



HAUNTED CALGARY

HALLOWEEN ATTRACTION

Sponsorship Package

Contact:

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Creative Director

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www.hauntedcalgary.org

Who We Are

Haunted Calgary began over 25 years ago as a simple get-together between neighborhood children to decorate their community for Halloween, held by the Campbell family. Over the years, the display has grown. With tremendous support from over 100 volunteers, Haunted Calgary evolved into Calgary's largest walk-through Halloween yard attraction and now we are making the leap to bring the attraction to New Horizon Mall in Balzac, near CrossIron Mills. Over 7,000 people have made a visit to Haunted Calgary an annual Halloween tradition. This year, with greater capacity for guests and an extended show, we anticipate that the attraction will host over 10,000 guests. The attraction caters to guests of all ages, offering a Family Frights Thrill Zone, perfect for young children and those who like a bit of spooky fun without being too scared. However, three brand new attractions will chill the souls of teens and adults: Cesspool, Sanitorium, and Deep Sleep Hotel. The attraction is a social enterprise, building job skills in youth and underserved populations and raising funds for charity thanks to our dedicated volunteers. In the past decade, Haunted Calgary has raised well over \$50,000 and 40,000 lbs of food to help our community.



Sponsorship Letter

Dear Prospective Sponsor,

We are writing to you regarding exciting sponsorship opportunities for the 2019 Haunted Calgary annual Halloween attraction. It is Calgary's Halloween tradition. Generous donations from community leaders, such as yourself, make it possible to hold fun-filled events that support and give back to our community. Through our social enterprise structure, 30% of our profits will be donated directly to local charities.

Over the past 10 years, more than 50,000 attendees of all ages have enjoyed the event, raising over 40,000 lb of food for the shelves of the Calgary Food Bank, helping people in need in the community. Over \$50,000 was raised for animals in need, an amount which allowed the organizations to spay or neuter over 250 animals. In just seven years, one unspayed female cat and her offspring can produce 420,000 kittens; one unspayed female dog and her offspring can produce 97,000 puppies. What an impact!

We've become so popular that this year we have moved to a new location at New Horizon Mall in Balzac, near CrossIron Mills. We will feature three terrifying, brand-new attractions plus a Family Frights Thrill Zone. We are pleased with the generous support of our local newspapers, magazines, television, radio, social networking, and local events websites in helping us promote this year's event. With their support and word-of-mouth from previous years, we are certain we will surpass 10,000 attendees in 2019.

As a participating sponsor, you can choose your level of sponsorship, as outlined in the Sponsorship Levels page. Simply choose a level, then submit the Sponsorship Form. You will then be invoiced for payment, which can be made by credit card, e-transfer, or cheque. Shortly afterwards, I will contact you for your logo to be included in Haunted Calgary marketing materials and on our website and social media. We will also then arrange any remaining details specific to your sponsorship level, such as arrangements to drop off free tickets. We are also open to creating a custom sponsorship package to meet the needs of your organization.

If you have any questions or concerns, please do not hesitate to contact me. Thank you for your time and consideration.

Hauntingly yours,



Christine Campbell

Creative Director

587-333-4427

info@hauntedcalgary.org

www.hauntedcalgary.org







Event Information

Dates:

OCTOBER 2019

SUN	MON	TUES	WED	THURS	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	NOV 1	2

 OPEN 6-10PM	 OPEN 6-11PM
 GLOWSTICK NIGHT OPEN 6-10PM	 HELL NIGHT *ADVANCE ONLINE BOOKING ONLY

Location:

Parkade Level
New Horizon Mall
260300 Writing Creek Cres
Balzac, AB T4A 0X8

Advance Sales:

www.hauntedcalgary.org

Charitable Partners:

Calgary Alpha House Society
Calgary Animal Rescue Society
Calgary Food Bank
ARTS Senior Animal Rescue
Haunters Against Hate
Workshop Theatre
Parachutes for Pets
Calgary Wildlife Rehabilitation Society

Demographics:

Haunted Calgary's attractions appeal to a wide range of age demographics.

In 2018, analysis of Haunted Calgary ticket sales uncovered:

- ✓ 43% of individual tickets sold were for adults 18-64
- ✓ 24% of individual tickets sold were for teens ages 13-17 or students with valid ID
- ✓ 31% of individual tickets sold were for children ages 6-12
- ✓ 1% of individual tickets sold were for children ages 5 & under
- ✓ 10% of guests purchased fast passes
- ✓ 5% of guests purchased family admissions

