusetts · creativecollectivema.com



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Happy visitors make happy customers.

Every October, 1.8 million+ people pour into Salem. What they do between the big attractions is where your business lives. A busker that stops them in their tracks. A stage that gives the kids somewhere to sit. A map that walks them from the Common straight past your door. That’s the difference between a crowd passing through and a customer walking in!

Local sponsorship is how we build that mood, and it’s how we put YOUR name on it.

1.8M+
October visitors to Salem

Weekly
market days through Nov 1

6
downtown venues we program

350+
CC member businesses since 2017

Visitor figure: Destination Salem, Placer.ai data.

What your dollars actually build

This is what turns foot traffic into customers.



Buskers and performers

Artist fees for the street acts that stop people in their tracks on the Pedestrian Mall and Derby Square.



Music and family programming

Stages, sound and the free shows that turn a market into a day out for families.



Local makers

Salem and North Shore artists, makers and small brands get the booth, the spotlight and the crowd.



Getting people around downtown

Maps, wayfinding and marketing that move visitors from the Common to the storefronts.

Local first: we book Salem and North Shore artists, performers and makers before anyone else. Then we put that work all over the city.

Pick a level

Every level gets real recognition, scaled to the investment, confirmed in writing before anything begins.



$500
LOCAL SUPPORTER

Artist fees, materials and small program needs

$1,000
COMMUNITY SPONSOR

Public programming and visitor-facing resources

$1,500
PROGRAM SPONSOR

A named music, performance, family or maker program

$2,500
SUPPORTING SPONSOR

A larger program, series or public-space activation

$5,000
FEATURED SPONSOR

Multiple programs, places and a 3 to 4 day presence

Premier ($10,000) and above? That’s a conversation. Email John and we’ll build it together.

What you get at every level

	$500 Local Supporter	$1,000 Community	$1,500 Program	$2,500 Supporting	$5,000 Featured
HH website sponsor page	Name	Name	Name	Linked logo	Linked logo
Shared sponsor wall and signage at venues	Name	Logo	Logo	Logo	Logo + signage at one venue
Social features across CC channels	1	2	3	4	8
Newsletter	—	Mention	Mention	Mention	Feature
“Supported by” credit on a named program	—	—	●	●	●
Your rack cards at our venue fixtures	—	—	●	●	●
On-site presence	—	—	—	—	3 to 4 day pop-up at an approved venue
Sponsor appreciation celebration	●	●	●	●	●
Post-season story of what you made possible, written scope	●	●	●	●	●

Placement always sits below the Festival Partner and Title Sponsors. No level includes naming rights, category exclusivity or print logos on posters and banners.

Where it happens

Six downtown venues, one season, through Nov 1.



Salem Common

Markets, live music and family programs all month



Derby Square

Local makers and artisan markets



Front Street

Creative programming that moves visitors



Charlotte Forten Park

Stage, performance and an extended season



Old Town Hall

Indoor programming, food court and pop-ups



Pedestrian Mall

Buskers and interactive moments, curated by CC

Pick a level. Email John.

Send me the level that feels right and what you'd most love to support. I'll confirm the fit, availability, recognition and scope in writing, and then we get to work!

Let's make October happy for everyone: visitors and the businesses they fall for.

John Andrews

Founder & President, Creative Collective

john@creativecollectivema.com
(978) 224-8856
creativecollectivema.com
265 Essex Street, Suites 202 & 205, Salem MA

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Artwork by Bats in the Belfry Crafts

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Thank you to our 2026 sponsors

Festival Partner: Salem Night Tour

Title Sponsors: Jenni Stuart Fine Jewelry
Salem Wax / Haunted Neighborhood

Prime Group Shetland Park

Overall Sponsor

Paid weekend parking in Salem
Gracious host of the Grand Parade rally point
shetlandpark.com



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