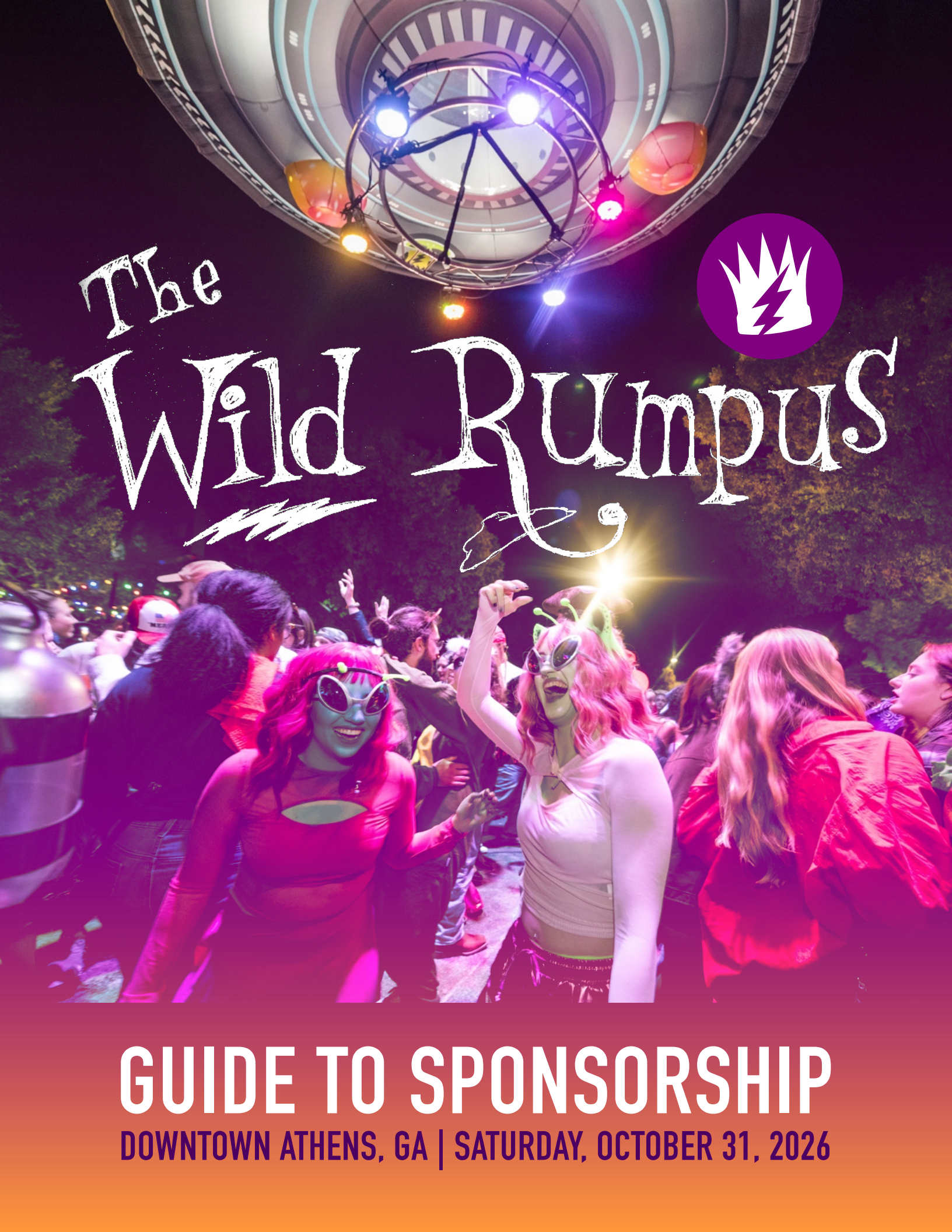


A vibrant night scene at a festival. In the foreground, two women dressed as aliens with green skin and large eyes are dancing. They are wearing red and blue outfits. Behind them, a large crowd of people is visible, some wearing costumes. Above the crowd, a large, circular, metallic structure with a central light fixture and colorful balloons (red, yellow, blue) hangs from the top. The background is dark with some trees and distant lights.

