

16TH Annual

HALLOWEEN OC

www.HalloweenOC.com

October 30, 2010
8pm - 4am

Saturday

21 & OVER



Proceeds to Benefit
Websites for Heroes
keeping our military families connected

The logo for OCFAIR & EVENT CENTER. It features a stylized orange character with a green leaf on top, positioned to the left of the text. The text "OCFAIR" is in a large, white, serif font with a black outline, and "& EVENT CENTER" is in a smaller, orange, sans-serif font below it.

Corporate Partners & Exhibitors



How best to describe Halloween OC

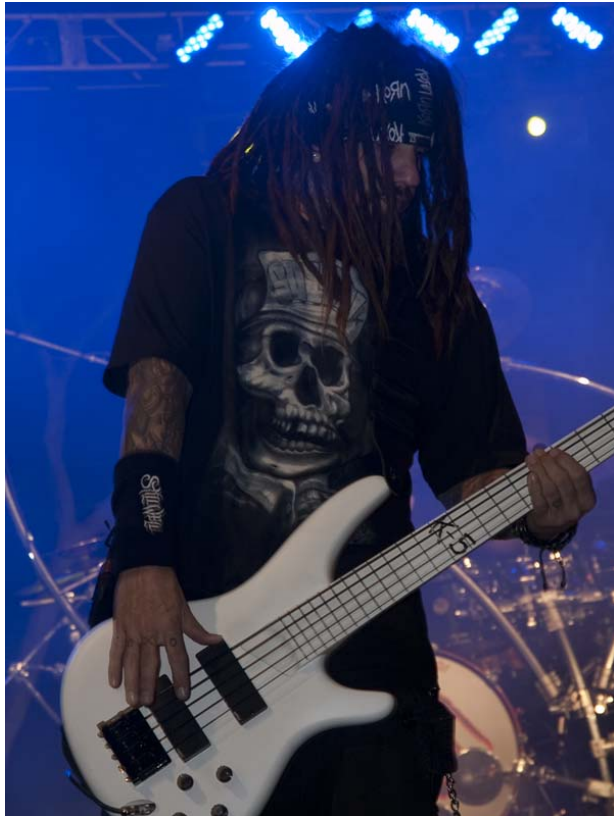
- ❖ Imagine a Halloween Party at your house, but with 20,000 of your closest friends and neighbors... and TV News Cameras.
- ❖ But... You don't have to worry about cleaning up afterwards.
- ❖ People come from as far as Europe to experience the "Halloween Party" we started 20 years ago in an apartment.
- ❖ Over the past 15 years, the event has been one of the most anticipated community events in Southern California.
- ❖ There is nothing like it anywhere in Orange County, CA.

HALLOWEEN OC



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A Few Images from Last Year...





Companies Sponsor Halloween OC because

- ❖ It's the #1 Halloween event in Orange County for 15 years.
- ❖ The largest Indoor Space (100,000 sq.ft) & capacity (20,000).
- ❖ Attendees on average spend \$200 per person on Halloween.
- ❖ Event Sells Out every year and thousands are turned away.
- ❖ Event website had over 4 million unique visitors in 2009.
- ❖ Tens of Thousands come to celebrate because our event only happens once a year, and it's where "the beautiful people go".

