

# **HAUNTED HILLS HAUNTED ATTRACTIONS**

## **Sponsorship Packet**

Contact:

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**[WWW.HAUNTEDHILLSHAUNTEDATTRACTIONS.COM](http://WWW.HAUNTEDHILLSHAUNTEDATTRACTIONS.COM)**

# Introduction

Haunted Hills Haunted Attractions is the #1 Haunted Attraction in Indiana. Family owned and operated, Haunted Hills was created from humble beginnings as a “home haunt” in our backyard originally known as Haunted Hills Hospital. It has steadily grown over the past 15 years to a professionally run haunted attraction/theatre company drawing thousands each Halloween season. In 2022 we expanded to three haunted attractions going from one Haunted House to a Scream Park and also rebranded as Haunted Hills Haunted Attractions starting with the 2023 season. With a cast of over 100 dedicated and passionate actors and support staff, we make each performance not only the best haunted attraction, but the greatest Halloween PARTY happening each weekend in the NWI/Chicagoland area.



# Sponsorship Letter

Dear Prospective Sponsor,

We are writing to you regarding exciting sponsorship opportunities with Haunted Hills Haunted Attractions. We are looking to partner with local businesses to help support and grow our event while recognizing the sponsor to the 10,000+ patrons attending our attraction each year.

As a participating sponsor, your level of sponsorship is outlined in the Sponsorship levels page.

If you have any questions or concerns, please, do not hesitate to contact myself, or Justin directly.

Thank you for your time and consideration.

Sincerely,



Stefen Hutchins  
Marketing Director  
Haunted Hills Haunted Attractions



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## **Event Information**

### **Dates:**

Varies from year to year. Open Weekends between late September and Early November. Please see our website for more information

### **Times:**

Fridays & Saturdays: 6:00pm – 12:00am

Sundays & Weekdays: 6:00pm – 10:00pm

Special Hours for October 30<sup>th</sup> & 31<sup>st</sup> if not on the weekend

### **Place:**

Haunted Hills Hospital Haunted House

7611 E Lincoln Highway, Crown Point, IN 46407

### **Pricing:**

General Admission \$25.00

### **Demographics:**

Approximately 90% of all households with children will participate in a Halloween activity. The most common haunted house participants are teens, their parents and young adults 18-34.

Guests will come from all over Indiana, Illinois and surrounding states to experience our event. Patrons have traveled from far and wide to see our show!

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# Sponsorship Levels

## IN-KIND CATERING/WATER SPONSORSHIP:

In-kind catering sponsorships for approximately 100 worker each night are needed and will be welcomed from any organization, restaurant or food facility. Contribution recognition shall be determined on the estimated value of the food cost and service.

## BANNERS IN OUR QUEUE LINE: \$500

The sponsor's 3'x6' banner (banner can be created by Haunted Hill's if needed for an additional fee)

## HAND OUTS IN OUR PROMOTIONS BOOTH: \$500

The sponsor's postcard-size handouts with sponsor information or coupons (all handouts to be provided by sponsor)

## PHOTO BOOTH SPONSOR: \$3,500 – 1 SPONSOR

The sponsor's logo printed on all purchased photos. Shareable photos are posted on social media. Last season, we had nearly 5,000 customers purchase a group photo last season.

## EXCLUSIVE MEDIA SPONSOR: \$7,500 – 1 SPONSOR

- Title recognition on all media promotions
- Name recognition on event signage
- Recognition on all event print materials
- Interactive queue line pop-up
- Employee Incentive Package (25 VIP Passes)
- Exclusive opening night invitation
- Exclusive behind the scenes tour

DON'T SEE THE RIGHT FIT FOR YOU? TAILORED SPONSORSHIP OPPORTUNITIES ARE AVAILABLE. JUST CONTACT US!

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# Sponsorship Agreement

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

EXCLUSIVE MEDIA SPONSOR	\$7,500	
PHOTO BOOTH SPONSOR	\$3,500	
HAND OUTS	\$500	
BANNERS	\$500	
CATERING	TBD	
TAILORED PACKAGE	TBD	

In-kind catering sponsorship proposal description:

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Estimated Value: \_\_\_\_\_ Date: \_\_\_\_\_

Received By: \_\_\_\_\_ Date: \_\_\_\_\_

Submit this form along with check payable to: Haunted Hills Inc.