# The Wild Rumpus



## GUIDE TO SPONSORSHIP

DOWNTOWN ATHENS, GA | SATURDAY, OCTOBER 31, 2026



# PRESS FOR WILD RUMPUS

flagpole

*"Here in Athens, Halloween is the biggest holiday of the year... The centerpiece of it all is the Wild Rumpus Parade & Spectacle downtown."*

Online  
Athens  
ATHENS BANNER-HERALD

*"This parade is considered one of the best Halloween parades in the country."*

EXPLORE  
GEORGIA

*"An amazingly interactive Halloween activity in one of America's most exciting college towns."*

The  
Red &  
Black

*"Wild Rumpus parade goers are clad in anything and everything. The amount of creativity flowing through Athens is incredible."*

As seen in:

Forbes

TRAVEL+  
LEISURE

GARDEN & GUN



ResortsandLodges.com

access  
atlanta  
our clip. your experience.



# LARGEST PUBLIC PARTICIPATION EVENT IN ATHENS:



The WILD RUMPUS IS:

**A FREE, ALL-INCLUSIVE PARADE** which annually draws tens of thousands of costumed participants and spectators

**A MUSIC FESTIVAL** with bands, MC's, DJ's, and performers located all over downtown Athens in the streets and on stages

**A MASSIVE DANCE PARTY IN THE STREETS** at the end of the parade, with DJs, fire performers, aerial trapeze performers and more

- Lifestyle-Defining Athens Tradition In Its 18th Year
- Extraordinary Outpouring Of Creativity
- Holiday Celebration For All Walks Of Life
- Supports Athens Arts And Music Scene And Local Charities
- Generator Of Joy And Togetherness
- Always Massively Diverse





# A CELEBRATION FOR EVERYONE

ALL AGES.  
ALL BACKGROUNDS.  
FREE FOR ALL.

30-50k+

Anticipated 2026  
attendance

**The Wild Rumpus Brings People Together Like Nothing Else...**

Breaking through barriers of age, race, and income for one unforgettable night of creativity, connection, and community.

- Families
- Teens
- College Students
- Professionals
- Retirees
- Singles
- Couples
- Celebrities
- Artists
- Musicians
- Festival Lovers
- Partygoers
- CON-fans
- Gamers
- Groups
- Toddlers In Strollers
- Grandparents in Wheelchairs
- Activists
- Creatives
- Even Couch Potatoes





# REGIONAL, NATIONAL, INTERNATIONAL PULL

**Athens, GA**

\* This Unforgettable Night Is A Vibrant Mix Of Energy, Creativity, And Connection, Attracting Increasing Regional, National, And International Attention Each Year.

## THIS IS THE REASON

We live for this!



# REACH

[#wildrumpusathens](#)  
[@wildrumpusparade](#)

4:43



Tag a friend...



View insights

418 5 1 240



Liked by climbingkites and others

creaturecomfortsbeer As the witching hour draws near, we'll be wild in the streets of downtown Athens, sipping gin seltzers by



