

Shocktober



Proceeds benefit  Paxton Campus
The Arc of Loudoun

Shocktober 2017 Sponsorships

September 29 - October 29, 2017

Historic Paxton Manor on the The Arc of Loudoun Paxton Campus

We scare because we care!

All proceeds benefit The Arc of Loudoun--creating a lifetime of opportunities for people with disabilities!



Shocktober 2017

Each weekend in October, Paxton Manor in Leesburg, VA transforms into a terrifying, award-winning haunted house, giving thousands of patrons the scare of a lifetime. Built in the late 1800s, Paxton Manor has become the topic of many urban legends and is a must-see attraction for thrill-seekers from the entire Washington, DC area. The real reason for Shocktober? It's the largest fundraising event for The Arc of Loudoun, a nonprofit serving people with special needs and their families.

Facts and Demographics

- When:** Every Friday, Saturday, and Sunday in October starting September 29 at 7:00 pm
- Where:** Paxton Manor located on The Arc of Loudoun at Paxton Campus
601 Catocin Circle, NE, Leesburg, VA 20176
- Who:** In 2016, more than 12,000 people went through the house.
Shocktober's largest demographic is ages 18-35 years & families with children ages 13+.
400+ Volunteers serve as actors and the Mob Squad (logistics)
- Media:** Shocktober.org: 60,000+ hits from August - November 2016 with 115,000 impressions
Shocktober and The Arc of Loudoun facebook likes: 5,910
E-alerts sent to 6,000+.
Shocktober 2016 featured on WUSA-9, NBC4, *The Washington Post*, *Northern Virginia Magazine*, *Loudoun Now*, *Loudoun Times Mirror*, *Washington Business Journal*, *Virginia Living*, *Washingtonian*

About The Arc of Loudoun at Paxton Campus



The Arc of Loudoun at Paxton Campus is a full-service nonprofit with multiple programs and services that provide an integrated and innovative environment for people with special needs from childhood through adulthood. Programs include:

- **The Aurora School:** A quality education for students ages 5 – 22 with intellectual disabilities, particularly those with Autism, using the latest techniques, curricula, and technology, to challenge students to achieve personal excellence and independence.
- **Open Door Learning Center:** An intentionally inclusive preschool dedicated to serving students with and without learning and behavior challenges.
- **ALLY “A Life Like Yours” Advocacy Center:** A resource created to fill the disability community's unmet needs by providing free information on disability rights, guidance, support, events, social opportunities, and workshops to families and caretakers of those with disabilities and professionals who work with them.
- **Advantage Behavior Clinic:** Therapeutic options for children with Autism and other related disabilities, employing specialized curriculum focused on verbal behavior and increasing social interactions.
- **Ability Fitness Center:** A therapeutic fitness and wellness center with expert clinicians and specialized equipment providing people with neurologic and developmental disabilities access to innovative, customized, and activity based interventions.

2017 Shocktober Sponsorship Opportunities

Sponsorship recognition areas include: “Chopping Maul” (merchandise/food court), “Fear Garden” (beer garden), ticket booth, entryway, and product placement in Manor itself.

Hallowed Presenting Sponsor - \$10,000

- Industry exclusivity and presenting sponsor recognition including “Shocktober presented by”
- Access for 50 guests to VIP Hospitality Tent Opening Night and Press Conference
- 100 Shocktober Haunt Season R.I.P. Passes to “Haunted Mansion” and “Carnival of Souls”
- 30 “I Survived Shocktober” t-shirts
- Prominent Ad banner display during 15 days of the Shocktober Haunt (sponsor-provided)
- Website logo and link prominently displayed on Shocktober.org webpage
- Social media mentions, logos, and links
- Opportunity for cross-promotion in advertising buys
- Opportunity for giveaways to Shocktober attendees (sponsor-provided)
- Team-building volunteer opportunity at The Arc of Loudoun at Paxton Campus
- On-site workshop for employees who have family members with disabilities

