



August 20, 2015

Dear **Marketing Director:**

**Haunted Calgary** has been raising funds to help animal rescue organizations to care for thousands of animals abandoned in Alberta every year, and the Calgary Interfaith Food Bank to provide food for vulnerable populations and families for over 10 years (the haunted house has been operating for about 25 years and raising funds and food for the last 10). **We would like to offer your company the opportunity to join Haunted Calgary's family of sponsors for our presentation of Haunted Calgary: The Coven on October 30, October 31, and November 1, 2015.**

Haunted Calgary is our city's largest yard haunt, attracting **at least 5,000 visitors each year** over three days. We typically garner attention by local and national media outlets, including representation in live and recorded television news programs, print media, and radio coverage.

Our haunted house attraction is designed and built by volunteers offering over 500 hours of labour to the community. Over fifty actors take part to bring the experience to life. Our community is so invested in the production that we attract volunteers from vulnerable populations such as Calgary Alpha House Society, from up-and-coming professionals such as the Haskayne School of Business, and from corporations such as Shell Canada. The incredible outpouring of support allows us to direct funds raised by donation at the gate to animal rescue charities and food raised by donation at the gate to the Calgary Interfaith Food Bank.






















We have unique opportunities for sponsorship which will increase your public exposure and allow you to engage the community in a fun and popular venue. **I have attached an overview of the sponsorship opportunities available.** We will contact you within the next week to discuss your interest in this important community development event and determine how Haunted Calgary can help you advance your company's corporate profile and position as a community leader.

Thank you in advance for your consideration of our request and if you have any questions or would like to book a sponsorship package, please feel free to contact me at **587-894-0666** or **christinerozada@gmail.com**.

Sincerely,

**Christine Campbell**  
Creative Director and Producer

# Sponsorship Opportunities

	<b>Nightmare Maker</b>	<b>Scream Team</b>	<b>Boo Crew</b>
	<b>\$2,500</b>	<b>\$1000</b>	<b>\$500</b>
Sponsor-supplied banner displayed at Haunted Calgary entrance	Up to 6'	Up to 4'	
"RIP" Front-of-the-Line Passes	25	10	2
Professional photo shoot with you and Haunted Calgary characters			
Framed sponsor certificate			
Company name in media interviews, whenever possible			
Opportunity to showcase product at the event			
Name and logo on printed marketing materials*			
Sponsor-supplied coupon included in all goodie bags			
Logo on online poster			
Your company highlighted in E-Newsletter			
Company name included in all press releases			
Logo and link to your website from <a href="http://www.hauntedcalgary.com">www.hauntedcalgary.com</a>			
Logo on sponsor loop displayed at the event			
Facebook and Twitter Recognition			

\* To be included on printed materials, sponsorships must be confirmed by September 10, 2015.

## **Hearse Hero**

**\$10,000**

The premium sponsorship package is available to only one corporation. We are in the market to purchase an authentic vintage hearse, which will be branded with Haunted Calgary's graphics and our Hearse Hero's logo for a period of one year. The hearse will be driven around Calgary and the west coast of Canada and the USA as we travel to haunted house conventions throughout the year. The 2015 inaugural Hearse Hero sponsor will receive bonus marketing potential, with their logo remaining on the vehicle for two haunt seasons and the year between.

## **Photo Booth Package**

**\$3,000**

All customers will be asked to pose in front of a Haunted Calgary set and with a Haunted Calgary character for a free photo. After the photo is taken, the customer is given a card with a web address on it. Once the customer retrieves the photo, they are able to share it on all major social networking sites. Our goal is to obtain hundreds of thousands of impressions for both our haunt and our sponsor.

The sponsor will receive the following recognitions:

- Sponsor's logo on all Haunted Calgary souvenir photos
- Sponsor's logo on all Haunted Calgary souvenir photo retrieval cards
- The opportunity to include the sponsor's coupon on the photo retrieval cards

## **Private Corporate Shows**

**\$3,000**

Our Haunted Calgary actors will present a private show for your corporation or group. It is a one-of-a-kind client or employee recognition opportunity that is sure to be the talk of the office for months to come. We can accommodate approximately 500 people per hour. Private shows must be booked in advance, and a minimum of three weeks notice are required to guarantee actor availability.

Each guest will receive a candy goodie bag from Haunted Calgary's signature witch character and a behind the scenes tour with our creative team. Private bookings are available on October 29 or November 2. Your business will also be featured on our list of sponsors.

## In-Kind Catering

Our cast works very hard, outdoors in often cold weather for three nights. In-kind catering sponsorships for approximately 60 volunteers each night are needed and will be welcomed from any organization, restaurant, or food facility. Catering sponsors will receive the “Boo Crew” sponsorship benefits.

## In-Kind Materials

Our haunted house takes all kinds of materials to build and store. We welcome in-kind donations for building materials, props, transportation (i.e., to take food donations to the food bank, or to transport props to offsite storage), and offsite storage for the remainder of the year. The sponsorship benefits will be determined based on the sponsorship value.

Our wishlist includes, but is not limited to:



Off-site storage (storage locker, garage, warehouse)



Indoor venue for 2016



Lumber



Great Stuff expanding foam insulation



Paint and paint sprayers



Power tools (especially drills)



Propane heaters to keep our volunteers and guests warm



Media coverage



Sound design/ DJ Service

## Did we miss something?

We are excited to hear your creative ideas. If you have a sponsorship idea for the event, or goal for your corporate advertising, contact us. Our production team will work with your company to determine appropriate recognition for all monetary and in-kind contributions.