visitathensga  
1 day ago



243 4 15



Liked by thebootyboyz and others

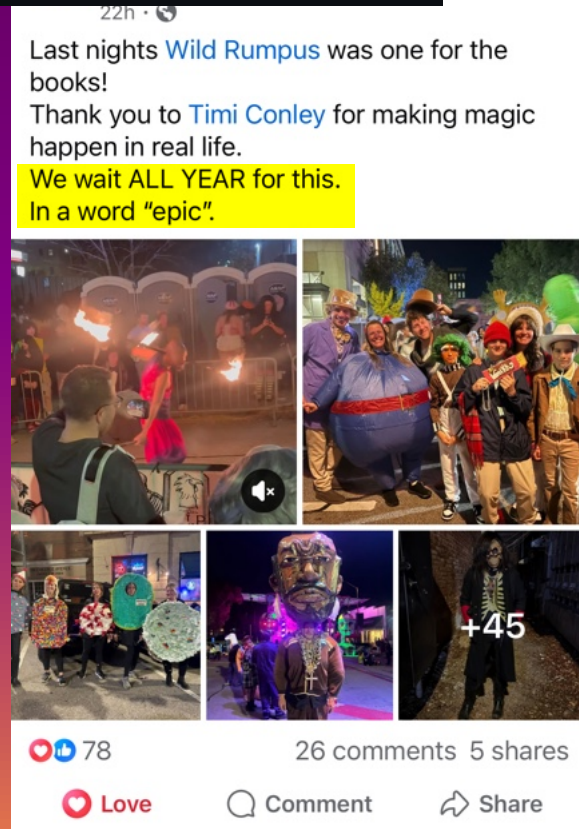
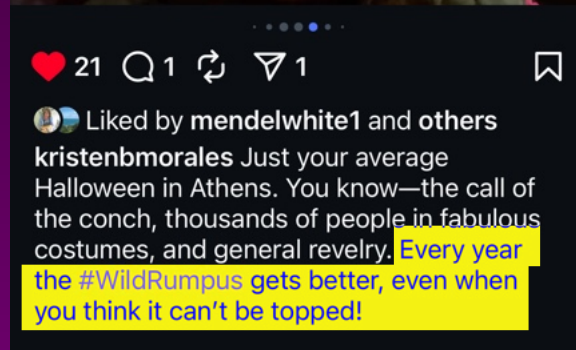
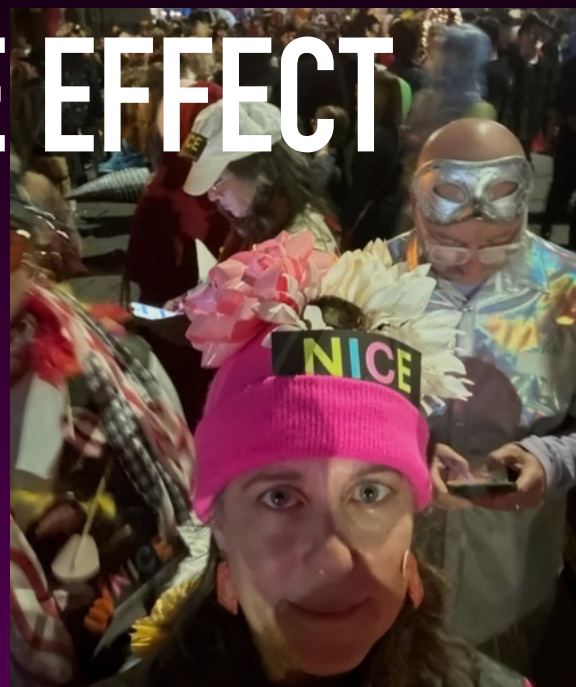
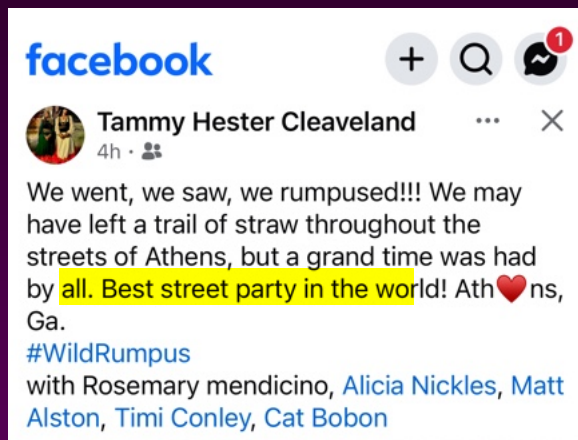
visitathensga Wild Rumpus is today!! Check out our blog "Your Guide to the Wild Rumpus Halloween Parade" for any last minute information. We can't wait!!!! 🎃 🍷 in bio!

# 100k+

ONLINE AND ON-SITE  
IMPRESSIONS

# YOUR RIPPLE EFFECT

"You are your effect on others"  
-WR MC Timi CONLEY





# PICTURE YOURSELF IN THE MIDDLE OF IT

- \* BUSINESSES
- \* INDIVIDUALS
- \* FOUNDATIONS
- \* PUBLIC FUNDING
- \* CELEBRITIES
- \* VOLUNTEER OPPORTUNITIES

Our sponsors get exposure to 30,000+ locals and visitors in a high-energy, community-centered space.



Join these sponsors [and many more](#)





# SPONSOR LEVELS

ATTACH **YOUR NAME** TO THE WILD RUMPUS



## RUMPUS ROYALTY **LEGEND**

### \$10000 +

The premier Rumpus experience. This is the level of creative activations, major presenting opportunities, and exclusive access to the Wild beating heart of Halloween. [Read more...](#)



## DIAMOND

### \$5000-9999

## SOVEREIGN

Major supporter of Wild Rumpus and center of the action. Diamond Level Sponsors receive the most glowing recognitions and placements. Diamond partners are the biggest part of the Rumpus' mission to create abundance for the community, and to give to charity. [Read more...](#)



## PLATINUM

### \$2500-4999

## WIZARD

Knights of the Rump Table. Platinum Level receives all the perks including the coolest sponsored social media placements for your brand, business or cause + Your own custom color banner displayed at the Rumpus itself. [Read more...](#)



## GOLD

### \$1000-2499

## WRAITH

This is the team that puts it in the endzone for the win. As a Gold Sponsor, the world will know you are a huge part of Athens' biggest costume party ever. [Read more...](#)



## SILVER

### \$500-999

## WILD THING

We are so grateful for our Silver Sponsors. Made up of Athens local institutions and folks who know what the Wild Rumpus stands for, you are in good company. [Read more...](#)