Scary-Good Sponsor - \$7,500

- Access for 30 guests to VIP Hospitality Tent Opening Night and Press Conference
- 60 Shocktober Haunt Season R.I.P. Passes to “Haunted Mansion” and “Carnival of Souls”
- 18 “I Survived Shocktober” t-shirts
- Prominent Ad banner display during 15 days of the Shocktober Haunt (sponsor-provided)
- Website logo and link prominently displayed on Shocktober.org webpage
- Social media mentions, logos, and links
- Opportunity for cross-promotion in advertising buys
- Opportunity for giveaways to Shocktober attendees (sponsor-provided)

Terror-ific Sponsor - \$5,000

- Access for 20 guests to VIP Hospitality Tent Opening Night and Press Conference
- 40 Shocktober Haunt Season R.I.P. Passes to “Haunted Mansion” and “Carnival of Souls”
- 6 “I Survived Shocktober” t-shirts
- Prominent Ad banner display during 15 days of the Shocktober Haunt (sponsor-provided)
- Website logo and link prominently displayed on Shocktober.org webpage
- Social media mentions, logos, and links
- Opportunity for cross-promotion in advertising buys
- Opportunity for giveaways to Shocktober attendees (sponsor-provided)

Shock-tacular Sponsor - \$1,000

- Access for 6 guests to VIP Hospitality Tent Opening Night and Press Conference
- 10 Shocktober Haunt Season R.I.P. Passes to “Haunted Mansion” and “Carnival of Souls”
- Prominent Ad banner display during 15 days of the Shocktober Haunt (sponsor-provided)
- Website logo and link displayed on Shocktober.org webpage

Ghoulishly Great Sponsor - \$500

- Access for 2 guests to VIP Hospitality Tent Opening Night and Press Conference.
- 4 Shocktober Haunt Season R.I.P. Passes to “Haunted Mansion” and “Carnival of Souls”
- Website logo and link displayed on Shocktober.org webpage

2017 Shocktober Sponsorship Opportunities

CONTACT INFORMATION

Name: _____ Organization: _____

Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ E-mail: _____

How do you want to be listed in the marketing materials? _____

Yes, I'd like to support The Arc of Loudoun through Shocktober 2017 as a:

- \$10,000 Hallowed Presenting Sponsor** (\$8,000 tax-deductible) includes 100 R.I.P. Season Haunt Passes, VIP Hospitality Tent Opening Night for 50 guests, 30 "I Survived" t-shirts
- \$7,500 Scary-Good Sponsor** (\$6,300 tax-deductible) includes 60 R.I.P. Season Haunt Passes, VIP Hospitality Tent Opening Night for 30 guests, 18 "I Survived" t-shirts
- \$5,000 Terror-ific Sponsor** (\$4,200 tax-deductible) includes 40 R.I.P. Season Haunt Passes, VIP Hospitality Tent Opening Night for 20 guests, 6 "I Survived" t-shirts
- \$1,000 Shock-tacular Sponsor** (\$800 tax-deductible) includes 10 R.I.P. Season Haunt Passes, VIP Hospitality Tent Opening Night for 6 guests
- \$500 Ghoulishly Great Sponsor** (\$420 tax-deductible) includes 4 R.I.P. Season Haunt Passes, VIP Hospitality Tent Opening Night for 2 guests

PAYMENT INFORMATION – payment due by September 25, 2017.

Check enclosed (Checks payable to The Arc of Loudoun.) Credit Card: MC AmEx Visa Discover

Name on card: _____

Card Number: _____ Exp. Date: _____/_____/_____

Signature: _____

Once completed, please send to Denise Daffron at ddaffron@paxtoncampus.org or mail to The Arc of Loudoun at Paxton Campus, 601 Catoctin Circle, NE, Leesburg, VA 20176. Thank you for your generosity and support of The Arc of Loudoun! Once we receive your registration form and payment, we will send you a receipt to confirm your participation as an event sponsor. The Arc of Loudoun is a non-profit 501(c)(3) tax-exempt organization as determined by the Internal Revenue Code, EIN 54-0835314.