

NOT FOR RESALE

THE COMMUNITY GUIDE



#SPECIALOFFER
WAITING FOR YOU!

HAPPY HALLOWEEN TIPS

50+
Frightening
FILMS

25+
SPOOKY EVENT
IDEAS
for RESIDENTS

How to Plan
a Halloween Party
in Your Community **p.5**

EVENT
CALENDAR
FOR YOUR COMMUNITY
→ Look Inside

10 TIPS
for kids events

AWESOME
SPOOKY
playlist to set
the Halloween Mood

WHO WE ARE



Market Apartments:
Apartment marketing all in one place!

ABOUT US

At Market Apartments, we understand what makes a multifamily property stand out. Our primary goal is to help you turn every lead into a lease, and every lease into a long-term member of your community.

With exciting apartment marketing strategies and a forward-thinking outlook that allows us to expand and change with the industry, we help management companies gain the growth and success they are working towards. We work with our clients to build beautiful websites and cohesive brands with the professional skills we pride ourselves on at Market Apartments.

Everything we do at Market Apartments is done with a high standard of efficiency and quality. With more than 20 years in the industry, we have the experience to get you results. Over the last several years, we have had the privilege of partnering with different management and ownership groups like AMC, Cornerstone, Abacus Capital Group, CJM Development Group, UV Residential, and more! Our marketing experts can help you create a thriving community with the right tools to not only maximize your initial contacts, but to find those contacts that are a perfect match for your neighborhood. Here, we are committed to giving each prospective resident a positive experience that helps them see the value that your multifamily property will add to their life.

Reach out to us today for effective marketing strategies and discover the success that is waiting for you with Market Apartments.

Matt Bradley

CEO OF MARKET APARTMENTS AGENCY

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SCAN AND GO
TO OUR WEBSITE



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THE COMMUNITY
GUIDE

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"DOUBLE, DOUBLE TOIL AND TROUBLE:
FIRE BURN AND CAULDRON BUBBLE."

William Shakespeare





HOSTING EVENTS IN OCTOBER



Hosting events in multifamily housing can be tricky. Even with a fun holiday in mind, getting everything planned well in advance, as well as finding the right events to engage your community can feel like a lot of work. We've put together this guide to help make planning Halloween events as easy as possible. Start with our [EVENT CHECKLIST](#), review our list of ideas (or use your own), and help your community have the best Halloween they could've imagined this year!

THINGS TO KEEP IN MIND

- *the interests of your community*
- *what residents will get out of the event*

We've found through our experience and resident surveys, that residents are more likely to attend events that align with their interests (like fitness classes or swimming) or where they get something out of it (food, treats, a prize, a free class, discounted rent, gift cards, etc.).

Make your October events really worth their while and think about what they will take away from the event. Each successful event will help bring more residents to the next one and make your community a place they are happy to be a part of.



HAPPY HALLOWEEN

Put all your scheduled events in a calendar specially designed for Halloween! Share it with your tenants via email or post it on social media

OCTOBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 Created by MARKETAPTS.COM	26	27	28	29	30	October 1st
2	3	4	5	6	7	8
9	10	11	12	13	14	15 Pumpkin Patch
16	17	18	19 PLAY BINGO	20	21 Movie Kids Night	22
23	24	25	26 National Pumpkin Day	27 CRAFT PARTY	28	29 MONSTER PARTY 5 PM CLUBHOUSE
30 	31 HAPPY HALLOWEEN 	November 1st	2	3	4	5

OCTOBER EVENT CHECKLIST

- CHOOSE THE MAIN EVENT AND THE THEME
- DECIDE ON A BUDGET
- INVITE SPONSORS. INVOLVE LOCAL BUSINESSES TO PARTICIPATE IN RETURN FOR ADVERTISING. SPONSORS MAY PROVIDE DRINKS, SNACKS, DECORATIONS, ETC. THINK ABOUT HAVING FOOD TRUCKS, CATERING, OR A BARTENDER.
- NOTIFY RESIDENTS AND, WHERE NEEDED, TRY TO COLLECT A LIST OF PARTICIPANTS DEPENDING ON THE PLANNED ACTIVITY
- PLAN ADDITIONAL ACTIVITIES AND GAMES INCLUDING MOVIES AND MUSIC
- GET DECORATIONS TOGETHER BASED ON THE THEME
- PLAN SNACKS AND DRINKS
- PUT TOGETHER PRIZES FOR ANY CONTESTS
- ORGANIZE YOUR TEAM, ASSIGN TASKS, AND PLAN BOTH SET-UP AND CLEAN UP.
- SEND OUT A CALENDAR OF EVENTS, INVITES, OR PARTICIPATION SIGNS FOR DOORS.