## FRIEND OF THE RUMPUS

### \$100-499

## SPRITE

The Wild Rumpus has a zombie army and we are many. Join us!! **BRAINS!!**



# YOUR INVOLVEMENT CULTIVATES ATHENS MUSIC SCENE...

// critical to athens cultural identity //





# YOU SUPPORT WORTHY ATHENS CHARITIES

Each year, The Wild Rumpus raises funds and awareness for a local 501(c)(3) charity. This year, please help us support the work of one of Athens' organizations on the front lines battling homelessness!!!.... Read below-

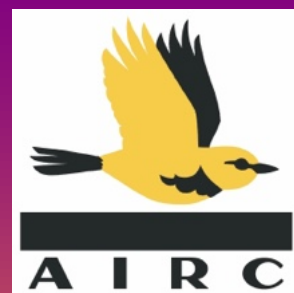


## OUR 2026 CHARITIES



The Cottage provides support to survivors through the process of healing from sexual assault and child abuse.

<https://www.northgeorgiacottage.org/>



The Athens Immigrant Rights Coalition is working to build a future with fair and compassionate immigration policy

<https://athensimmigrantrights.org/>



# ECONOMIC **IMPACT**

The Benefit of Wild Rumpus to Athens, GA

**\$1-1.3M+**

IN DIRECT REVENUES



**2009-2025**

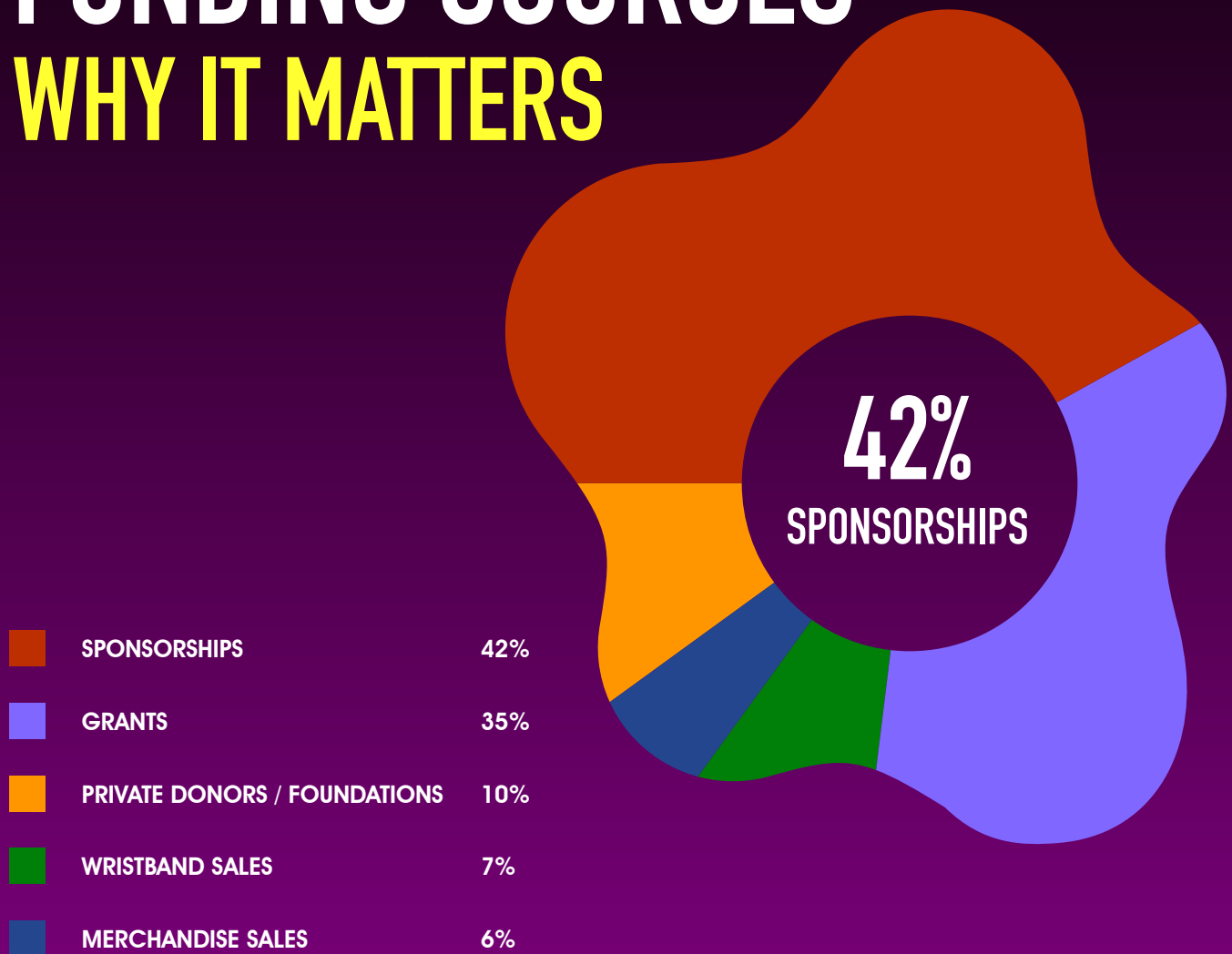
CONSISTENT GROWTH





# FUNDING SOURCES

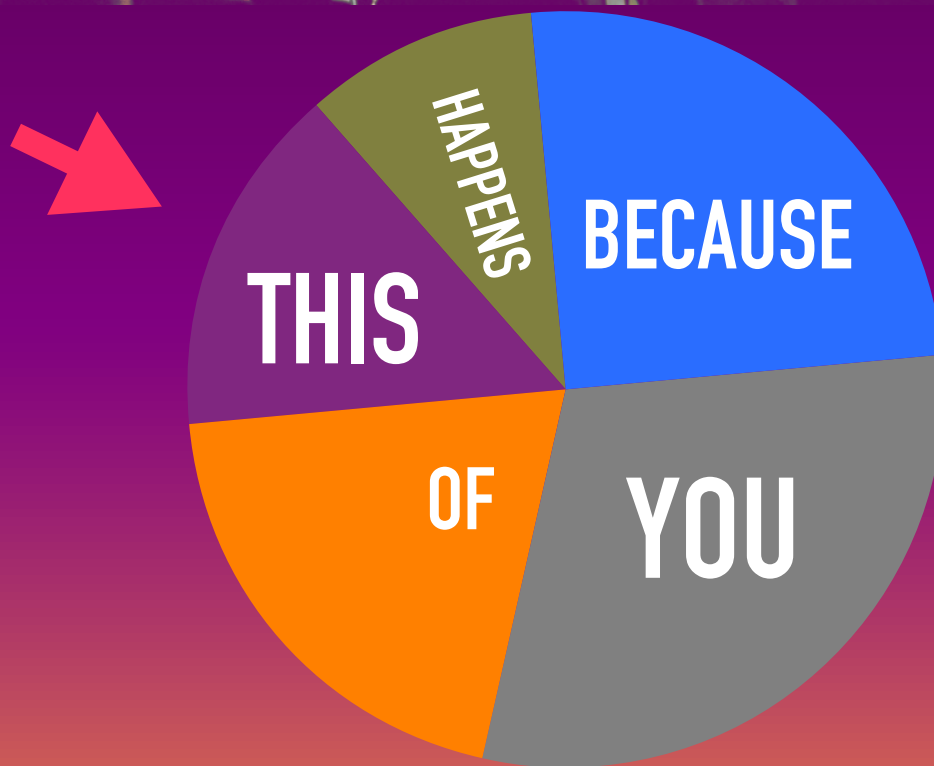
