



SPONSORSHIP PACKET

www.hauntedhillshospital.com

4700 Central Ave
Lake Station, In 46405

Contact Information:

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Sponsor Haunted Hills Hospital

Haunted Hills Hospital is one of the top haunted attractions in Northwest Indiana and Chicago land. With a growing fan base that reached over 10,000 customers this past Halloween season, Haunted Hills is an ever-expanding production that brings ample marketing potential for your business or product line. We hope that you will join us this season as we put the scare in Halloween.



We have been scaring for the last 10 years. What started off as a Halloween party in a garage that turned into a full-blown haunted house. Once we grew up and got out of the house, we have become one of the top professional Haunted Houses in Northwest Indiana and Chicago land during the Halloween season along with additional events outside of the Halloween season including our Christmas Haunt, “Wreck the Halls” and Valentines Day Haunt “Love Hurts.” We plan to expand on these additional events each year becoming a year round event for our customer base. We also have our characters at different events in the surrounding communities.

Each season we have over 100 volunteers ranging in age from 13 to 60 that help with different aspects from acting, promotion, construction of scenes, to selling tickets and merchandise. This is a family affair, with many members of our family and friends helping to make it a success. Come join us as we make Haunted Hills Hospital a national phenomenon!



Haunted House Information

Location: 4700 Central Ave, Lake Station, IN 46368

Dates of Operation: Fridays, Saturdays and Sunday's with some additional weekday dates due to Fall Break and Halloween in September, October and November beginning September 28th – November 3rd. Additional Events have varying dates based on the day of Holiday it corresponds with and weather. We also have two day time trick or treat through the Haunted House events the last two Sundays in October.

Hours of Operation: Ticket Sales from 7:00pm – 11:00pm Friday and Saturday nights; all other nights we are open from 7:00pm – 10:00pm. All ticket buyers gain admittance

Advertising Opportunities: At the Haunt, Website, Social Media, Radio and Events we attend.

Customer Base: Our customer base ranges in average age from 13-45 with 70% of our demographic being the 13-35 range. As a sponsor to one of the top Haunted Attractions in Northwest Indiana and Chicago land, you will have an opportunity to bring your product directly to our customers waiting in our queue line, as well as those that see our print, internet and social media ad campaigns and the many events we attend throughout the year.

Events we will be Attend:

Lake Station, Michigan City and Hobart 4th of July Parades

South Bend Zombie Walk

Lake Station and Hobart Halloween Events



Haunted Hills Hospital Sponsorship Opportunities

Level 1: \$300 – Added to Sponsor Banner In Queue Line, Name on sponsor page of website and Sponsor Banner at public appearances.

Level 2: \$500 – Everything from **Level 1**, Name recognized in 2018 Seasons promotional videos.

Level 3: \$800 – Everything from **Level 2**, 4 unique ads posted on Facebook page and website throughout the year. We will create an ad for you using our characters to promote.

Level 4: \$1000 – Everything from **Level 3**, unique coupons with all tickets. We create a haunted house oriented coupon for your business with the deal of your choosing.

Package levels 1 and 2 come with 10 free General Admission tickets

Package levels 3 and 4 come with 10 free Emergency Fast Past Admission tickets

Extras (Must Purchase Level 1 Sponsorship):

\$100 Per Night – Merchandise give away at Haunted House
(Merchandise provided by sponsor) 1 Sponsor per night

\$200 – 2ftx6ft Haunted House Style Banner. We will create a unique banner for your company with one of our icon characters that will be placed in our queue line.

\$500 – Photo-op sponsorship. Your unique logo will be added to our Haunted House oriented Photo-op that customers use while waiting in our queue line. These photos will be posted on social media (Facebook) that will be seen by all of our followers. Between 50% and 75% of groups purchase a group photo each night *(Only 1 sponsorship available)*

\$1000 – Scare Pass Line Sponsorship, You will be the sponsor of our Emergency Fast Pass line that allows for customers to pay a little extra to get to the front of the line. *(Only 1 sponsorship available)*

\$1000 – Escape Room Sponsorship, You will be the sponsor of our 5 minute Escape Room “The Chamber” which is part of the newest craze in Haunted House Entertainment. A banner with your Company name and Logo will be prominently placed where those waiting in the Que line can see. In our first year, nearly 10% of all customers added the escape room to their ticket. *(Only 1 sponsorship available)*

Exclusive Extras: (No Additional sponsorship necessary, Level 1 sponsorship included in pricing)

\$1000 – Presentation Night – Signage throughout Entrance and queue line. Character created Sponsor Plugs played over sound system. Merchandise Give away (provided by

sponsor) Coupon of sponsors choosing with all ticket purchases and optional Sponsor booth for you to promote your product.

\$1500 – Movie Theatre Commercial Sponsorship – 30 second live action commercial to be played before all movies (except G and PG rated movies) at the Portage Imax movie theatre. Will be placed in front of nearly 23,000 viewers over the 6 week run. ***(Only 1 sponsorship available)***

\$2500 - \$5000 – Pandora/Spotify Commercial Sponsorship, Company mentioned in all advertisements. Advertisements will be heard by nearly 100K -130K listeners. Purchasing both spots will get your company mentioned nearly 230K times during the commercials run. ***(2 Sponsorships available or 1 available if you purchase both spots)***

Other special deals can be negotiated.

Please contact our marketing manager listed on the front of this packet