

Sponsorship Package



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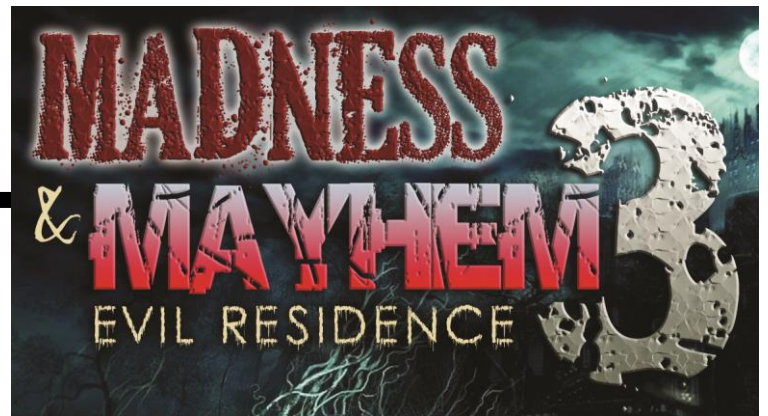
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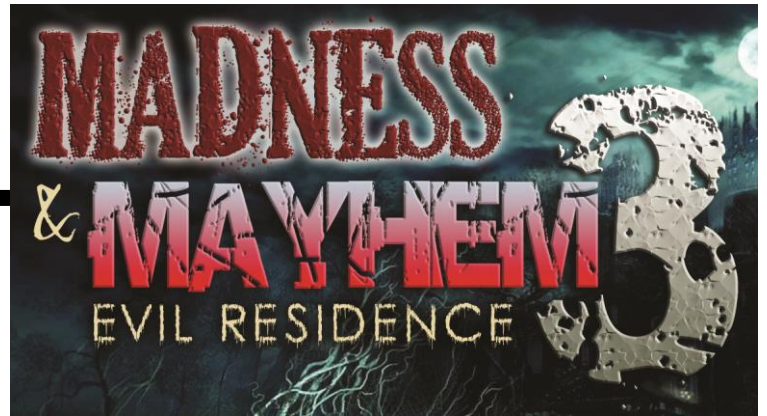
Introduction



Madness and Mayhem Haunted House and Graveyard began with a few scary hearted haunters' obsessed with giving a good fright to all in the name of fun. In 2012, the haunt started in the High Springs, FL area at a local social organization. With a lot of help, it has grown and evolved into a much larger scarier event.



Sponsorship Letter



Dear Prospective Sponsor,

We are writing to you regarding exciting sponsorship opportunities for the 2014 Madness and Mayhem 3rd annual Haunted House and Graveyard. Generous donations from community leaders, such as yourself, make it possible to hold fun filled events that support and give back to our community. All ticket sale proceeds from this year's event will benefit four local High Springs area non-profit organizations: Our Santa Fe River, Plenty of Pitbulls, Irishwaterdogs Warriors Outreach, and the High Springs Historical Society's Museum.

This year's theme, "Haunted House For Sale", will be infested with evil residents, zombies, vampires, mystery, and the paranormal. Our volunteer "Realtor Guides" will provide heart stopping tours for a thrilling experience. Last year, more than 1,000 attendees of all ages enjoyed the event. We are pleased with the generous support of our local newspapers, magazines, television, radio, social networking, and Halloween related websites in helping us promote this year's event. With their support and "word-of-mouth" from previous year's event, we are hoping to increase attendance.

As a participating sponsor, your level of sponsorship is outlined in the Sponsorship Levels page. Choose a level and then fill out the Sponsorship Form. Mail your check to the address provided or give to your Madness and Mayhem associate. Shortly afterwards, one of our graphic designers will contact you for necessary artwork that will be included in the Madness and Mayhem printed media and websites.

If you have any questions or concerns, please, do not hesitate to contact myself, or any other person(s) associated with the event.

Thank you for your time and consideration.

Hauntingly yours,

Terry and Andy Phelan, 386-454-5142 HOME, 386-454-8759 WORK,

andyterry@windstream.net EMAIL

Chris Scott, 352-226-5909 CELL,

pickledprints@gmail.com EMAIL

Event Information



DATES: Fri. & Sat. October 24th, 25th, and Fri. Oct. 31st

TIME: Dark, 7:30 p.m. till 10:00 p.m. (or later).