## WHY IT MATTERS



- \* **Funding from Partners like yourself** allows the Wild Rumpus to pay for permits, production (stages, sound and lighting rentals), performers (20+ bands and musical artists, dancers, acrobats, and more), street closures, festival features, insurance, security and other city requirements, staff, marketing, and more. Additionally, your donations cover year-round organizational costs, and very importantly our year end gift to a local non-profit charity partner!
- \* **IN-KIND DONATIONS and DISCOUNTS** are the equivalent of 15% of our income when combined with all our dollar donations! Thank you to all our partners who donate services, decorations, rentals, food, printing, advertising, merchandise, and more... Incredibly helpful.



# ONE MORE CHART- THE DATA DOESN'T LIE



YOUR IMPACT



# THANK YOU

## MAKE YOUR CONTRIBUTION



Write your check to "Wild Rumpus" and please send to:  
Wild Rumpus P.O.Box 11 Athens, GA 30603  
Or, call to coordinate alternative donation methods.



Donate online/mobile via our secure platform:  
Options: One Time or Monthly Donations



Venmo @wildrumpus

Wild Rumpus Events Inc  
is an officially recog-  
nized 501(c)(3) organi-  
zation



## CONTACT



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email: [wildrumpus13@gmail.com](mailto:wildrumpus13@gmail.com) | mobile: 706-372-1753  
[www.wildrumpus.org](http://www.wildrumpus.org)