HALLOWEEN OC



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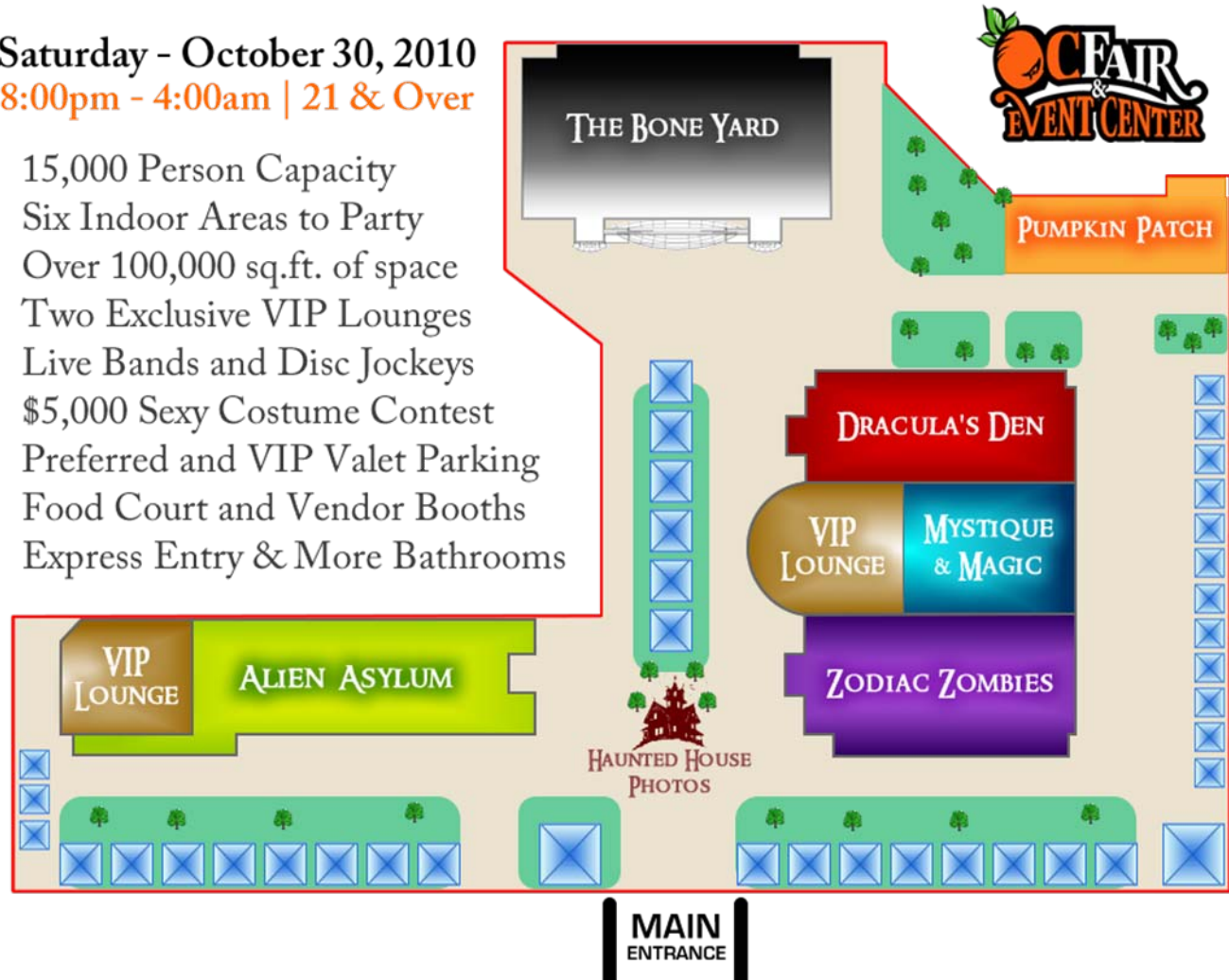
EVENT SPACE:

330,000 sq.ft of total space at the OC Fair & Event Center will be converted into Orange County's Halloween party!

The Bone Yard Hangar Building	31,000 sq.ft
Pumpkin Patch Baja Blues Restaurant	4,000 sq.ft
Dracula's Den Building 16	13,400 sq.ft
Mystique & Magic / VIP Lounge Building 14-16 Span	18,000 sq.ft
Zodiac Zombies Building 14	16,000 sq.ft
Alien Asylum / VIP Lounge Building 12	22,000 sq.ft
The Courtyard	7,000 sq.ft
Food Court & Vendor Concessions Main Mall	224,000 sq.ft

Saturday - October 30, 2010
8:00pm - 4:00am | 21 & Over

15,000 Person Capacity
 Six Indoor Areas to Party
 Over 100,000 sq.ft. of space
 Two Exclusive VIP Lounges
 Live Bands and Disc Jockeys
 \$5,000 Sexy Costume Contest
 Preferred and VIP Valet Parking
 Food Court and Vendor Booths
 Express Entry & More Bathrooms





Making a Difference – Websites for Heroes

- ❖ Websites For Heroes, a 501(c)-3 nonprofit, is the official charity organization for both our Halloween OC and New Year's Eve OC events.
- ❖ A portion of our proceeds (minimum \$10,000 donation) will be given to assist Websites for Heroes with their efforts to provide military families the ability to connect in a secure environment. Due to national security reasons, military cannot use the standard social media platforms (e.g. Facebook or Myspace)
- ❖ Their mission is to provide safe, interactive websites for deployed military heroes to stay connected with their families and to encourage widespread support of America's troops.
- ❖ We encourage our sponsors to visit their site – www.WebsitesForHeroes.org for more information and to understand how they help America's troops.

