



Contact:

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The Trail of Terror is Jacksonville's oldest Haunted Attraction.

The Jacksonville Jaycees aka The Jacksonville Junior Chamber of Commerce was formed in 1922. The first "Hall of Terror" was formed in 1970 and It ran continuously until 2005 at many popular Jacksonville venues including Market Square Mall and Adventure Landing.

In 2015 a passionate group of Local Jacksonville Jaycees are determined to bring back "resurrect" the Jaycees Hall of Terror in our First "Trail of Terror" which will be located near the Jacksonville Zoo on the grounds of Paintball Adventures.



-MAGGIE FITZROY/Staff
Matthew Parker (left), 8, and friend Make McNeill, 11, are scared by monsters as they walk through the dark halls of the Hall of Terror at Adventure Landing on Friday.

Dear Prospective Sponsor,

We are writing to you regarding exciting sponsorship opportunities for the 2016 Jacksonville Jaycees Trail of Terror. Generous donations from community leaders, such as yourself, make it possible to hold fun filled events that support and give back to our community. A portion of the ticket sale proceeds from this year's event will benefit the Jacksonville Jaycees Foundation, which have helped many local organizations including Rodeheaver's Boys Ranch.

This year's theme of the "Trail of Terror", will be infested with zombies, vampires, mystery, and the paranormal. Our volunteer "Trail Guides" will provide heart stopping tours for a thrilling experience. We are pleased with the generous support of our local newspapers, magazines, television, radio, social networking, and Halloween related websites in helping us promote this year's event. With their support and "word-of-mouth" from previous year's event, we are hoping to have a huge first year attendance.

As a participating sponsor, your level of sponsorship is outlined in the Sponsorship Levels page. Choose a level and then fill out the Sponsorship Form. Mail your check to the address provided or give to your Trail of Terror representative. Shortly afterwards, we will contact you for any further information we may need..

If you have any questions or concerns, please, do not hesitate to contact myself, or any other person(s) associated with the event.

Thank you for your time and consideration

Sincerely,

Nick Walker

Director "2016" Trail of Terror

EVENT INFORMATION



DATES: OCTOBER

1, 7, 8, 14, 15,
20, 21, 22, 28, 29,
30,31

**TIME: Dark, 7:00
p.m. till 10:00 p.m.**

WEEKDAYS

7:00 p.m. – 11:00
p.m. Weekends.

PLACE: Paintball Adventures 11850 Camden Rd.

**PRICES: \$12.00 / advance, \$15.00 / door, \$10.00 / group 20+,
\$25.00 / "Skip the line" Pass, \$50 All you can scream Pass**

**ADVANCE SALES: Jaxterror.com and other ticket sales
locations.**

**DEMOGRAPHICS: Approximately 90% of all households with
children will participate in a Halloween activity. The most
common for this season are teens, their parents, and young
adults 18-34.**

**Guests will come from all over North East Florida with major
targeting of University of North Florida and other area high
schools and Universities.**



2015 Terror Website Facts

www.jaxterror.com

- **70,000 Trail of Terror Page Views**
- **29,000 Original Visits**
- **3,000 Returned visits**
- **1,000 People per day**

2015 Trail Site Facts

- **2,500 Visitor's**
- **Over 150 Volunteer's**
- **Proceeds bought Christmas Presents for the boys at Rhodeheavers Boy's Ranch**

IN – KIND CATERING SPONSORSHIP:

There are ten event nights. In-Kind catering sponsorships for approximately 60 volunteers each night are needed and will be welcomed from any organization, restaurant, or food facility. Contribution recognition shall be determined on the estimated value of food cost and service.

BANNERS IN OUR QUEUE LINE: \$500-\$750

-
- The sponsor's 3' x 2' banner
 - The sponsor's 6' x 3' banner
- (All banners are provided by sponsor)*

HAND OUTS IN OUR PROMOTIONS BOOTH: \$500

-
- The sponsor's postcard-size handouts with sponsor information or coupons
- (All hand outs are provided by sponsor)*

PHOTO BOOTH PACKAGE*: \$2,500-\$5,000 – 1 SPONSOR

All customers will be asked to pose in front of a Trail of Terror Set for a free photo. After the photo is taken, the customer is given a card with a web address on it. Once the customer retrieves the photo they are able to share it on all major social networking sites. Our goal is to obtain hundreds if not thousands of impressions for both our haunt and our sponsor.

- Sponsor's logo on all Trail of Terror Customer Photos
- Sponsor's logo on all Trail of Terror Photo retrieving cards
- The opportunity to include the sponsor's coupon or command to action on the photo
- The opportunity to include the sponsor's coupon or call to action on the photo retrieval card

EXCLUSIVE MEDIA SPONSOR –7500.00 - 1 SPONSOR

-
- | | |
|---|--|
| <ul style="list-style-type: none"> • Exclusive media sponsor • Title recognition on all media promotions • Name recognition on all event signage | <ul style="list-style-type: none"> • Recognition on all event print materials • Employee Incentive Package (25 passes) • Event planning committee |
|---|--|

- representation
- Exclusive Preview Night Invitation

- Event Website with Company link
- Exclusive Behind the scenes tour

PRESENTING SPONSOR – 7500.00*

- | | |
|---|---|
| <ul style="list-style-type: none"> • Exclusive title of presenting sponsor • Name recognition on all media promotions. • Name recognition on all event signage • Recognition on all event print materials | <ul style="list-style-type: none"> • Employee Incentive Package (30 passes) • Exclusive Preview Night Invitation • Event Website with Company link • Exclusive Behind the scenes tour |
|---|---|

TAILORED SPONSORSHIPS

These sponsorships are available to corporate friends who wish to become involved but their interests do not fit within any of the packages described. If you have a sponsorship idea for the event contact us. Although all agreements must remain value based in order to ensure fairness to existing partners and packages we are more than willing to be creative and entertain discussion with respect to any other ideas. We will also entertain multi-year agreements based on what is presented.

*In-Kind contribution recognition is available at all sponsorship levels except Presenting Sponsor and photo booth package.



Sponsorship Agreement

COMPANY NAME: _____ CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ ZIPCODE: _____

TEL: _____ FAX: _____

EMAIL: _____

Presenting Title Sponsor	\$7,500 cash commitment - 1 available	
Exclusive Media Sponsor	\$7,500 in-kind commitment - 1 Available	
Photo booth Sponsor	\$2,500- 5,000 cash commitment - 1 available	
Hand Outs	\$500 cash or in-kind commitment – 10 available	
Banners	\$500 – 750 cash or in-kind commitment – 10 available	
Catering	10 Nights – 10 available	
Tailored Package	Multi- year sponsorship or specific packaged sponsor agreement	

+In-Kind catering sponsorship proposal description: _____

Estimated Value: _____ Date: **1, 7, 8, 14,15, 20, 21, 22, 27, 28, 29, 30, 31**

+In-Kind sponsorship proposal description: _____

Estimated Value: _____

Received by: _____ Date: _____

+In-Kind sponsorships are subject to event approval.

Submit this form along with your check made payable to: The Jacksonville Jaycees