

The **Horror Show**TM **2**
the sequel

2001

**SPONSORSHIP
PROPOSAL**

FUSION e.g.
entertainment group
EVENTS • INTERNET • MULTIMEDIA

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BACKGROUND

While there have been other haunted attractions such as the Tower of Terror and the local Jaycees' haunted houses in the Mid-Ohio Valley, none have quite had the quality, professionalism or attendance of The Horror Show. In only its first year The Horror Show entertained over 5000 visitors. Located in the Colony Theatre, the attraction consisted of over 17 scenes that included theatrics, highly detailed sets, professional animatronic effects and illusions and movie-quality props. This year we plan to extend our impact on the community with The Horror Show 2: the sequel.



EXECUTIVE SUMMARY

- Our concern is to defer much of the production costs through sponsorships.
- Sponsors will be promoted on materials such as T-shirts, posters, and printed pieces, depending on the level of contribution.
- Sponsors will receive exposure to a projected 6000-plus attendees and the entire community through The Horror Show marketing and advertising plan.
- Sponsors will receive one or more VIP passes for a private tour prior to opening night.
- Sponsors will become a part of the most anticipated and well-regarded attraction of 2001.
- FUSION e.g. will continue to do marketing research throughout the operation of the event to determine customers' approval and input of the attraction as well as advertising effectiveness.
- FUSION e.g. will conduct surveys to collect geographic and demographic data of its customers.



INTRODUCTION

We are in an area that is desperate for new and exciting entertainment. In October 2000 the community received The Horror Show with vigor. With over 5000 guests entertained and an over 95 percent approval rating, The Horror Show quickly became one of the most talked about events of the year. Now everyone has already begun talking about this year's show.

We understand it is important to you to associate your company with quality and a commitment to excellence. Last year our team combined their over ten years experience in design to create a professional attraction. From the graphic work to the final day of operation, no area was overlooked. This year we plan to be even bigger and better than last year, and we are asking you to help be a part of this exciting event.

STATEMENT OF NEED

- In an effort to defer some of the production costs, we are asking you to sponsor some of the cost of production listed in the appendix.
- With a responsibility to the community to be fresh and entertaining, the production budget has been meticulously composed.

PROJECT SCOPE AND OBJECTIVES

- Continuous planning and production will begin in February by Andrew Jones, Bo Buckley and Ty Brown which includes, but is not limited to graphic design, attraction design, set design and construction, special effects fabrication, operation details, casting, marketing and advertising.
- Andrew Jones is primarily responsible for graphic design and marketing.
- Bo Buckley is primarily responsible for design of the attraction and planning / organization of the event.
- Ty Brown is primarily responsible for construction of the event.
- Creep Factory will once again be hired to do the artwork.
- Deceptions Unlimited and Terror Syndicate will provide on-going consultation.
- Nate Millspaugh will assist in special effects fabrication.
- Other companies, not yet determined, will be contracted to do various jobs such as printing and catering.
- Over thirty volunteers will fulfill character roles during operation.

MANAGEMENT PLAN

Our talented team of Andrew Jones, Bo Buckley and Ty Brown plans to account for the responsibility of the planning, organization and completion of the entire project, hiring subcontractors or utilizing professional consultation when necessary.

PROJECT ORGANIZATION

Andrew Jones will be responsible for:

- Graphic design for printed materials and website development
- Handling the marketing and promotion of the event
- Advertising

Bo Buckley will be responsible for:

- Design of the attraction
- Project organization
- Managing cast and crew
- Event planning

Ty Brown will be responsible for:

- Obtaining and handling construction materials
- Construction of sets and props
- Assembly and maintenance of the attraction

Subcontractors or consultants will handle various duties including:

- Artwork design
- Printing
- Special effects fabrication

COSTS

Cost for the entire production will be \$18,427.94. A detail of project costs is included in Appendix A.

SCHEDULE

Production will begin in February and end November 9, 2001. A detailed project schedule is included in Appendix B.

RESULTS

The Horror Show 2 is a sequel to last year's successful haunted attraction. We will be bringing back several scenes that guests listed as their favorites according to surveys collected during the event. Many of those scenes will be improved from last season. This year will also showcase 3 more scenes than last year including 8 completely new scenes. This season projects to entertain over 6000 guests with more effects, illusions, and scares. The move from the Colony Theatre to the Washington County Fairgrounds will facilitate a more flexible attraction design and make parking more convenient for customers.

