



# TERROR TOURS SPONSORSHIP PACKET



Dear Awesome Halloween Vendor,

Let me start with why and how the Terror Tours were created and how we have become so successful. Troy Crivellone and Jim Eriksen 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.

After talking with so many professional haunt owners we noticed a trend, the start of their season was slow. Our tour gives the opportunity for our attendee's VIP access, shorter lines and the discovery of new haunts they may not even know about or on their bucket list. Our tours have increased in attendance every year since its inception. We have now completed our second Texas tour in Houston in 2023 and we are proud to announce our expansion to Pennsylvania for this year! We had a successful 2023 Terror Tour with doubled attendance from the first Texas tour which further grew our exposure in Texas. Tons of attendee positive feedback will result in plenty of word of mouth and our marketing efforts will bring name recognition for future years. Moving to a new region always takes a bit to get in front of people.

We are reaching out to your company with a sponsorship opportunity for the 2024 Terror Tours taking place in Philadelphia, PA Sept 27-29th & Austin, TX on Oct 11-13th. We are seeking financial and product sponsorship to help make the tours even more exciting for our attendees. Our social media reach is growing exponentially. We reach about 10,000 Facebook users per month, and had just under 7,000 webpage visits in 2023 (where your logos with links are on every page). That's an increase of 159%!! We had over 75,000 paid impressions and reached 51,300+ via our paid marketing. Our reach increases with ads that we post for the Haunts & the tour along with sponsor visibility. We include links to websites and social media sites for each Haunt and sponsors on Facebook, Instagram, and our website.



# SPONSORSHIP LEVELS

Outlined below are our levels of sponsorship along with the services that we will provide.

## **Golden Ticket Promotion**

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 haunters 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) to let us know their plans and allows us to help with your needs and communication. All golden ticket vendor participants will get social media posts, logo added to our website, tour badge and all digital media, along with a verbal shout out and video shout out on the bus!

### **All levels below 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
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)

**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** - \$75 cash and catalog/advertisement flyer

We ask that all sponsors include a business card or advertisement/information page along with their items to further promote your business and help those that didn’t win the item know where they can get one of their own!

## **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 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.

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

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

**We offer sponsorships for Title, Bus, Hotels, Tumblers, T-shirts, stress zombie/skull, & Swag Bags.**

## **Title Sponsor - \$1000 cash PER TOUR**

*Product or Promotional Items highly suggested*

- Sponsor name as presenter on all posts
  - Example: Texas / Pennsylvania Terror Tours Presented by: (Your Name Here)
- Logo added to:
  - Facebook
  - Website and/or Facebook (including link)
  - Top, Center of Tour Badge (front)
  - Print/Digital Media and Ad's
  - T-Shirt back
- Named as title sponsor on all social media posts
- Option to include golden ticket item or promo/informational item in each bag
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)
- (1) compensated ticket to both nights of the tours (hotel & airfare not included)

## **After Hours Party Sponsor- \$500 cash PER TOUR**

*(Product or Promotional Items Can be Included)*

- Sponsorship helps pay for banquet room, sodas, & pizza for after-tour party
- Option to include golden ticket item or promo/informational item in each bag
- Logo added to:
  - Website (including link)
  - Logo on Tour Badge (back)
  - Print/Digital Media and Ad's
- Sign with logo in party room each night
- Verbal shout-out on the tour bus & party room (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)

## **Bus Sponsor - \$800 cash PER TOUR**

*(Product or Promotional Items Can be Included)*

- Loading sign outside of the bus on all nights
- Option to include golden ticket item or promo/informational item in each bag
- Logo added to:
  - Facebook
  - Website and/or Facebook (including link)
  - Tour Badge (front)
  - Print/Digital Media and Ad's
  - T-Shirt back
- Named as bus sponsor on social media posts
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Named in social media posts periodically prior to tour

## **Hotel Sponsor - \$400 cash PER TOUR**

*(Product or Promotional Items Can be Included)*

- Sign will be placed in the hotel lobby ("Sponsor" welcomes attendees of Terror Tours)
- You can include golden ticket item or promo/informational item in each bag
- 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 (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)

## **Swag Bag Sponsor- \$450 cash or Supply Bags PER TOUR**

*(Product or Promotional Items Can be Included)*

- Provide Bags with your Logo or we will have them printed
- Provide business card or advertisement to go in the bag
- Option to include golden ticket item or promo/informational item in each bag
- Logo added to:
  - Facebook announcement post
  - Website and/or Facebook (including link)
  - Tour Badge (back)
  - Print/Digital Media and Ad's
- Named as swag bag sponsor on all social media posts
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)

## **Shirt Sponsor - Cost of Shirts & Printing PER TOUR**

- Sponsor will create or pay for a created shirt by Terror Tours
  - Shirt will include:
    - Your logo
    - Terror Tours logo
    - Haunt logos
    - Specified sponsor logos (we will provide you with the names of the other sponsors)
- Each attendee will receive one (1) shirt
  - Size options will be requested upon ticket purchase unless otherwise specified by you
  - We assume the following sizes, a few small / medium, large, extra-large, and 2/3XL with the bulk being XL
- Logo added to:
  - Facebook announcement post
  - Website and/or Facebook (including link)
  - Tour Badge (back)
  - Print/Digital Media and Ad's
- Named as shirt sponsor on all social media posts
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)

## **Can Cooler - \$250 cash (covers both tours)**

*(Product or Promotional Items Can be Included)*

- We will have custom coolers printed with your logo on the front and our slogan on the back
- 2-3 color logo only please
- Option to include golden ticket item or promo/informational item in each bag
- Logo added to:
  - Facebook announcement post
  - Website and/or Facebook (including link)
  - Tour Badge (back)
  - Print/Digital Media and Ad's
- Named as Can Cooler Sponsor on all social media posts
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)



## **Custom Power Bank- \$650 cash (covers both tours)**

*(Product or Promotional Items Can be Included)*

- Attendee will get a 2200mah 5v/1a power bank in the swag bag!
- Option to include golden ticket item or promo/informational item in each bag
- Logo added to:
  - Facebook announcement post
  - Website and/or Facebook (including link)
  - Tour Badge (back)
  - Print/Digital Media and Ad's
- Named as Power Bank sponsor on all social media posts
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)



## **Custom Printed Keychain- \$400 cash (covers both tours)**

*(Product or Promotional Items Can be Included)*

- We have a supplier of these items if needed. Each attendee will get a keychain in the swag bag!
- Option to include golden ticket item or promo/informational item in each bag
- Logo added to:
  - Facebook announcement post
  - Website and/or Facebook (including link)
  - Tour Badge (back)
  - Print/Digital Media and Ad's
- Named as keychain sponsor on all social media posts
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)



## **Custom Cork Back Coaster- \$700 cash (covers both tours)**

*(Product or Promotional Items Can be Included)*

- Each attendee will get a coaster with your logo in the swag bag.
- Option to include golden ticket item or promo/informational item in each bag
- Logo added to:
  - Facebook announcement post
  - Website and/or Facebook (including link)
  - Tour Badge (back)
  - Print/Digital Media and Ad's
- Named as Coaster sponsor on all social media posts
- Verbal shout-out on the tour bus (all 3 nights)
- Thank you captured on film during the tour
  - Logo and website/Facebook link will be displayed on tour video
  - Video will be posted after the event
- Social media sharing of posts (i.e. products, conventions or events, etc.)



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 & Jim Eriksen

<http://terrortours.rip>