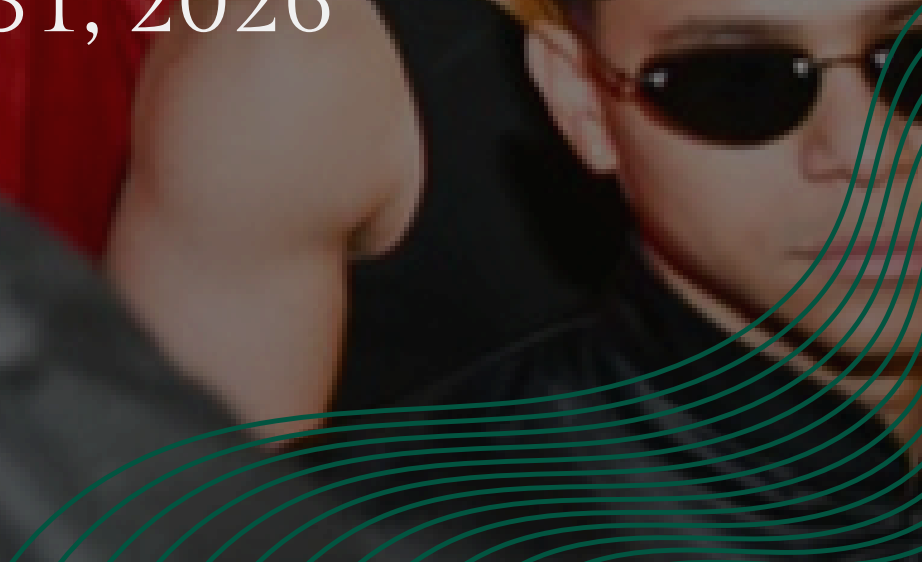




Corporate Brand Partnership Prospectus

Wicked Manors: Masquerade of Mayhem

Saturday, October 31, 2026
5 PM - 11 PM
Wilton Manors, FL



The Wicked Manors Experience

More than an event. More than entertainment. For one unforgettable night each Halloween, Wilton Drive becomes a walkable world of music, performance, creativity, hospitality, and celebration. Every block offers a new experience, every corner reveals another surprise, and every guest becomes part of the story.



The Wicked Story

Every great event begins with a simple idea.

Create a place where people can come together, celebrate, and experience something unforgettable. Halloween has always been a celebration of imagination, creativity, and transformation. It invites people to step outside the ordinary, express themselves freely, and share experiences that simply can't happen any other night of the year.

Wicked Manors was created to embrace that spirit.

What began as a neighborhood celebration more than a decade ago has grown into one of South Florida's signature Halloween destination events, attracting more than 40,000 attendees from across the United States and around the world. For one extraordinary evening, Wilton Drive transforms into a vibrant outdoor stage where creativity, music, entertainment, hospitality, and community come together in a celebration unlike any other.

People come for the costumes, the energy, and the spectacle. They return because of the atmosphere. Every attendee becomes part of the experience.

Wicked Manors isn't just an event.

It's a tradition.

It's a destination.

And a celebration that reminds us that our greatest experiences are the ones we create together.

One Night. One Unforgettable Experience



Engaging Brand Experiences at Wicked Manors



Creating Connections Through Experience
Discover unique opportunities for brands to engage attendees.

VIP Experience

Elevated Hospitality



For guests seeking an elevated experience, VIP offers exclusive access to premium hospitality in the heart of the celebration.

Reserved area, premium amenities, specialty cocktails, comfortable gathering spaces, and concierge-style service create an oasis within one of South Florida's most energetic Halloween events.

VIP isn't simply a ticket upgrade. It's a premium way to experience Wicked Manors.

Costume Contest

Where Creativity Takes Center Stage



Every costume tells a story. From cinematic masterpieces and elaborate group creations to imaginative interpretations of the annual theme, the Wicked Manors Costume Contest is one of the evening's most anticipated attractions. Thousands arrive in costume—not simply to compete, but to become part of the spectacle.

Multiple contest categories, live judging, audience participation, and prizes transform self-expression into unforgettable entertainment, making the costume competition a signature experience for participants and spectators alike.

NATIONAL & GLOBAL REACH

46

U.S. STATES*

Plus Washington, D.C.

Only four states were not represented in 2025.

27

COUNTRIES & TERRITORIES

Guests traveled from six continents to experience Wicked Manors.

40,000+

ATTENDEES

One night.

One destination.

One unforgettable experience.

 Argentina

 Australia

 Brazil

 Canada

 France

 Germany

 Ireland

 Israel

 Italy

 Mexico

 Netherlands

 South Africa

 Spain

 Switzerland

 Thailand

 United Kingdom

 United States

...and visitors from 10
additional countries
and territories.

