



Celebrate Shocktober's 10th Anniversary!

- ❖ **Named #5 scariest haunted house in the nation by *Travel & Leisure***
- ❖ **Visit Loudoun's "Event of the Year" & VRLTA's "Attraction of the Year"**
- ❖ **Named top haunted house in Virginia by *Cosmopolitan* and *Parade Magazine***
- ❖ **15,244 Shock Fans in 2019 with ~20,000 Shock Fans globally in 2020**
- ❖ **Audience reach: Social media one million+; 23,000+ emails, 100,000+ web users**

Every fall, Carlheim Manor in Leesburg, VA transforms into a 4-story, terrifying, award-winning haunted house, giving thousands of patrons the scare of a lifetime. Built in the late 1800s, Carlheim Manor has become the topic of many urban legends and is a must-see attraction for thrill seekers around the world. The best reason for Shocktober? It's the largest fundraising event for [The Arc of Loudoun](http://TheArcofLoudoun.org), a nonprofit organization whose mission is to advocate for, educate, serve and support people with disabilities and their families. Since 2010, Shocktober Fans have generated more than \$3.5 million for The Arc of Loudoun.

All Virtual Shocktober 2020 Elements

- **Virtual Celebrity Scare-throughs:** four, two-hour episodes will live-stream globally October 23, 24, 30, 31 from 9-11pm EDT plus a bonus "Ghost Hunt at Carlheim" episode about the manor's history and an actual paranormal investigation
- **Shock Haunt Classes:** Virtual classes include basic ghoulish makeup, advanced character makeup, and using prosthetics in makeup. For those fans who want to host virtual "mask"-erade parties, there are also classes available to learn how to create haunt décor, distressed costumes, and monster cocktails, killer appetizers, and deadly desserts.
- **Shock F.E.A.R. Cards – FOOD. ENTERTAINMENT. ACTIVITIES. RELAXATION.** Shock fans can purchase a F.E.A.R. Card and get the most terrifyingly good discounts haunted money can buy. \$20 for over \$500 worth of free stuff and freaky discounts. Offers good through 9/30/2021. F.E.A.R. Card listing is a benefit to all Shocktober sponsors.
- **"Why We Shock" Fundraising Campaign** - Shock fans and the community at large are invited to fundraise to support The Arc of Loudoun's mission and win prizes based on money raised.
- **Online Shocktober Store** – Merchandise sold online and shipped directly to Shock Fans.
- **Private "Mask"-erade RIP (Really Important People) Drive-In Viewing Party for Sponsors ONLY** – Friday, October 23 from 7:30–11pm at 50 West Winery and Vineyard.

shocktober.org

Shocktober 2020 Sponsorship Opportunities*

Hallowed Presenting Sponsor - \$25,000

- Logo with link included on all marketing
- 40 voucher codes to view all four episodes plus bonus to provide to clients, employees
- Incorporate product placement in haunted house – placement TBD by Shock Admin Team
- “Mask”-erade RIP Night invitations for 10 cars
- 90-second “Why We Shock” sponsor-created video on Shock website
- 60-second welcome video at the beginning of all four live streaming episodes plus bonus
- “Brought to you by” sponsor logo at beginning of all four live streaming episodes plus bonus
- Logo included in credits at end of all four live streaming episodes plus bonus
- Opportunity to send a single text to Shock Fans to promote purchase of your products
- Provide 3 “enter to win” sponsor-provided giveaways for Shock social media campaigns
- Invited to be featured in PR and media opportunities where possible
- Logo included in Shocktober promotional video

Terror-ific - \$5,000

- Logo with link included on all marketing
- 10 voucher codes to view all four episodes plus bonus to provide to clients, employees
- “Mask”-erade RIP Night invitations for 4 cars
- 90-second “Why We Shock” sponsor-created video on Shock website
- “Tonight’s episode brought to you by” sponsor logo at beginning of one, non-Halloween, live streaming episode
- Logo included in credits at end of all four live streaming episodes plus bonus
- Provide 1 “enter to win” sponsor-provided giveaways for Shock social media campaigns

* F.E.A.R. Card listing is a benefit to all Shocktober sponsors.

Scary-Good - \$10,000

- Logo with link included on all marketing
- 20 voucher codes to view all four episodes plus bonus to provide to clients, employees
- “Mask”-erade RIP Night invitations for 6 cars
- 90-second “Why We Shock” sponsor-created video on Shock website
- “Tonight’s episode brought to you by” sponsor logo at beginning of Halloween Night live streaming episode
- Logo included in credits at end of all four live streaming episodes plus bonus
- Opportunity to send a single text to Shock Fans to promote purchase of your products
- Provide 2 “enter to win” sponsor-provided giveaways for Shock social media campaigns
- Logo included in Shocktober promotional video

Shock-tacular - \$2,500

- Logo with link included on all marketing
- 4 voucher codes to view all four episodes plus bonus to provide to clients, employees
- “Mask”-erade RIP Night invitations for 2 cars
- 90-second “Why We Shock” sponsor-created video on Shock website
- Name included in credits at end of all four live streaming episodes plus bonus

Ghoulishly Great - \$1,000

- Name included on all marketing
- 2 voucher codes to view all four episodes plus bonus to provide to clients, employees
- “Mask”-erade RIP Night invitation for 1 car
- 90-second “Why We Shock” sponsor-created video on Shocktober website

Shocktober F.E.A.R. Card Partner ONLY*

- Name included on F.E.A.R. Card marketing
- Requires special offer/discount to Shock Fans
- 5% donation of Shock Fan purchases appreciated

To secure your sponsorship, [click here](#) to complete the Sponsorship Registration Form. Your confirmation will include payment information. Please contact Denise Daffron at 703.344.6147 or ddaffron@thearcofloudoun.org with any questions you may have.