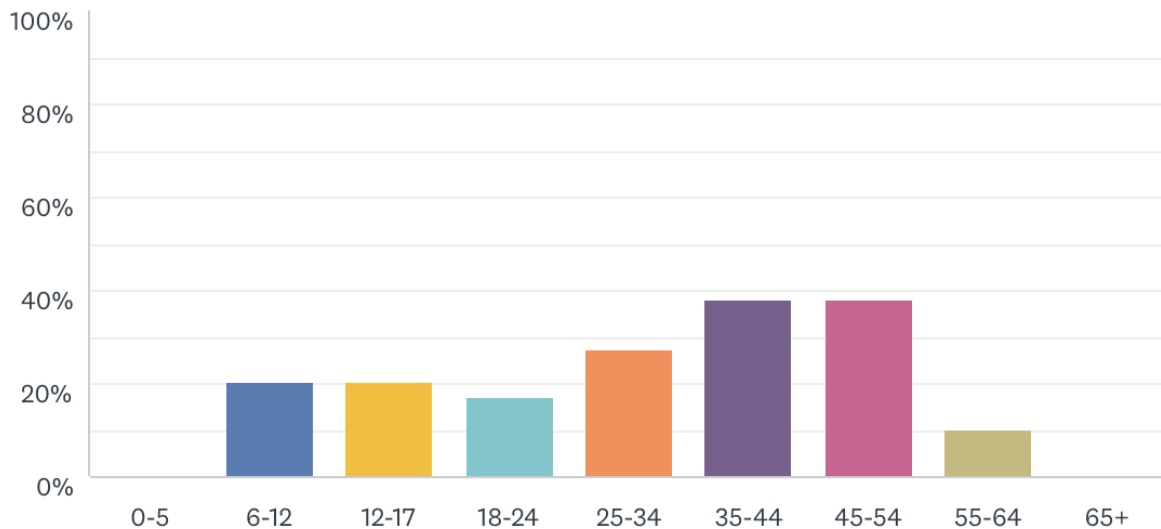


FIGURE 1 — AGE DEMOGRAPHICS OF HAUNTED CALGARY GUESTS, COLLECTED VIA ONLINE SURVEY FEBRUARY 2019.

According to a combination of postal codes recorded from 2018 online ticket orders and the February 2019 online survey, guests travel from large distances to visit Haunted Calgary. Figure below shows that attendance is distributed relatively evenly among all city quadrants, with many guests driving from the opposite end of the city, as well as from bedroom communities in the Calgary Area including Airdrie, Cochrane, and Okotoks. Haunted Calgary also occasionally draws guests from much further away, including Edmonton, Canmore, Lethbridge, Gleichen, and even other provinces. Anecdotally, we have also had international guests from South Africa, Germany, China, India, Australia, and Europe.

Figure 2 — Postal codes of Haunted Calgary guests in the Calgary area, as collected from February 2019 survey and 2018 online ticket sales.

