

Shocktober

Proceeds benefit  The Arc
Loudoun

Shocktober 2018 Sponsorships

October 5 – November 4, 2018


Historic Paxton Manor in the heart of Leesburg, Virginia

shocktober.org

All proceeds benefit The Arc of Loudoun as we together empower, engage and embrace children with special needs and their families.


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Every fall, Paxton Manor in Leesburg, VA transforms into a 4-story, 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 a must-see attraction for thrillseekers across the country. The real reason for Shocktober? It's the largest fundraising event for The Arc of Loudoun, a local nonprofit creating a lifetime of opportunities for children with special needs and their families.

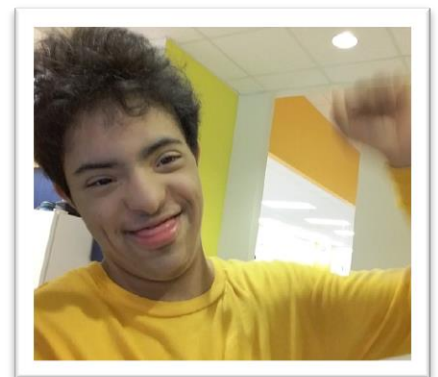
Facts and Demographics

- When: Every Friday, Saturday, and Sunday October 5 through November 4
- Where: Paxton Manor located in the Historic District of Leesburg, VA
- Who: In 2017, 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 Mob Squad
- Media: Shocktober.org: 49,646 users from August-November 30, 2017 with 34,933 sessions
Facebook likes for Shocktober and The Arc of Loudoun: 6,666; Google ads with 9,350 clicks and 253,700 impressions; E-alerts sent to 12,645 Shocktober and The Arc of Loudoun subscribers
Shocktober 2017 featured on ABC 7/Newschannel 8, NBC4, WUSA- 9, *Northern Virginia Style & Living Magazine*, *DC Refined*, *Loudoun Now*, *Curbed DC*, *Thrillist*, *Trip Savvy*

About The Arc of Loudoun

The Arc of Loudoun, located on a beautiful 17-acre campus in the heart of Leesburg, is a full-service nonprofit dedicated to providing an integrated and innovative environment for children with disabilities to maximize their potential and connect their families to the resources and support they need. Our programs include:

- **Open Door Learning Center**, an intentionally inclusive preschool, equips children ages 2-7 of all abilities with the social and developmental skills needed to thrive in mainstream kindergarten.
- **The Aurora School** helps significantly challenged students, primarily with autism, achieve personal excellence, gain independence and vocational skills for their life.
- **Ability Fitness Center** gives people living with neurological disorders—stroke, brain injury, spinal cord injury, cerebral palsy—a one-of-a-kind place to access specialized equipment and expert clinicians plus build friendships and gain a new sense of community.
- **Aurora Behavior Clinic** is a one-stop place offering children with intellectual and development disabilities the Applied Behavior Analysis (ABA) therapy, speech therapy, occupational therapy, and social skills development they need to be as successful as possible.
- **ALLY “A Life Like Yours” Advocacy Center** connects Loudoun County children with disabilities, their families, caretakers, and professionals who work with them with the resources they need to live a life like yours including workshops, IEP consultation, advocacy, and recreation.



2018 Shocktober Sponsorship Opportunities

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

Hallowed Presenting Sponsor - \$10,000

- Industry exclusivity and presenting sponsor recognition including “**Shocktober** presented by”
- Access for 30 guests to R.I.P. (Really Important People) Opening Night Reception on Friday, October 5
- 100 Shocktober 2018 Haunt Passes and 100 passes to My Bloody Valentine February 15-17, 2019
- 30 “I Survived Shocktober” t-shirts
- Prominent banner display during Shocktober Season (sponsor-provided)
- Logo and link prominently displayed on Shocktober.org webpage
- Social media mentions, logos, and links
- Opportunity for cross-promotion in advertising buys, inclusion in pre- and post-event advertising
- Opportunity to include giveaways in Shocktober treat bags given to all attendees (sponsor-provided)
- Team-building volunteer opportunity at The Arc of Loudoun
- On-site workshop for employees who have family members with disabilities

Scary-Good Sponsor - \$7,500

- Access for 16 guests to R.I.P. (Really Important People) Opening Night Reception on Friday, October 5
- 50 Shocktober 2018 Haunt Passes and 50 passes to My Bloody Valentine February 15-17, 2019
- 15 “I Survived Shocktober” t-shirts
- Prominent banner display during Shocktober Season (sponsor-provided)
- Logo and link prominently displayed on Shocktober.org webpage
- Social media mentions, logos, and links
- Opportunity for cross-promotion in advertising buys, inclusion in pre- and post-event advertising
- Opportunity to include giveaways in Shocktober gift bags given to all attendees (sponsor-provided)

Terror-ific Sponsor - \$5,000

- Access for 8 guests to R.I.P. (Really Important People) Opening Night Reception on Friday, October 5
- 30 Shocktober 2018 Haunt Passes and 30 passes to My Bloody Valentine February 15-17, 2019
- 6 “I Survived Shocktober” t-shirts
- Prominent banner display during Shocktober Season (sponsor-provided)
- Logo and link prominently displayed on Shocktober.org webpage
- Social media mentions, logos, and links
- Opportunity for cross-promotion in advertising buys, logo inclusion in pre- and post-event advertising
- Opportunity to include giveaways in Shocktober gift bags given to all attendees (sponsor-provided)

Shock-tacular Sponsor - \$2,500

- Access for 4 guests to R.I.P. (Really Important People) Opening Night Reception on Friday, October 5
- 20 Shocktober Haunt Passes for the 2018 Season
- Listing and link prominently displayed on Shocktober.org webpage

Ghoulishly Great Sponsor - \$1,000

- Access for 2 guests to R.I.P. (Really Important People) Opening Night Reception on Friday, October 5
- 10 Shocktober Haunt Passes for the 2018 Season
- Listing and link prominently displayed on Shocktober.org webpage

For more information, contact Denise Daffron at ddaffron@paxtoncampus.org
or 703-777-1939 x112.



2018 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 2018 as a:

- \$10,000 Hallowed Presenting Sponsor** includes 100 Shocktober 2018 Haunt Passes, R.I.P. (Really Important People) Opening Night Reception for 30 guests, 30 "I Survived" t-shirts; 100 passes to My Bloody Valentine, Team-building volunteer opportunities, workshop for employees
- \$7,500 Scary-Good Sponsor** includes 50 Shocktober 2018 Haunt Passes, R.I.P. (Really Important People) Opening Night Reception for 16 guests, 15 "I Survived" t-shirts; 50 passes to My Bloody Valentine
- \$5,000 Terror-ific Sponsor** includes 30 Shocktober 2018 Haunt Passes, R.I.P. (Really Important People) Opening Night Reception for 8 guests, 6 "I Survived" t-shirts; 30 passes to My Bloody Valentine
- \$2,500 Shock-tacular Sponsor** includes 20 Shocktober 2018 Haunt Passes, R.I.P. (Really Important People) Opening Night Reception for 4 guests
- \$1,000 Ghoulishly Great Sponsor** includes 10 Shocktober 2018 Haunt Passes, R.I.P. (Really Important People) Opening Night Reception for 2 guests

PAYMENT INFORMATION – payment due by September 25, 2018.

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, 601 Catoctin Circle, NE, Leesburg, VA 20186. 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.