States not represented: Hawaii, Montana, Nebraska, and South Dakota.*

Digital Media Reach 2024-2025

More than an event. More than entertainment.

2025 DIGITAL REACH

34,855 Campaign Views

15,708 Accounts Reached

931 Website Clicks

1,160 Engagements

12,000+ Email Subscribers

17.3K Facebook Subscribers

7K+ Instagram Followers



MEDIA MOMENTUM

Visibility across broadcast, digital, travel and LGBTQ+ media.

2024—2025 COVERAGE

Wicked Manors • Wilton Manors, Florida

2025 coverage extended the event's reach well beyond Wilton Drive.

Eden After Dark generated a mix of breaking news, feature stories, event discovery and national syndication.

BROADCAST + BREAKING NEWS

CBS News Miami
Local 10

CULTURE + COMMUNITY

OutSFL
Hotspots Magazine

DISCOVERY + AMPLIFICATION

PR Newswire • Yahoo
Finance
GayTravel4U • Miami on
the Cheap

A sponsor is not buying visibility in one channel—it is joining a story carried across the full media ecosystem.

Local news treated Wicked Manors as a major South Florida moment.

2024 coverage combined live-event reporting, video and regional event discovery—building recognition before the next audience arrived.

30K+

anticipated attendance cited by Local 10

FEATURED COVERAGE

CBS News Miami

Local 10

South Florida Sun Sentinel

Broadcast video + YouTube

Repeated media attention creates credibility, familiarity and a stronger platform for sponsor recognition.

MEDIA VALUE

Coverage gives partners visibility before, during and after Halloween night.

BEFORE

Event listings + previews

Discovery, trip planning and advance awareness

DURING

Broadcast + breaking news

Real-time relevance and broad local visibility

AFTER

Photo galleries + recaps

Shareable proof of scale, energy and community

ONE EVENT. MULTIPLE MEDIA MOMENTS.

2025 Media Coverage

Eden After Dark • Friday, October 31, 2025

OutSFL	Eden After Dark returns with a tempting twist outsfl.com/wilton-manors/eden-after-dark-wicked-manors-returns-with-a-tempting-twist		
PR Newswire	Wicked Manors returns to Wilton Drive prnewswire.com/news-releases/wicked-manors-eden-after-dark-returns-to-wilton-drive-for-halloween-2025-302576062.html	CBS News Miami	Wicked Manors Halloween security coverage cbsnews.com/miami/news/wilton-manors-wicked-manors-2025-halloween-security/
GayTravel4U	Wicked Manors Halloween event listing gaytravel4u.com/event/wicked-manors-halloween/	CBS News Miami Video	Thousands pack Wilton Manors street party cbsnews.com/miami/video/thousands-pack-wilton-manors-for-wicked-manors-halloween-street-party-under-tight-security/
Miami on the Cheap	Halloween fun for youngsters and grownups miamionthecheap.com/wicked-manors-halloween-event-offers-fun-for-youngsters-grownups/	Local 10	Halloween takes over South Florida local10.com/features/2025/10/31/halloween-takes-over-south-florida-with-parties-performances-and-high-fashion-frights/
Hotspots Magazine	Wicked Manors 2025 photo coverage hotspotsmagazine.com/2025/11/12/photos-wicked-manors-2025/	Yahoo Finance	PR Newswire release amplification finance.yahoo.com/news/wicked-manors-eden-dark-returns-184600035.html
CBS News Miami	South Florida Halloween events roundup cbsnews.com/miami/news/miami-halloween-2025-events-parties-broward-south-florida/		

2024 Media Coverage

Island of Misfit Toys • Thursday, October 31, 2024

Local 10 / YouTube

Wicked Manors broadcast video

youtube.com/watch?v=-0rJBWS88Tw

CBS News Miami

Thousands have a spooktacular time

cbsnews.com/miami/news/thousands-have-spooktacular-time-at-wicked-manors-on-halloween/

YouTube

Wicked Manors video coverage

youtube.com/watch?v=NEnsbYd0KS0

CBS News Miami Video

Halloween celebration in Broward County

cbsnews.com/miami/video/hundreds-celebrate-halloween-at-wicked-manors-in-broward-county/

South Florida Sun Sentinel

Halloween 2024 events roundup

sun-sentinel.com/2024/10/16/halloween-2024-scare-up-some-fun-at-haunted-houses-bar-crawls-block-parties-in-south-florida/