EVALUATION

Customers can register for a free DVD player by completing a survey form that will include geographic and demographic questions as well as their rating of the event, if they would recommend it, and if they would return. They will be asked by what advertising method they heard about the attraction. In addition they will be asked to evaluate the attraction and scenes against other similar attractions and last season's efforts.

QUALIFICATIONS

Andrew Jones has over 4 years experience as a web developer and graphic designer. He currently is the owner and designer of such sites as www.frighteneering.com and the highly trafficked www.mariettaonline.com. He has also developed quality websites for such local clients as Jim Christy Realtors, Baker & Baker Jewelers, Camp Chase Publishing, The Marietta United Way, Marietta Memorial Hospital, Settlers Bank and Marietta College. Andrew has developed logo and graphic work for famed Temptations singer Damon Harris' cancer foundation, The Washington County Fair, O'Neill Senior Center and Heartland of Marietta. He was the driving force behind the creation of last year's Horror Show and developed marketing strategies that included a co-op with the Haunted Trolley Tours.

Bo Buckley and Ty Brown are partners in a company known as FearMakers, which specializes in the design and construction of haunted attractions. Each have a degree in Industrial Design Technology and have worked on attractions both large and small including The Haunted Chamber, Damnation 2000 and Pittsburgh's elite USS Nightmare and Fright Festival. Last season they designed, constructed and assisted in the operation of The Horror Show.

CONCLUSION

Please take a moment to look over the appendices and materials included with this proposal. We will contact you next week to discuss the proposal and possibly set up a meeting. If you feel you need more materials or have any questions, please feel free to contact Andrew Jones at 740-346-0547 or by email at andrew@fusioneg.com.

APPENDIX A

SPONSORSHIP INFORMATION

Monster Sponsor

\$2,000

- Six VIP passes for private showing of the event
- Ten general admission passes to the event
- Company color logo on all printed promotional material
- Company logo on back of all T-shirts
- Company logo on all printed tickets
- Company logo on official website with hot-link to your website
- Company banner displayed at the event (supplied by sponsor)
- Company mention in radio and television ads
- 6' x 6' booth space for merchant's products and / or literature

Scene Sponsor

\$1,000

- Four VIP passes for private showing of the event
- Six general admission passes to the event
- Company B & W logo on all printed promotional material
- Company logo on back of all T-shirts
- Company logo on all printed tickets and official website
- 4' x 4' booth space for merchant's products and / or literature

Prop Sponsor

\$500

- Two VIP passes for private showing of the event
- Four general admission passes to the event
- Company name on all printed promotional material
- Company name on back of all T-shirts
- Company name on all printed tickets and official website

General Sponsor

\$200

- Two general admission passes to the event
- Company name on back of all T-shirts
- Company name listed on official website

PROJECTED PRODUCTION COSTS

- \$2,486.45 Lumber / construction
- \$675.00 Artwork
- \$1,314.42 Printing
- \$1,478.52 Insurance
- \$960.00 Catering
- \$2,000.00 Block Party
- \$800.00 T-Shirts
- \$2,000.00 Radio advertising
- \$2,000.00 Television advertising
- \$200.00 Cast party
- \$270.69 Lighting
- \$291.50 Sound
- \$1,851.36 Costumes / sets
- \$2,100.00 Props / effects

