

**H. A. E. D. A.
PO Box 127
Hickman, NE 68372**



August 20, 2026

Come join us for the Annual Trick or Treat on the Trail in Hickman!

The City of Hickman is thrilled to host our annual **Trick or Treat on the Trail** this October and we'd love for your business or organization to be part of the fun! **Same location as last year with an extended route: Hickman Main Park (City Park), 100 Main Street, Hickman, NE, with the trail beginning near Buchanan Field.** The event will take place on **Thursday, October 29, 2026, from 6:00–8:00 PM.**

Each year, this family-friendly tradition draws over 1,400 children, accompanied by parents and grandparents from across the Norris School District and surrounding communities. Sponsoring or hosting a booth is a wonderful way to showcase your business, connect directly with families, and help support Hickman's trails.

Sponsorship Opportunities

Vendor Sponsorship – \$45.00 or \$65.00

Choose one of two options:

Option 1: Decorated Booth on the Trail

- Booth space for your display along the trail and your business/organization name or logo featured on all event advertising. Booth decorating begins at 3:00 PM on October 29 (event starts at 6:00 PM)
- **Five sections to choose from for your preferred location:**
 - Family-friendly event for all ages – All booths are non-frightening*
 - **Candy Corner \$65.00**
 - **Haunted Hollow \$45.00** *(New trail lighting added thanks to past vendors and participants!)*
 - **Monster Midway \$45.00**
 - **Scarecrow Fields \$45.00**
 - **Pumpkin Path \$65.00**

Specific booth assignments will be sent out once registration has closed. These will be based on your requested location and will be made on a first-come basis based on registration submission.

*****Please note: Electricity is not available. Vendors may bring generators. No street vehicles are permitted on the trail, but golf cars and small utility vehicles may be used for set-up/clean-up only. Reserved vendor parking will be available on a first-come basis.***

Option 2: Recognition Sponsorship

- If you are unable to provide a display on the trail this year, this sponsorship option is for you! Your business/organization name or logo featured on all event advertising. You are also welcome to provide a flyer advertising your business/organization that will be included in the children's treat bags

*****1,600 copies delivered to City Hall by 5:00 PM on Friday, October 16, 2026.***

Registration Details

- **Deadline to Register:** Friday, October 2, 2026 (to be included in event all advertising).
Late Registrations accepted until 5:00 PM on Monday, October 12, 2026, while space allows (may not be included in all event advertising)
- **Online Payments:** Open September 1, 2026, at www.hickman.ne.gov.
Click on the Economic Development tab → Trick or Treat on the Trail → PayPal Link.
- **Online Registration:** Complete the online registration form located at www.hickman.ne.gov under the **Economic Development** tab → Trick or Treat on the Trail → Register Here *or scan the QR Code below.*

Please make checks payable to HAEDA

Scan here for
registration form ->



Don't forget! Email a photo of your decorated booth to **Hickman1872@gmail.com** prior to the start of the event on October 29, 2026, for a chance to win **Best Decorated Booth!** Please note, if you don't email your photo, you will not be placed into the contest.

All net proceeds from Trick or Treat on the Trail fund lighting projects and improvements on our hiking and biking trails within Hickman. Your support helps make these improvements possible while creating a safe and festive evening for local families.

We are excited to celebrate with you and truly appreciate your continued support in making this community tradition a success!

With gratitude,

Michele Lincoln

City Clerk

Hickman Area Economic Development Association

CityClerk@hickman.ne.gov