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Thousands and Thousands Attend...



www.HALLOWEENOC.com



Halloween is a Multi-Billion Dollar Industry

- ❖ The National Retail Federation reports that consumers spend billions on Halloween. They purchase candy, costumes, cards and decorations. They also attend Halloween events & parties.
- ❖ On average an adult spends between \$50 - \$70 on Halloween.
- ❖ We have the affluent Orange County demographic, our guests spend over \$200/adult on Halloween costumes and the party.
- ❖ We treat Halloween just like our New Years party. We produce one party, at one location for an entire community and create a sense of urgency around the uniqueness of this one-time event.

HALLOWEEN OC



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HALLOWEEN OC 2010:

Halloween OC is a celebration that takes place in Orange County, California. The event is produced by Ones We Love and has been for the past 20 years. Day one is a family festival that features food, entertainment, magicians, arts and crafts, family friendly vendors and attractions. Day two is the annual masquerade ball. It features dance music, live bands, costume contests and food. The expected minimum attendance for the event is 10,000 guests, rain or shine.

SATURDAY – OCTOBER 30, 2010 (8:00pm – 4:00am)

Halloween OC Masquerade Ball – **21 and Over**

Saturday is the 16th Annual Halloween OC Masquerade Ball. Last year, over 10,000 guests attended and we closed the entrance at Midnight to prevent overcrowding. After turning away approximately 5,000 walkup guests, we expanded the space in 2010 to accommodate increased demand. **This is the #1 Halloween 21 & Over Costume Ball in Southern California.** It attracts the affluent South Orange County demographic and hundreds from around the world. Key elements include our Sexy Costume Contest, VIP Lounges, Valet Parking and music performed by disc jockeys and live bands. The party goes until 4am to avoid a large rush of guests exiting the event at once. We also work closely with local hotels, taxi companies and law enforcement to give our guests options to driving after a night of partying and drinking to minimize DUIs.

www.HALLOWEENOC.com

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What a Sexy Costume Contest Brings...





It's Good to be King & Queen of Halloween

- ❖ HalloweenOC.com holds the #1 organic rank on all search engines for the combined words Halloween, OC and/or Orange County.
- ❖ In addition, we redirect these URLs microsites to HalloweenOC.com
 - ❖ www.OCHalloween.com (the reverse of Halloween OC)
 - ❖ www.HallowKing.com (Male Winner of the Halloween Costume Contest – e.g. Prom King)
 - ❖ www.HallowQueen.com (Female Winner of the Halloween Costume Contest – e.g. Prom Queen)
 - ❖ www.HallowLean.com (Fitness promotion linked to starting a weight loss program on Nov. 1st)
 - ❖ www.SexyCostumeContest.com (Promotion of our Annual Sexy Costume Contest event)
 - ❖ www.TrickorFreak.com (Custom Cars “Tricked-Out-Rides” and Scary Costumes “Freaks”)
 - ❖ We also own the .NET, .ORG, .INFO and other variations of the named site and redirected them to our main site at www.HalloweenOC.com

HALLOWEEN OC



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Search Engine Results

Web Images Videos Maps News Shopping Gmail more

Google

About 1,200,000 results (0.20 seconds)

Everything
Videos
More
Show search tools

.. Halloween OC .. The biggest Halloween Costume Ball in ...
Join thousands of your friends at **Halloween OC**, the biggest Halloween Costume Ball and Dance Party in California. Presented by Ones We Love (OWL).
halloween.owlus.com/ - Cached - Similar

