

# WICKED WEST HAUNTED GHOST TOWN AT BONNIE SCREAMS

## Sponsorship Proposal

**PRODUCERS:** Triathlon Pictures, LLC is an established Las Vegas production company with years of producing live events including concerts and stage shows as well as film and television productions. They produced the first Haunted Attraction to be held at the Silver Nugget in 2004. In 2009, they produced both the Haunted Attraction at New York New York Casino as well as at Bonnie Springs which included a horror film fest and music fest.

Wicked Haunts has several years of haunt experience behind them as well, having also been a partner with the previous haunts at Bonnie Springs the past 2 years . They also produced their own haunts in their native Boulder City.

**DEMOGRAPHICS:** Tweens to young adults (12 to 25) will be the major components of the target audience.

The event has in the past attracted a good amount of the 25 to 45 age demographic as well.

**PROMOTION:** All forms of media will be utilized including radio, television, print and Internet with emphasis on media tie-Ins and Internet. There will also be a strong grassroots campaign including fliers, coupons and promotional material placed in Convenience store chains such as Terrible Herbst where there was strong results. The event will be promoted with the convention bureau as well as other event planning companies and tourist organizations.

**CHARITABLE ORGANIZATION:** We are associated with the organization, For Kids Now, a Las Vegas based 501c(3) charity that focuses on Autism. They are also a strong promoter and supporter of the event as well.

## SPONSORSHIP LEVELS

### MONSTER LEVEL \$3000

1. Five RIP Season passes for the run of the event
2. Five general admission passes to the event
3. Company color logo on all printed promotional material
4. Company logo on back of all T-shirts
5. Company logo on all printed tickets
6. Company logo on official website with hot-link to your website
7. Company banner displayed at the event (supplied by sponsor)
8. Company mention in radio and television ads
9. 20' x 10' booth space for merchant's products and / or literature\_

### ZOMBIE LEVEL \$1000

1. Three RIP Season passes for the run of the event
2. Three general admission passes to the event
3. Company B & W logo on all printed promotional material
4. Company logo on back of all T-shirts
5. Company logo on all printed tickets and official website
6. 10' x 10' booth space for merchant's products and / or literature