NOTES

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SPOOKY EVENT IDEAS

October is the perfect time to host events because Halloween-themed parties and activities are almost endless. Here, we've put together a list of some of our favorites to get your residents in the spooky spirit

1 Family - Friendly Events

1. Set up a pumpkin patch on the grounds of the apartment complex
2. Create a photo zone in the leasing office with a subsequent contest on Instagram or on the resident portal for best photo (with prizes)
3. Children's craft night (decorate cupcakes, paint mini pumpkins, make paper garlands)
4. Door decorating contest with prizes for most unique, scariest, funniest, etc.
5. Halloween coloring contest (free printable coloring pages can be found online)
6. Costume party with drinks, snacks, and a costume contest
7. Trick or Treating arranged by the property management (see our Trick or Treating tips on page 19)
8. Watch a Halloween movie or cartoon and serve popcorn and holiday treats
9. Put together a Halloween themed scavenger hunt!

2 55+ Events

1. Watch a classic Halloween film together
2. Play Halloween Bingo
3. Decorate the club room together
4. Host a Halloween disco party or Halloween brunch
5. Arrange a competition for the best or most original pet costume

"It's as much fun to scare as to be scared." —Vincent Price

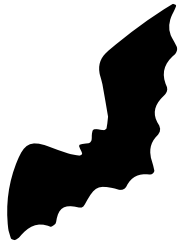


3

Events for Students, Singles, and Couples



1. Host a scary movie night with popcorn and drinks
2. Have a patio/balcony or apartment decorating contest. Provide a list of tips and some supplies in the leasing office and have residents either submit photos that the community will vote on, or have judges walk to view each patio, door, or apartment.
3. Pet costume photo contest with prizes for both the pet and their owner (like treats or gift cards)
4. Pumpkin carving contest (either as an event where the property provides the pumpkins or a contest based on photo submissions)
5. Themed costume party in the clubhouse. Have residents vote for the theme, provide interesting games, music, snacks, and cocktails
6. Turn the clubhouse into a haunted house



4

more ideas

1. Karaoke night
2. Halloween trivia game
3. Chili cook-off
4. Bounce house
5. Photo booth
6. Partner with a local corn maze or haunted house
7. Pumpkin painting
8. Hot cocoa bar
9. Bobbing for apples
10. Raffle
11. Decorate haunted gingerbread houses
12. Prizes for funniest, scariest, and most unique costumes (adults or kids)
13. Pumpkin recipes event
14. Halloween craft day (dollar store crafts, paint little ghosts, or make decorations)





One of the best things about Halloween is the number of films that can help you get into the spooky spirit. Here, we've put together a list of some of our favorites to watch on Halloween night or throughout the month of October. We can't wait to revisit our favorites and hope you'll find the perfect movie for your Halloween event. Whether you want to keep it family-friendly and fun or want to have a truly terrifying viewing experience, there is something here for everyone.

❖ Halloween Classics

Frankenstein (1931)
Bride of Frankenstein (1935)
Dracula (1931)
Nosferatu (1922)
Bell Book and Candle (1958)
Jekyll and Hyde (1941)
Creature from the Black Lagoon (1954)
House of Usher (1960)

❖ Family Halloween Movies

Coraline
The Addams Family
Addams Family Values
Paranorman
Ghostbusters
Practical Magic
Casper
The Nightmare Before Christmas
Hocus Pocus
Muppets Haunted Mansion
Edward Scissorhands
Frankenweenie
Halloweentown
The Haunted Mansion
Spooky Buddies
Goosebumps (2015)
Scary Stories to Tell in the Dark (2019)
Beetlejuice (1988)
It's the Great Pumpkin, Charlie Brown (1966)

❖ Horror/Thriller Movies

IT
Friday the 13th
Scream
The Sixth Sense
Chucky
Texas Chainsaw Massacre
Saw
Jeepers Creepers
Insidious
Paranormal Activity
A Nightmare on Elmstreet
The Exorcist
The Ring
Poltergeist
The Conjuring
Carrie
House on Haunted Hill



❖ Spooky Cartoons

Over the Garden Wall
Owl House
Beetlejuice
The Addams Family
Coraline
Scooby-Doo on Zombie Island
Hotel Transylvania

❖ Fun Halloween Movies and TV Shows for Adults



Zombieland
The Craft
What We Do in the Shadows
(movie and tv show)

American Horror Story: Coven
Young Frankenstein

Halloween Night!



Playlist for everything!

Good music can make or break an event or party. Choose music that will suit the vibe you are going for or the theme of your party. Below, you'll find three playlists with some of our favorite Halloween songs to help get you started!

Halloween Party *Playlist*



Kids Halloween *Playlist*



Atmospheric Halloween *Playlist*



Have a fun time with
family, friends, and neighbors!

