

A CHERRIED EVENT  
**THE DEVIL'S BALL**  
**CREEPY CARNIVAL**

**Welcome to  
Cherried's  
Premier  
Halloween Event**

Join us for The Devil's Ball: Creepy Carnival on Friday,  
October 17th in St. Petersburg, Florida at Nova 535.

Featuring immersive theme, multiple bars, and a dazzling  
burlesque variety show.

This is your chance to be a part of this memorable event.



**NOVA 535**

**OCTOBER 17**

**8:00 PM**

# The Devil's Ball History



**2022**

Cherried debuts *Edgey Halloween* in downtown St. Pete, attracting Halloween enthusiasts, young professionals, and cannabis patients.



**2023**

*Edgey Halloween* rebrands to *The Devil's Ball*. With cleaner branding and broader appeal with more attendance doubles from 2022.



**2024**

*The Devil's Ball* attendance expands by over 50%, becoming one of the areas most anticipated Halloween events with over 300+ attendees. ([Check out the recap video here](#))



**2025**

As the 2025 edition of *The Devil's Ball* event approaches we anticipate another 50%+ jump in our attendance numbers.

Historically, Cherried sees 57% repeat clients at annual events.



# Welcome to the *Creepy Carnival*



## **Immersive Experience**

Explore the historic venue filled with eerie carnival games, roaming characters, and a spine-tingling backstory.



## **Burlesque Variety Show**

Witness breathtaking performances that bring our dark carnival theme to life.



## **Mysterious Lore**

Uncover hidden stories woven throughout the event space.  
Each corner holds secrets.



# Our Audience

## 25-40

### Age Range

Our prime demographic spans young professionals to established executives.

## \$70,000+

### Median Household Income

Matching the local area demographics, our attendees have a median household income of \$72,000

## 60%

### Cannabis Patients

Cherried Events attract a large portion of card holding patients, with an average of 60% per event holding a MMJ Card.

## 300+

### Annual Attendees

Sophisticated, younger crowd that values unique and special social experiences.

## 40%

### Annual Growth

Our audience expands dramatically each year through word-of-mouth and repeat guests.

## 50,000+

### Social Media Ad Reach

With our highly targeted ads (*\$.15 cpc/avg*) we ensure a highly engaged and invested audience.



# Brands We've Worked With



From celebrity brands to local small businesses, Cherried has built a trusted reputation with our partners and sponsors.



# Title Sponsor - \$5,000

## Premium Placement

Showcase your brand prominently as attendees enter the main building.

## VIP Table w/ 10 Tickets

Reserved seating for your group throughout the event, with a front and center location for the show.

## Address the Attendees

Chance to jump on the mic and give a special message to guests prior to our costume contest/open dance floor.

## Venue Video Screens

Logo or special video displayed on video screens throughout the venue, rotating with other sponsors.

## Digital Promotion

Your logo featured on all social media ads prior to event, reaching thousands of followers.

# Entertainment Sponsor - \$3,000

## VIP Table w/ 10 Tickets

Reserved seating for your group throughout the event, with a front and center location for the show.

## Address the Attendees

Jump on the mic and give a special message to guests while introducing our entertainment for the evening.

## Venue Video Screens

Logo or special video displayed on video screens throughout the venue, rotating with other sponsors.

## Digital Promotion

Your logo featured on social media posts, event landing page, and flyers





# Patient Lounge Sponsor - \$2,000

## VIP Table w/ 10 Tickets

Reserved seating for your group throughout the event, with a front and center location for the show.

## Venue Video Screens

Logo or special video displayed on video screens throughout the venue, rotating with other sponsors.

## Digital Promotion

Your logo featured on social media posts, event landing page, and flyers

## Exclusive Space

Dedicated area for Florida Medical Cannabis Patients only.

## Customer Engagement

Opportunity for product education and brand ambassador presence.



## Premium Branding

Your logo and materials featured prominently throughout the lounge.

## Targeted Audience

Direct access to qualified cannabis consumers in an intimate setting.

# Business Support Sponsor - \$500

## 4 VIP Tickets

Reserved seating for your group throughout the event, with a prime location for the show.

## Venue Video Screens

Logo video screens throughout the venue, rotating with other sponsors.

## Digital Promotion

Your logo featured on social media posts, event landing page, and flyers

## Networking Opportunity

Connect with new friends, and maybe a few new business contacts

Perfect for small businesses looking to support the event while gaining exposure to our highly engaged audience.

# Don't See a Package You Like?

## Custom Sponsorship

Let us tailor a package specifically for your company's unique marketing goals and budget.

## Exclusive Opportunities

We can create specialized activations that align perfectly with your brand identity.

## Flexible Investment

Whether large or small, we'll work with you to maximize your sponsorship ROI.

# Ready to Lock in Your Place?

Step into the night of mystery and enchantment at The Devil's Ball. Secure your spot by contacting:

**Victoria** – [Victoria@GetCherried.com](mailto:Victoria@GetCherried.com)

**Kittie** – [Kittie@GetCherried.com](mailto:Kittie@GetCherried.com)

**Chaz** – [Chaz@GetCherried.com](mailto:Chaz@GetCherried.com)