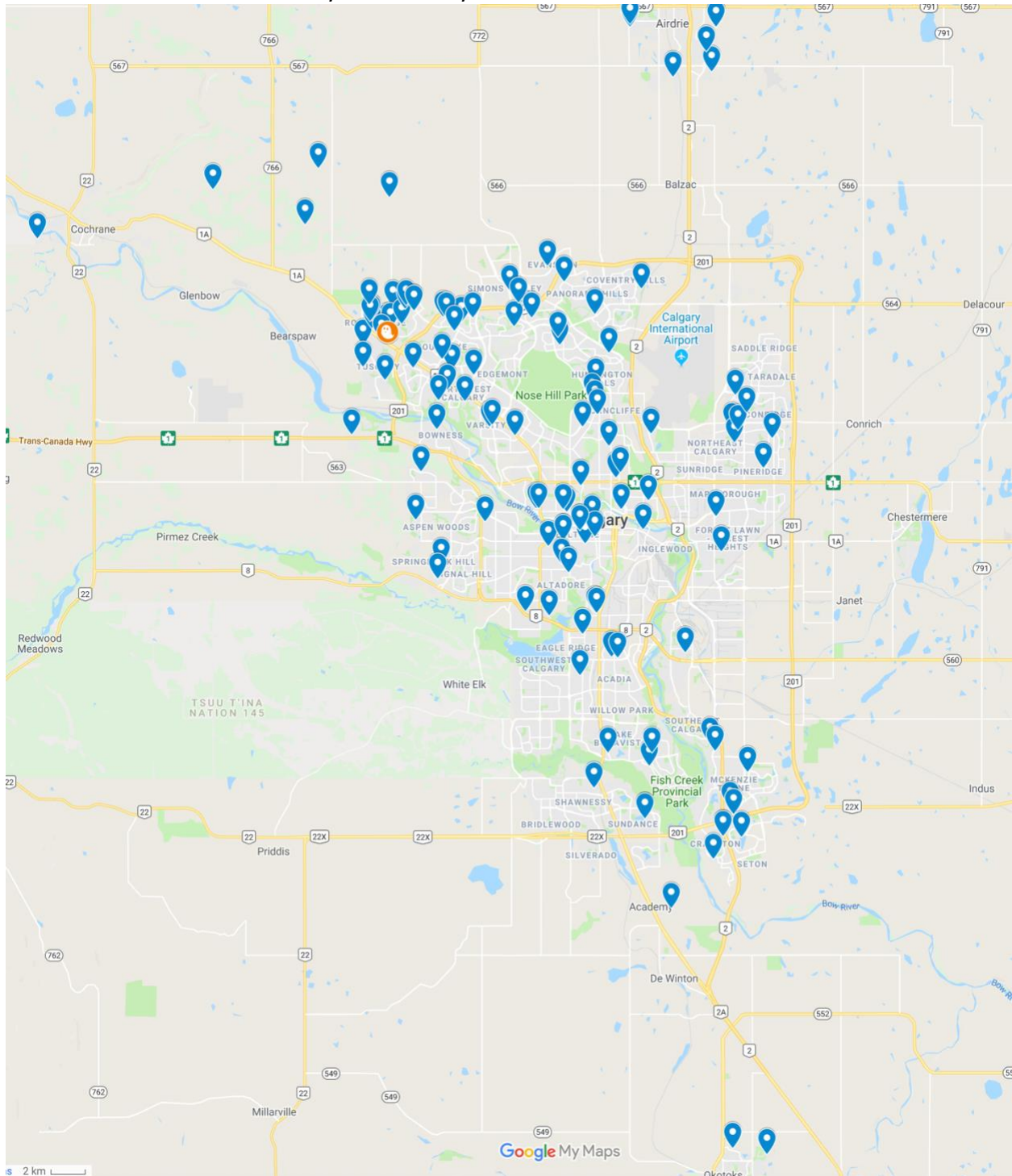





















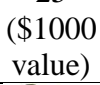










FIGURE 2 — POSTAL CODES OF HAUNTED CALGARY GUESTS IN THE CALGARY AREA, AS COLLECTED FROM FEBRUARY 2019 SURVEY AND 2018 ONLINE TICKET SALES.

Sponsorship Levels

Contribution Recognition	Sponsorship Level				
	\$5,000	\$2,500	\$1,000	\$500	\$100
Recognition as the "Hell Night" sponsor (One available; first come, first served)					
Private make-and-take Halloween event or murder mystery for your staff or customers (up to 25 people)					
Company name in newsprint, magazines, television, radio, and press releases.					
Haunted Calgary T-Shirt					
Large banner which includes name, logo, and website in the Haunted Calgary queue line <i>(All banners are provided by the sponsor)</i>					
Hand outs in our treat bags or at our ticket booth <i>(All hand outs are provided by the sponsor)</i>					
\$X worth of paid social media advertising with your company's profile tagged and logo visible	 \$500	 \$250	 \$200		
Fast-Passes to use yourself or as a promotion to your customers	 25 (\$1000 value)	 10 (\$400 value)	 4 (\$160 value)	 2 (\$80 value)	
Custom coupon offer for your customers and staff					
Social media posts on Facebook, Instagram, and Twitter to over 5,313 followers.					
Logo and link to your website from www.hauntedcalgary.org					

Deep Sleep Hotel Sponsor

Our pinnacle attraction for the 2019 season is our “Deep Sleep Hotel.” Your hotel brand can be a part of this exciting season by becoming the naming sponsor of the Deep Sleep Hotel. Your hotel brand name will be highlighted throughout the Deep Sleep Hotel attraction, highly integrated into the sets, providing immersive subliminal advertising opportunity. The hotel will be branded throughout as “Deep Sleep Hotel by *your hotel brand.*” As part of this sponsorship, you will provide paraphernalia which contains your brand such as “do not disturb” signs, “no smoking” tent cards, room service menus, towels, signage, etc. and we will include it in the attraction for optimal brand recognition.

The cost of this sponsorship package is \$3,000 plus branded materials which you will provide. In return, you get the \$5,000 level sponsorship benefits.

In-Kind Sponsorship Opportunities

Feed the Scream Team:

By the end of their volunteer shifts, our Scream Team of approximately 80 individuals are tired, hoarse, and *hungry!* Scaring people takes a tremendous amount of energy and our team gives it their all for over four hours straight- that’s a lot for volunteers. We like to reward them at the end of the night with a yummy meal.

You would need to provide: food for approximately 80 individuals, including some vegetarian options. You can choose any day or combination of days: October 11, 12, 18, 19, 25, 26, 31, November 1, or 2.



You will get:

- 10 free general admissions to use for yourself, staff, or customers (they make a fun prize for a promotion!). That is a value of \$250
- Social media post on Facebook, Instagram, and Twitter to 5,313+ followers
- Logo and link to your website on www.hauntedcalgary.org

Printing and SWAG:

We require several items for printing and SWAG. You can choose to sponsor individual items, a package of products, or all of our needs. Your sponsorship package will be recognized according to the value of your contribution.

Our wishlist includes:

- Two 10 m by 1 m vinyl banners
- Two 6' by 2' vinyl banners
- Two stand-up retractable banners
- 10,000 postcards
- 100 11" X 17" posters
- 12 2' by 2' vinyl banners
- 50 sandwich board or A-frame signs
- 100 vinyl yard signs
- 500 t-shirts in assorted sizes
- 500 hoodies in assorted sizes
- 7,000 Treat bags

Did we miss something? We are open to creating a custom sponsorship package which meets the unique needs of your organization. Please contact Christine Campbell at info@hauntedcalgary.org or 587-894-0666 to discuss.





Ready to join us?

Submit your sponsorship request at <https://goo.gl/forms/GYQGHPVwIjrDJD1N2>

Or, contact Christine at info@hauntedcalgary.org or 587-894-0666