Halloween Events in Orange County
Orange County Halloween Celebrations - 2010. We've only just started updating! Please check back for more of this year's events! ...
www.orangecounty.net/html/weekend_halloween.html - Cached - Similar

Halloween OC, Los Angeles CA, Saturday, October 31, 2009, OC Fair ...
Halloween OC taking place in Los Angeles CA on Saturday, October 31, 2009 at OC Fair and Expo Center. Complete information online at clubZone.com ...
www.clubzone.com/.../halloween-2009-at-oc-fair-and-expo-center - Cached - Similar

Videos for halloween oc

 Nonfiction Live @ The Atrium Hotel Halloween ... 5 min - Oct 30, 2007 Uploaded by hosj321 www.youtube.com	 See RPG Magnet spin at Halloween OC 2009! 4 min - Oct 18, 2009 Uploaded by kevinrossow www.youtube.com
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Starting @ \$25 Orange County (OC) Fair Halloween Party OC Costa Mesa.
09' Orange County's - OC's - Largest Halloween Party - Orange County fair grounds Costa Mesa CA, HalloweenOC.com.
www.ocfairhalloween.com/ - Cached

Orange County Events Calendar - Orange County Entertainment Guide
The OC Weekly is the authority on Orange County events. Find info on weekend events, festivals, shows, and nightlife in our Orange County entertainment ...
www.ocweekly.com/events/category/halloween-442589/ - Cached

Halloween OC Tickets | Halloween OC Tickets
Dec 16, 2009 ... The best prices for Halloween OC tickets at the OC Fairgrounds. 2009 Halloween OC will be an epic event. 10000+ people expected friends.
halloweenoctickets.com/ - Cached

Halloween Oc Goes Massive With 10000 People At The Oc Fair Grounds
Oct 14, 2009 ... Halloween Oc Goes Massive With 10000 People At The Oc Fair Grounds. Orange County's premier event company announces "the main event" for ...
www.prlog.org/10374955-halloween-oc-goes-massive-with-10000-people-at-the-oc-fair-grounds.html - Cached - Similar

Ones We Love - www.OWLUS.com
Ones We Love - The global leader for special event marketing and promotion services. We can help you promote and produce any type of special event or social ...
owlus.com/ - Cached - Similar

halloween oc - Bing

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RELATED SEARCHES

- Orange County Halloween
- Irvine Marriott Halloween
- Halloween Club Orange County
- Orange County Halloween Events
- Orange County Halloween Stores
- Orange County Halloween Activities
- Haunted Houses Orange County
- Owlus

ALL RESULTS 1-10 of 5,440,000 results

Halloween OC .. The biggest Halloween Costume Ball in Southern ...
Join thousands of your friends at **Halloween OC**, the biggest Halloween Costume Ball and Dance Party in California. Presented by Ones We Love (OWL).
halloween.owlus.com

Halloween Events in Orange County
Orange County Guide to things to do. Orange County Halloween Celebrations - 2010
www.orangecounty.net/html/Weekend_halloween.html - Cached page

Halloween OC goes Massive - Halloween costume party- Eventbrite
acropolisRPM presents **Halloween OC goes Massive** -- Saturday, October 31, 2009 | Sunday, November 01, 2009 -- Costa Mesa, CA
halloweenoc.eventbrite.com - Cached page

Halloween OC, Los Angeles CA, Saturday, October 31, 2009, OC Fair and ...
Halloween OC taking place in Los Angeles CA on Saturday, October 31, 2009 at OC Fair and Expo Center. Complete information online at clubZone.com/events/Los_Angeles/152940 ...
www.clubzone.com/events/Los_Angeles/152940/halloween-2009-at-oc-fair-and-expo-center - Cached page

SEARCH HISTORY
halloween orange county

See all
Clear all - Turn off

Starting @ \$25 Orange County (OC) Fair Halloween Party OC Costa Mesa.
09' Orange County's - OC's - Largest Halloween Party - Orange County fair grounds Costa Mesa CA, HalloweenOC.com.
www.ocfairhalloween.com - Cached page

OC Fair & Event Center
Enjoy two nights of ghoulish fun as one of the biggest and longest running Halloween parties in the county makes its first appearance at the OC Fair & Event Center.
ns.ocfair.com/ocf/calendar/ViewEvent.asp?EventId=1314 - Cached page