SPOOKY GAME

NIGHT

No party is complete without games! Our team has put together this list of some of our favorites for Halloween celebrations. Be sure to check the recommended ages for games if you haven't played them before and plan on playing with kids, or customize games to suit the group that will be participating. And don't forget to have fun!



14+ ages

2.



8+ ages



3.

1. Don't let the Murderer escape or everyone loses!



8+ ages



8+ ages

Available on Amazon.com

1. There's Been a Murder
A Collaborative Card Game
3-8 players
2. Halloween Bingo Game
any number of players
3. Disney Hocus Pocus: The Game
2-4 players
4. Funko Disney The Haunted Mansion - Call of The Spirits
2-4 players
5. Pick Your Poison Card Game: The "What Would You Rather Do?" Game - After Dark Edition
any number of players

4.

5.



17+ ages



12+ ages

6. Secret Hitler
5-10 players
7. Betrayal at House on the Hill
6 players

6.

7.

and more

- ◆ Print out a Halloween crossword or word search
- ◆ Halloween Pictionary
- ◆ Halloween Family Feud

8.



8. Halloween Foam Bowling Set
(for kids)

Ideas for PRIZES AND GIFTS

All treats, no tricks for your residents



Treats and prizes are half the fun at a Halloween party (the other half is being spooked). Think about who will be participating in your activities and what prizes they might enjoy. Find ways to get your community involved or reach out to local businesses for contributions. Put together small prizes for participation or larger gifts for winners of competitions. Check out some of our favorite prize ideas for Halloween below!



1. Bags of candy
2. Halloween decor
3. Mini pumpkins
4. Tickets for corn mazes or haunted houses in the area
5. Scented candles (i.e. apple or pumpkin)
6. Amazon or Visa gift cards
7. Find a local sponsor on the theme of the competition to provide a gift
8. Movie tickets
9. Halloween Escape Quest for group of people
10. Badges, trophies, or sashes for costume category winners

10. LOOK ON AMAZON



Put together Halloween themed gift baskets with things like caramel apples, pumpkin pie mix, candles, tickets, or gift cards.

TRICK OR TREATING



Planning fun Halloween activities for kids is really worthwhile for the families in your community. Kids are always excited to dress up, play games, make crafts, and win prizes. Parents love having an organized and safe way to entertain their kids and let them participate in the most fun cultural holiday of the year.

It's also important to remember that for families in multi-family housing, they don't always know the best way to go about trick or treating. Some apartment communities may not seem like the easiest place to take kids out on Halloween night. Especially if the property has controlled access, residents may not know if they can expect any kids to come by for candy. Help parents in your community by planning a trick-or-treating event or making it easy for families to see which of their neighbors is welcoming trick-or-treaters!

10 TIPS FOR KIDS EVENTS:

1 For Halloween night: send your community door badges or door hangers that they can put out if they are participating in trick or treating.

2. Keep in mind the ages of the kids who may attend and try to have activities that cater to different ages.

3. Use classic Halloween characters, monsters, and themes, but set it up to delight, not to frighten.

4
Keep snacks simple and fun (try monster-themed treats)

7 Play games appropriate for the kids

5. Set up a trunk or treat event in the neighborhood

6. Play a kids Halloween music playlist or watch a Halloween movie

8. Have parents help distribute treats

9. Offer fun prizes!

10. Be clear about when the event will begin and end so parents know what to expect



PRINT MATERIALES



POSTER



DOOR HANGER



STICKER

DOWNLOAD HERE

the download will start automatically



CONTENT IDEAS FOR SOCIAL MEDIA

1. List of the best pumpkin patches in your area
2. List with cool Hunted Houses (attach photos or tag accounts in profile)
3. Share Halloween Party Snack Recipes
4. Share our Halloween music playlists
5. Host a photo contest for the best pet costume
6. Host a scary movie night with popcorn and let your entire community know about it.
8. Tips for safe trick-or-treating
9. List of corn mazes or hayrides
10. List of places doing a trunk-or-treat

the download will start automatically



PET COSTUME CONTEST

Pets are an important part of every community. Don't let your resident's furry family members be left out of the fun! Check out these steps for a PAWfect pet costume contest this Halloween!

1. Let your residents know about the contest via email and post both the contest and rules on your property's Instagram. Decide if there will be a theme, when the contest starts and ends, and how winners will be chosen.
2. Have residents dress up their pets in costumes and snap some photos!
3. Photos can be submitted via email or on Instagram using a hashtag.
4. Choose winners! Be clear about who votes (the management or the residents), how many winners there will be, if there will be categories (cat, dog, exotic, etc.) and how they will be announced
5. Give out prizes and share winning photos on social media! Make sure you include treats or toys for the winning pet.



ONE - TWO
 CHICK!

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