



# TERROR TOURS GOLDEN TICKET PROMO



Dear Awesome Halloween Vendor,

Let me start with why and how the Terror Tours were created and how we have become so successful. We created the Terror Tours in 2016 to give Halloween Hunters, enthusiasts, and haunted attraction thrill seekers an experience to visit several haunted houses in one night. We wanted to offer people a fun party atmosphere experience with chances to meet new people, new haunts and experience the joy of being scared.

We are reaching out to your company with a Golden ticket prize sponsorship opportunity for the 2025 Terror Tours taking place in Pittsburgh, PA Oct 3-5th. We are inquiring to see if you wish to provide us with some of your products as a sponsorship to help make the tours even more exciting for our attendees. We include links to websites and social media sites for each sponsor on Facebook, Instagram, and our website. Below is what our golden ticket prize sponsorship encompasses:

## GOLDEN TICKET PRIZES

Our Golden Tickets are our most popular event at the tours. You provide us with an item or several and we place a “golden” ticket with your item featured on it, randomly in attendee bags. As we roll toward the first haunt of the night, the attendees get to look in their swag bag and we go down the aisle calling out the prizes and shout outs to the companies who furnished the prize! For larger items, they are handed to the attendee at the end of the evening.

Each Golden Ticket includes the name of the product, the vendor or store name the product was donated from along with the company’s logo. All our sponsors are welcome to participate by donating specific products. This promotion gets product into the hands of hunters and the general public, along with social media posts boasting about your product and sponsorship. We mention Golden Ticket sponsors often with our posts averaging 100+ views per day and often include comments.

All Golden Ticket promotion sponsors are required to email us at [info@terrortours.rip](mailto:info@terrortours.rip) or message Troy Crivellone on FB, to let us know their plans and allows us to help with your needs and communication. All golden ticket vendor participants will get a verbal shout out and video shout out on the bus along with the following!

### All sponsors are guaranteed:

- Logo added to:
  - Facebook announcement post
  - Website and/or Facebook (including link)
  - Tour Badge (back)
  - Print/Digital Media and Ad’s
- Verbal shout-out on the tour bus (both nights)
- Thank you captured on film during the tour
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)



## **Golden Ticket Prize levels**

**Level 1** - \$750 or more worth of items

- Includes logo on the back of the tour shirt (dependent upon if shirts are offered for that year)

**Level 2** - \$500 - \$750 worth of items or buy one get one free item code (promotional postcard for discount)

**Level 3** - \$300-\$500 worth of items or 20% off code for all attendees (promotional postcard for discount)

**Level 4** - \$100-\$300 worth of items or 10% off code for all attendees (promotional postcard for discount)

**Level 5** - \$1-99 worth of items and catalog/advertisement flyer

**We ask that all sponsors include a discount code card or informational flyer with a discount code, along with their items to further promote your business and increase your ROI!**

## **Swag bag promo insert**

Any vendor is welcome to send promotion items such as; pens, patches, stickers, koozies, bottle openers, or other small items to be included in each bag. We usually have around 54 attendees (full bus) per tour so use that number to figure out what you would want to include. This can be a combo of items and we will randomly distribute them in the bags. If including a flyer or catalog along with promo items that would put you into Level 5 above. You do not have to be a golden ticket sponsor to do this and we will still announce that you are sponsoring via promo inserts!

If providing product or promotional items for the golden ticket promotion or sponsorship levels below:

- We will personally, hand out and talk about the items and what your company provides on the bus
- **Items for giveaways must be received no later than September 10**
- **Any cash donations must be received no later than August 15th**
- Logos will need to be sent in illustrator (preferred) or PNG file format with a transparent background after agreement has been signed.
- Provide business cards or advertisement to go into swag bags along with any promo items or prizes.

**Other Sponsorships can be purchased on our website:**

**<https://terrortours.rip/sponsor>**

**We offer sponsorships for Title, Bus, Hotels, Swag Bags, and other customized products.**

We are always open to suggestions on what you want to provide for our guest or how you want to support the tour. We want you to get quality ROI off these tours and we try our best to push your product or service. We look forward to partnering with you!

Thank you,

Troy Crivellone

<http://terrortours.rip>