Halloween OC - The Largest Costume Ball in Southern California
Halloween OC is a two day party at the OC Fair & Event Center presented by Ones We Love. Day One - Friday, October 30, 2009 from 4pm until Midnight is All Ages and features Korn ...
www.prweb.com/releases/Halloween/OrangeCounty/prweb3102804.htm - Cached page

Halloween OC, OC Fair and Expo Center, Los Angeles, Saturday, October ...
Halloween OC ... OC Fair and Expo Center. Visit dose.clubzone.com/events//152940/Halloween-OC for complete information and online tickets.
dose.clubzone.com/events/event152940.html - Cached page

#1 Halloween OC at Orange County Fair and Event Center in Costa Mesa ...
Get event information, schedule, and tickets for #1 Halloween OC happening at Orange County Fair

HALLOWEEN OC



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ATTENDANCE FIGURES & LOCATIONS:

We have produced Halloween Orange County for 15 years. Due to overwhelming demand and increased popularity for Halloween events, we moved our event to the OC Fair & Event Center in 2009. The table below lists the history of Halloween OC attendance. In 2010, we have increased our capacity to 20,000.

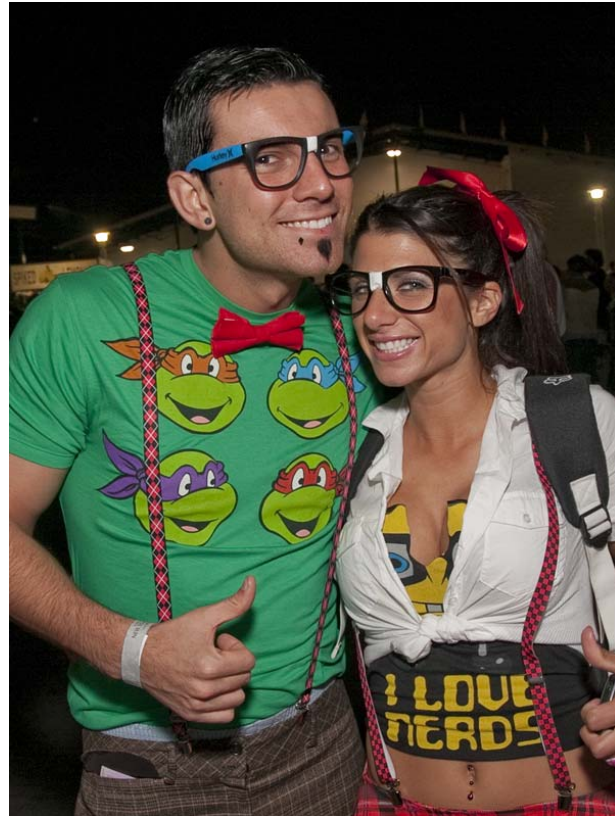
Location	Year	Notes
OC Fair & Event Center	2009	13,000 attendees. On Saturday night, we turned away 5,000 walk-up guests because we reached capacity at Midnight.
Marriott Irvine <i>and</i> Holiday Inn Costa Mesa	2008	The main event at the Marriott (8pm-2am) and afterhours at Holiday Inn Costa Mesa (1am-5am). We sold out three days in advance despite economic downturn. We sent our overflow to three local nightclubs (Savannah, Silvera's and Tentations) and turned away over 3,000 walk-up guests on the night of the event.
Atrium Hotel	2005 - 2007	We converted the entire hotel into a Halloween OC. We achieved over 5,000 attendees and sold out Halloween OC every year.
Grove of Anaheim	2001 - 2004	Halloween OC was hosted in conjunction with the Club LIVE and Cupids mega-club promotion. 5,000 people attended.
Hacienda Banquet Hall	2000	Location is now called the Turnip Rose. Located on the corner of 19 th Street and Newport Blvd. 3,000 Attendees
Red Lion Hotel	1994 -1999	Now called the Hilton Costa Mesa. 3,000 Attendees

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Amazing Costumes Everywhere...



