



SPONSORSHIP PACKET



FUNDRAISING GOALS

ABOUT HORROR AT THE OHIO

To be able to put our fundraising goals for this year's event into perspective, I would like to first go into some detail on the event as well as recap our first 2 years. HORROR AT THE OHIO began in 2022 as an international horror film festival for both short and feature films. Darrin Means and I partnered with the Friends of the Ohio Theatre to create an event for film lovers and horror fans alike. For that first year we had one title sponsor but were otherwise mostly self-funded.



YEAR 3 AND BEYOND

This year, we are planning to grow this event even more while still continuing with what we have previously built. Our goal for Year Three is to bring a street-fair atmosphere to our event. To do this, our plans include: closing off streets; partnering with local businesses (as well as out-of-town vendors) to line the sidewalks with different merchandise booths, carnival games, artists, musicians, and other festivities; orchestrating a Halloween parade along Main Street; and much more. Our biggest addition to this year's festival is our plan to bring in a celebrity guest from the Horror Community to sign autographs, take photos, and screen one of their films with an accompanying Q & A session.

For reference, our vision is to take some of the best parts of other celebrated Madison festivals such as Chautauqua and Soup, Stew, Chili, Brew and combine them while injecting a Halloween flavor. Another inspiration for this year's event is the **Historic Irvington Halloween Festival** in Irvington, IN, which has been an hugely successful annual event for almost 80 years (I will link their website on the back page for more information). This is what we believe HORROR AT THE OHIO can be for Madison in the future with the proper support.



GROWING THE FESTIVAL

By our second year, our ambitions grew as well as our budget. While the film festival remained the backbone of our event, we desired to be a full-fledged Halloween event that anyone from hardcore horror fans to casual Halloween lovers could enjoy. We added more festivities including screenings of cult classic films, a trivia night, and a costumed prom. Our audience doubled from Year 1 to Year 2, with visitors ranging from Kentucky to Ohio to northern parts of Indiana. We also fundraised approximately \$5,000 with sponsorships from several different local businesses.



SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are broken down into separate levels, with each level offering different benefits in return. Please refer to the tiered chart below for more information. Custom packages can also be made available.

TIER 1
\$2,500+

- 12 weekend passes to event
- 8 Prom Tickets
- Naming rights to booth/outdoor space
- Large print banners featuring name/logo hung around theater/event space
- Special marquee advertisement leading up to event
- Ad scroll on theater screen between films and events (4x frequency)
- Free event SWAG (T-shirts, mugs, koozies, stickers, etc.)
- ↓ Everything listed in previous tiers

TIER 2
\$1,000+

- 8 weekend passes to event
- 4 Prom Tickets
- Name/Logo featured on all event posters/flyers/other marketing materials
- Special mention in all HATO radio/video advertisements
- Ad scroll on theater screen between films and events (2x frequency)
- ↓ Everything listed in previous tiers

TIER 3
\$500+

- 4 weekend passes to event
- Name on HATO website with link to your company website
- Special mention and screen display before specific event
- Name/Logo featured on posters and displays around the theater
- ↓ Everything listed in previous tiers

TIER 4
\$250+

- 2 weekend passes to event
- Ad scroll on theater screen between films and events
- ↓ Everything listed in previous tiers

TIER 5
UNDER \$250

- Social media shoutout
- Name/Logo featured in back of event program

All proceeds benefit the rehabilitation of the historic Ohio Theatre, a 501(c)3 Nonprofit



COMMUNITY PARTNERSHIP

As HORROR AT THE OHIO grows, so has our need for support from key leaders in the business community. With the goals for this year's event that have already been outlined, we are setting a budget of **\$10,000**, with a stretch goal of **\$15,000**. This year, our increased budget reflects many needs, chief among them is the celebrity guest of honor. However, while many of the events from last year will return, our plans to grow beyond the Ohio Theatre will require more community and financial support, including mass coordination with many local businesses, vendors, food trucks, and more. With that will come extra costs for materials, printing, and especially marketing.

Our stretch goal, if we achieve it, will go almost exclusively towards marketing. This includes social media, radio, print, and video with outreach to Louisville, Cincinnati, Indianapolis, and beyond. Sponsoring HORROR AT THE OHIO will help establish us as a premiere event unique to Madison while providing you with valuable promotional and on-site exposure to the most influential demographics in the area. There are many established Halloween-inspired festivals and conventions in surrounding areas throughout the year and we believe Madison, Indiana can become another great destination for the horror community!



If you would like to contribute to HORROR AT THE OHIO, or have any questions regarding the festival or its sponsorship opportunities, please feel free to contact Darrin Means or Trent Persinger. Thank you for your time and consideration!

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Historic Irvington Halloween Festival <https://www.irvingtonhalloween.com/>
Horror At The Ohio Facebook <https://www.facebook.com/HorrorAtTheOhio>