



- ❖ Named #5 Scariest Haunted House in the nation by *Travel & Leisure*
- ❖ Visit Loudoun's "Event of the Year"
- ❖ Virginia Restaurant, Lodging & Travel Association "Attraction of the Year"
- ❖ 15,244 Shock Fans in 2019 (2020 in-person canceled due to COVID)
- ❖ Audience reach: Millions in DC, VA, WV, MD, PA, and DE, 23,000+ emails, 100,000+ web users

Why Sponsor Shocktober?

- **October 1 – October 30, 2021**, Fridays and Saturdays 7p-10p, Sundays 7p-9p
- **New for 2021:**
 - Experience newly discovered secret rooms in the Manor
 - R.I.P. (Really Important People) Exclusive Tent for sponsors and R.I.P. Package holders
- **Largest fundraising event** for [The Arc of Loudoun](https://www.thearc.org/), a local nonprofit whose mission is to advocate for, educate, serve and support people with disabilities and their families. Since 2010, more than 92,000 Shocktober Fans have generated \$3.5 million for The Arc of Loudoun.
- **Shocktober is a PG-13 destination event** with food, wine and beer (aka "Liquid Courage"), and merchandise located in the heart of Loudoun County, VA—DC's Wine Country
- **Tickets:** \$40 general admission, \$55 Manor Fast Pass, limited number \$125 R.I.P. (Really Important People) Package including R.I.P.-Only Manor Fast Pass, reserved seating on roundtrip shuttle, exclusive Shocktober 2021 t-shirt, two drink tickets with Shocktober Souvenir cup, 20% off food and merchandise, and exclusive access to R.I.P. Tent! Sponsorships available. Visit shocktober.org to learn more.

The Arc of Loudoun

- Founded in 1967, The Arc of Loudoun serves people with disabilities, their families, caregivers, educators, advocates; Arc volunteers; and members of the law enforcement, first responder and judicial system communities. With 60,000 people with disabilities and their families in Loudoun County alone, there is much work to be done.
- The Arc of Loudoun's purpose is to bring about a just, equitable world for people with disabilities through its five integrated programs—[Ability Fitness Center](#), [A Life Like Yours \(ALLY\) Advocacy Center](#), [Aurora Behavior Clinic](#), [Aurora School](#), and [Open Door Learning Center Preschool](#)
- Learn more about the Arc of Loudoun at thearcofloudoun.org.



Shocktober 2021 Sponsorship Opportunities

Hallowed Presenting Sponsor - \$20,000

- Industry exclusivity
- Product placement in haunted manor
- Presenting sponsor logo on back of Shock 2021 shirt (signed agreement must be received by 9/3/21)
- Logo with link on webpage, ticket confirmation, shocktober.org, onsite--all marketing materials
- 90-second "Why We Shock" sponsor-created video on Shock website
- Access to R.I.P. (Really Important People) Tent on sponsor-selected night
- 60 Shocktober R.I.P. Packages
- Banner displayed in prominent location during Shocktober Season (sponsor-provided)
- Social media mentions and targeted boosting
- Opportunity for cross-promotion in advertising buys, inclusion in pre- and post-event advertising, retail outlet displays, on-air contests, in-store contests
- Opportunity to provide giveaways in Shocktober treat swag bags given to all attendees
- Provide 3 "enter to win" sponsor-provided giveaways for Shocktober social media campaigns
- Invited to be featured in PR and media opportunities
- Logo included in Shocktober promotional video
- Coupon included in post-event thank you email to Shock Fans
- Exhibit tent and table at the end of the experience when Shock Fans return to their cars

Scary-Good - \$10,000

- Logo on back of Shock 2021 shirt (signed agreement must be received by 9/3/21)
- Logo with link on webpage, ticket confirmation, shocktober.org, onsite--all marketing materials
- 90-second "Why We Shock" sponsor-created video on Shock website
- Access to R.I.P. (Really Important People) Tent on sponsor-selected night
- 30 Shocktober R.I.P. Packages
- Banner displayed in prominent location during Shocktober Season (sponsor-provided)
- Social media mentions and targeted boosting
- Opportunity for cross-promotion in advertising buys, inclusion in pre- and post-event advertising, retail outlet displays, on-air contests, in-store contests
- Opportunity to provide giveaways in Shocktober treat swag bags given to all attendees
- Invited to be featured in PR and media opportunities
- Logo included in Shocktober promotional video
- Coupon included in post-event thank you email to Shock Fans

Terror-ific - \$5,000

- Logo on back of Shock 2021 shirt (signed agreement must be received by 9/3/21)
- Logo with link on webpage, ticket confirmation, shocktober.org, onsite--all marketing materials
- Access to R.I.P. (Really Important People) Tent on sponsor-selected night
- 16 Shocktober R.I.P. Packages
- Banner displayed in prominent location during Shocktober Season (sponsor-provided)
- Social media mentions and targeted boosting
- Opportunity to provide giveaways in Shocktober treat swag bags given to all attendees
- Logo included in Shocktober promotional video
- Coupon included in post-event thank you email to Shock Fans

Shock-tacular - \$2,500

- Logo with link on webpage, ticket confirmation, shocktober.org, onsite--all marketing materials
- 6 Shocktober R.I.P. Packages
- Coupon included in post-event thank you email to Shock Fans

Ghoulishly Great - \$1,000

- Listing with link included in--all marketing materials
- 2 Shocktober R.I.P. Packages

To secure your sponsorship, [click here](#) to complete the Sponsorship Registration Form. Your confirmation will include payment information. Please contact Denise Daffron at 703.777.1939 x112 or ddaffron@thearcofloudoun.org with any questions you may have.