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PAST SPONSORS:

We have enjoyed the support of numerous sponsors including Marriott Hotels, Anheuser Busch, Red Bull, Finlandia Vodka and Jack Daniels. Past media sponsors of the include OC Weekly, 944 Magazine and LIVE OC Magazine. We also garner support from several local businesses and Halloween costume stores.

In addition to Halloween OC sponsors, we have worked with several companies for our major events (i.e. New Year's Eve). Examples include Hilton Hotels, Hawaiian Airlines, 7-Eleven, Wing Stop, Baja Fresh, Samuel Adams, Yard House Restaurants, Aveda, LiveNation, AEG Worldwide, State Farm Insurance, Jet Blue Airlines, Gold's Gym, Heineken, Luxor Las Vegas, Palms Casino Resort, Mitsubishi Motors, EFFEN Vodka, Korbel Champagne, The Sports Club/LA, Dave & Busters, Atrium Hotel, 18|8 Fine Men's Salons, SKYY Spirits, Treasure Island Casino, One Model Place. We can show hundreds of examples of brand activation at all levels.



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More Images...



www.HALLOWEENOC.com

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We appreciate all of the support we receive from our sponsors and vendors. This is why we have implemented a process to determine the nature and extent of their participation at our event. We match creative elements and media buys from our event to the needs of our sponsors and vendors.

Sponsorship packages start at \$2,500 and vendor concession areas start at \$750. Sponsorships will be customized based on a company's marketing strategy and branding goals. For more information on how to benefit from direct access to the thousands of attendees of at Halloween OC, and the millions who visit us online, please contact us.

Sponsorships Levels:

- Title Sponsor[^]
- Presenting Sponsor[^]
- Halloween OC - Official Partner (Gold)[^]
- Halloween OC - Partner (Silver)
- Friends of Halloween OC (Bronze)
- Food Vendor/Concessionaire
- Non-Food Vendor/Concessionaire

[^] = Category Exclusive Sponsorship and includes right of first refusal for next year.

A portion of the sponsorships will be donated to Websites for Heroes. Sponsor will receive a tax deduction for the charitable amount.

owen gonzales
chief da gooder

ONES WE LOVE
www.owlus.com

making
life better
for others
is what we do

3901 Westerly Place, Suite 205
Newport Beach, California 92660
toll free: 800-893-9932
mobile: 714-791-6900
fax: 714-464-5383
email: OWEN@owlent.com

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HALLOWEEN OC

#1 HALLOWEEN PARTY IN OC
IRVINE MARRIOTT
 9:00PM - 2:00AM

OVERFLOW LOCATIONS

MODEL WEEN
 SAVANNAH COSA MESA
 9:00PM - 2:00AM

SILVERA'S
 HUNTINGTON BEACH
 9:00PM - 2:00AM

TENTATION
 NEWPORT BEACH
 9:00PM - 2:00AM

VIP AFTER PARTY
AFTER HOURS
 HOLIDAY INN
 COSTA MESA
 12:00AM - 5:00AM

THIS EVENT WILL SELL OUT
www.HALLOWEENOC.COM

ALYAN, OWEN, KAWACHO, MARK ANTHONY, BRYAN, GRAHAM, NOEAN, FULLLEY, JEREMY JACKSON, LONG, VINCENT, TIC TAC, GREG MENDOZA, JUAN CARLOS, TYDE, MIKE AND JOSH PRESENT

HALLOWEEN OC

SATURDAY - OCTOBER 28TH

ATRIUM HOTEL
 AT ORANGE COUNTY AIRPORT

Orange County's biggest Halloween party is at the Atrium Hotel

PROMOTIONS BY

- ATRIUM HOTEL
- OWEN W. L...
- acropolisPM
- DIAMOND
- WIP TV
- Belong
- 4 forward
- NYE HYPE
- OC WEEKLY
- SULLEN
- PubDivvies.com
- FLYER BAGS
- Just Friends

ORANGE COUNTY'S BIGGEST HALLOWEEN COSTUME BALL IS BACK

HALLOWEEN OC

sponsored by **94.4** orange county
 MAGAZINE

ATRIUM HOTEL
 AT ORANGE COUNTY AIRPORT

www.HALLOWEENOC.COM - SIX THEMED ROOMS - TWO LEVELS - COSTUME CONTEST