Total budget \$18,427.94

APPENDIX B

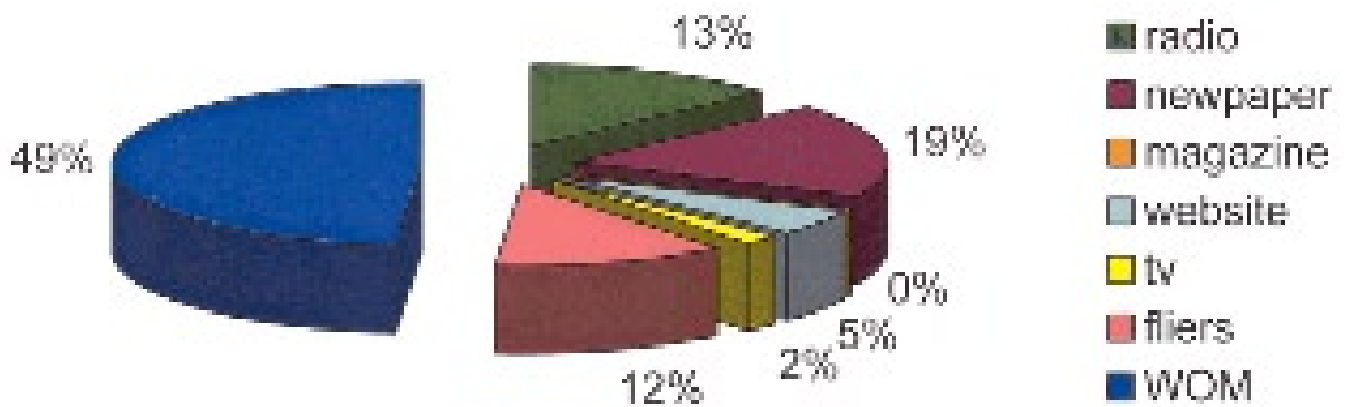
PROJECT SCHEDULE

Jan	Planning began, location secured, attraction designed
Feb	Production begins
Mar. 9-13	Attend Chicago Halloween convention for discounts on costumes, props and effects
Mar - Sept	Production continues
June	Contact Creep Factory to do artwork
July	Secure co-op with Haunted Trolley Tours, contact radio and TV to schedule ads to run September and October
Aug	Print literature, promotional material and tickets
Sept 7-9	Set up booth at Washington Co. Fair to promote event
Sept 15	Begin assembling attraction at Washington County Fair
Sept 16	First actor audition
Sept 23	Actor call-back
Oct 4	Cast dress rehearsal
Oct 5	Horror Show VIP night
Oct 6	Horror Show opens to the public
Oct 28	Cast Party
Oct 31	Block Party / last day of operation
Nov 1-9	Disassemble attraction

APPENDIX C

The following marketing results demonstrate how our guests found out about last year's Horror Show.

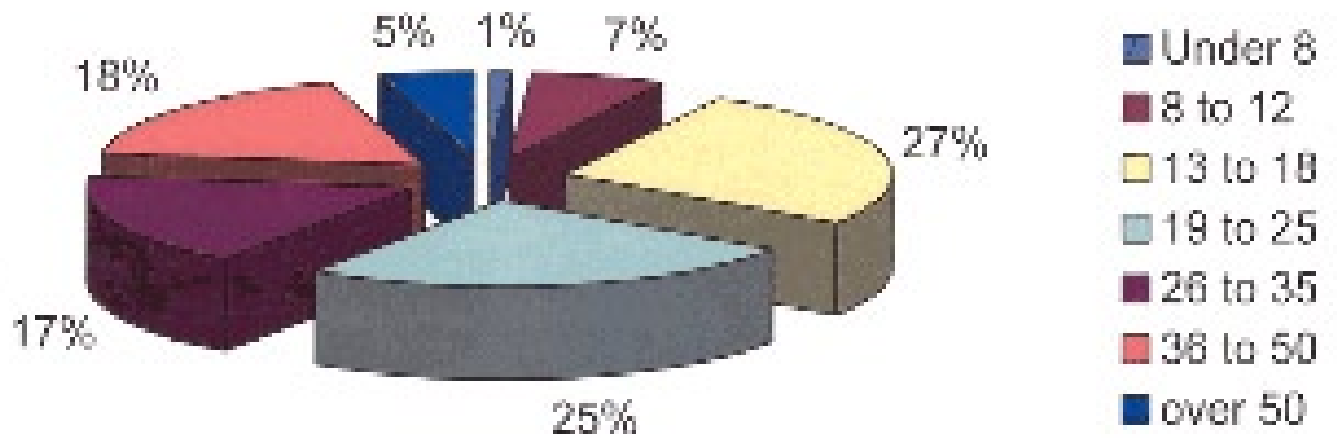
Marketing Results



APPENDIX D

The following age demographics demonstrate the percentage of age groups who attended last year's Horror Show.