PLACE: The Old School House, 120 NW 2nd Ave.
High Springs, Florida

PRICES: \$9.00 / advance, \$10.00 / door, \$8.00 / group 20 +,
\$20.00 / "Ultimate Scream" Pass: one nite unlimited entry,
as you can try to make it out alive.

ADVANCE SALES: MadnessAndMayhem.org and other
ticket sales locations.

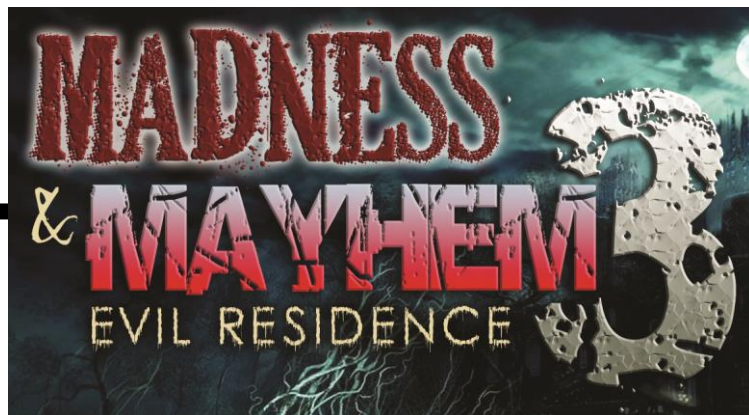
SPECIAL GUESTS: North Florida Mystery Trackers Team
AND Life South Blood Mobile

DEMOGRAPHICS: Approximately
90% of all households with
children will participate in a
Halloween activity. The most
common for this season are teens,
their parents, and young adults 18-34.

They will come from the Fort White, Alachua, High
Springs, Gainesville, and Lake City area as well as the nearby
Universities: University of Florida, Santa Fe College, and Florida Gateway College.

Sponsorship Levels

These are general guidelines. We will gratefully accept sponsorships of any level and work with your company to provide appropriate recognition.



Sponsorship Levels						
Contribution Recognition	Vampire \$2500+	Werewolf \$1000	Realtor \$1000+	Butcher \$500	Zombie \$250	Goblin \$100
Large banner includes name, logo, and website at event location	48"x96"	48"x 72"	custom	36"x60"	24"x48"	
Custom designed realty sign at event location with name, logo, phone number, and website			*			
Company name in newsprint, magazines, television, radio, and press releases.	*					
Name and Logo on all printed media	*					
Logo on all printed poster media	*	*	*	*	*	*
Name in all Halloween related websites	*					
Logo on poster event created in Facebook as well as in line comments	*	*	*	*	*	*
Logo and link to your website from MadnessAndMayhem.org website	*	*	*	*	*	*
One Nite "Ultimate Scream" Pass: as many times as you can try to make it out alive	20	10	10	6	4	2

In-Kind catering sponsorship:

There are three event nights. In-Kind catering sponsorships for approximately 60 volunteers 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 food cost and service.

Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for the event, contact us. In-Kind contribution recognition is available at all sponsorship levels except Vampire and Evil Realtor.

+Only one sponsor per Vampire and Realtor level

Sponsorship Form



PACKAGE LEVEL

- ___ 1. Vampire \$2500
- ___ 2. Werewolf \$1000
- ___ 3. Evil Realtor \$1000
- ___ 4. Butcher \$500
- ___ 5. Zombie \$250
- ___ 6. Goblin \$100

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ ZIPCODE: _____

TEL: _____ FAX: _____

EMAIL: _____

+In-Kind catering sponsorship proposal description: _____

Estimated Value: _____ Date: __ 24th __ 25th __ 31st

+In-Kind sponsorship proposal description: _____

Estimated Value: _____

Received by: _____ Date: _____

+In-Kind sponsorships are subject to event approval.

Submit this form along with your check made payable to: HAUNTED HOUSE PROJECT

Mailing Address: P.O. Box 1903, High Springs, FL 32655-1903

Contact Information: Andy Phelan, 386-454-8759 TEL, andyterry@windstream.net EMAIL

Chris Scott, 352-226-5909 CELL, pickledprints@gmail.com EMAIL