Local 10

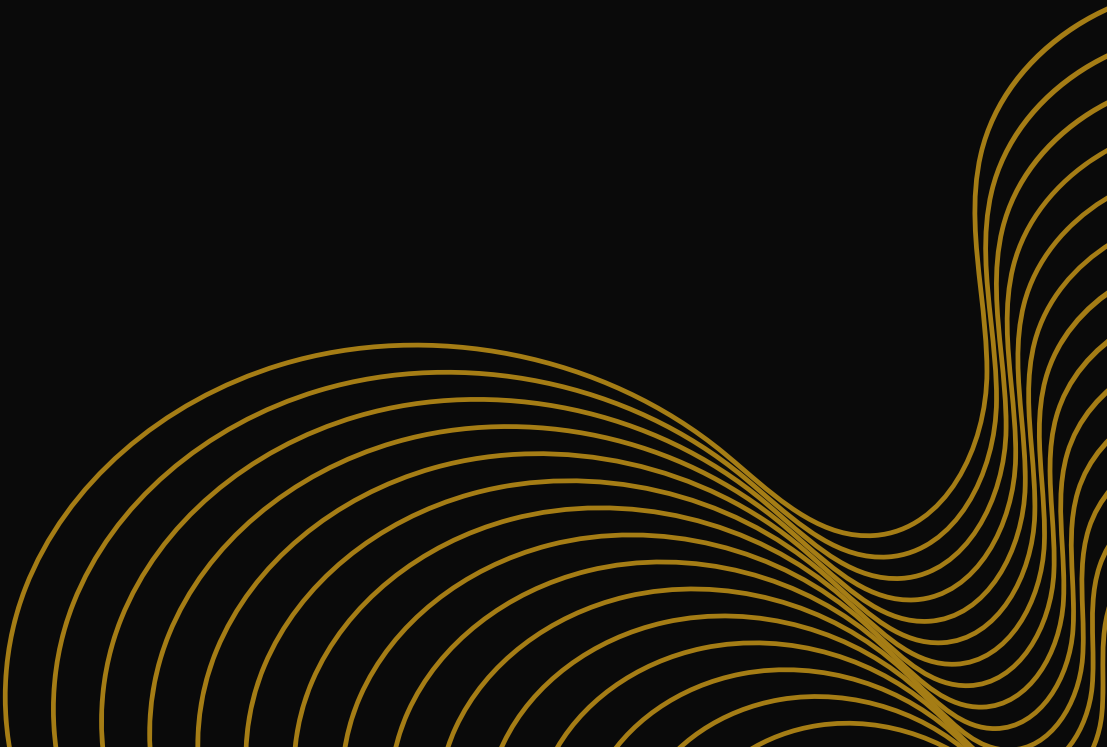
Wilton Manors bash poised to draw over 30K

local10.com/news/local/2024/10/31/wilton-manors-goes-wicked-as-halloween-bash-poised-to-draw-over-30k/

Yelp

Guest reviews from previous years

yelp.com/biz/wicked-manors-walking-dead-on-the-drive-wilton-manors



WICKED MANORS 2026

CORPORATE PARTNERSHIP OPPORTUNITIES

PARTNERSHIP BENEFIT	Presenting \$25K	Stage \$15K	VIP \$10K	Tent \$7.5K	Décor \$5K	Mayhem \$2.5K	Masquerade \$1.5K
Category Exclusivity	✓	✓	—	—	—	—	—
Premium Activation Space	✓	✓	—	—	—	—	—
On-Street Activation	✓	✓	✓	✓	✓	—	—
VIP Credentials	20	10	8	6	4	2	—
General Admission Tickets	10	8	6	4	2	—	—
Event Website Logo	Premier	Featured	Featured	Featured	Featured	Featured	Featured
Hyperlinked Website Logo	✓	✓	✓	✓	✓	✓	✓
Event T-Shirt Logo	Premier	Large	Medium	Standard	Standard	Standard	Standard
Printed Marketing Materials	Premier	✓	✓	✓	✓	✓	—
Digital Marketing	Premier	✓	✓	✓	✓	Email	—
Press Release Recognition	✓	✓	✓	✓	Mention	—	—
Stage Recognition	Premium	✓	✓	—	—	—	—
Main Stage LED Screen	✓	✓	✓	✓	—	—	—
Barricade Banner Signage	8	6	4	2	—	—	—
Wristband Branding	40,000+	—	—	—	—	—	—
Metal Detector Branding	✓	✓	✓	—	—	—	—
Entry Gate Signage	✓	✓	—	—	—	—	—
Event Text Message Promotion	2	2	2	—	—	—	—

Contact Us

Phone

954-463-9005 ext. 105

Email

rdamico@pridecenterflorida.org

Socials

 @wickedmanors

 @thepridecenter

 @pridecenterfl

Website

www.wickedmanors.org