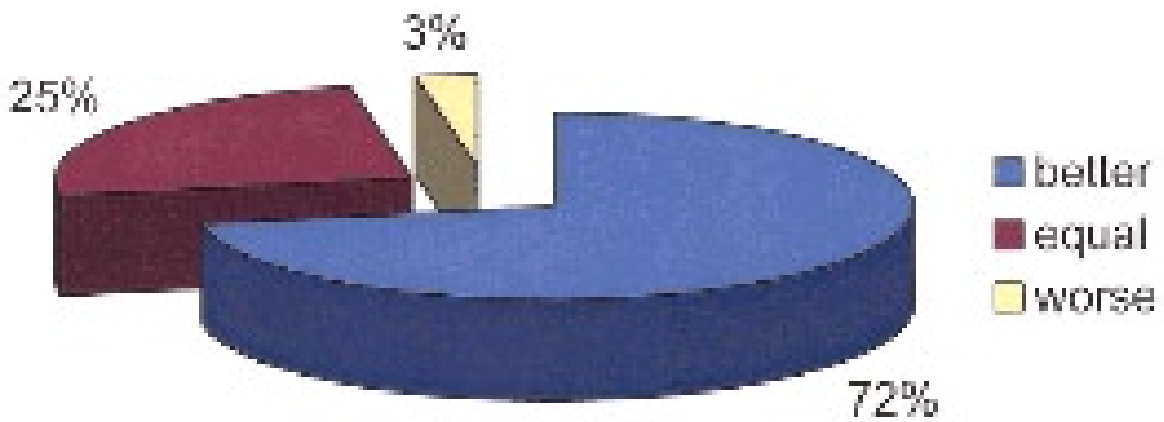
Age Demographics



APPENDIX E

The following comparison demonstrates the percentage results of guests who compared last year's Horror Show to other attractions.

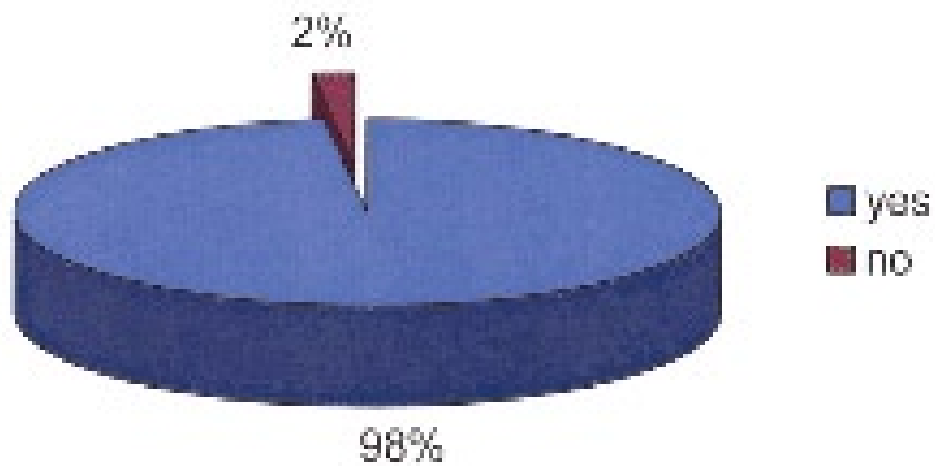
Comparison to Similar Attractions



APPENDIX F

The following chart demonstrates the percentage of guests who said they would recommend last year's Horror Show to other people.

Would Recommend The Horror Show



APPENDIX G

TERMS AND CONDITIONS

The association with FUSION e.g. regarding the sponsorship of The Horror Show entitles the sponsor only to those items defined in the Executive Summary. No person or representative of the sponsor may be permitted within the premises of The Horror Show during unauthorized times without the permission of FUSION e.g. Sponsors or its representatives will be given a private tour of The Horror Show only on a noted date. Sponsors or its representatives will not be permitted inside The Horror Show during private showings without special passes or permission that will be given prior to tour date. Sponsorship does not entitle the sponsor to make any decisions, creative or managerial, regarding The Horror Show or its operation.

The Horror Show and its content including, but not limited to, name, logo, service mark, artwork, character likeness and assets are property of FUSION e.g. and may not be used for any purpose without the express written consent of FUSION e.g.