




# Shocktober™

Proceeds benefit  The Arc  
Loudoun

## 2019 Marks Shocktober's 10<sup>th</sup> Season!!

Every fall, Carlheim Manor (aka 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, Carlheim 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 dedicated to advocating, educating, serving and supporting people with disabilities and their families. Since 2010, Shocktober Fans have generated \$2.5 million of support.

## Facts and Demographics

- When:** October 4 through November 2, 2019  
Every Friday (7-10p), Saturday (6-10p), and Sunday (6-9p)
- Where:** Carlheim Manor located in the Historic District of Leesburg, VA
- Who:** In 2018, 17,614 Shock Fans; In 2019, an estimated 20,000 Shock Fans  
Shocktober's largest demographic is ages 18-35 years & families with children ages 13+  
500+ Shock Volunteers support the event as actors and logistics support
- Media:**
- 368,000 unique visitors/893,000 page views on [hauntedhouses.com](http://hauntedhouses.com)
  - Shocktober.org: 122,797 users with 282,208 page views 2018 Season
  - Facebook followers for Shocktober and Arc of Loudoun: 7,741
  - E-alerts to 16,281 Shocktober and Arc of Loudoun subscribers
  - *Travel & Leisure* named Shocktober #5 scariest haunted house in the nation in 2018
  - Shocktober won Visit Loudoun's 2018 Event of the Year & 2018 Action Award of the Year
  - Featured on Fox 5, NBC4, WJLA, WTOP, DC101, *Thrillist*, *Loudoun Times Mirror*, *Loudoun Now*
  - Regionally advertised in MD, VA, WV, DC, DE, PA

**Trail of Terror** Designed to bring visitors to Loudoun County, Shocktober's Trail of Terror guides Shock fans to local restaurants, wineries, breweries, places to stay, and special haunted experiences during Shocktober 2019 Season. Shock fans receive treats rather than tricks including discounts on their purchases or free food when they show their Shocktober wristbands or tickets. At the end of Shocktober season, the Arc of Loudoun receives a 10% donation from Trail of Terror partners.

[shocktober.org](http://shocktober.org)

# Shocktober 2019 Sponsorship Opportunities

All sponsorships include visibility in all Shocktober off-site, on-site, and digital marketing plus invitations to RIP (Really Important People) Opening Night Reception on Friday, October 4 from 7–10p including RIP Fast Passes. Specific sponsorship levels include:

- “Night of Screams”: your own private party catered by Ford’s Fish Shack plus two drink tickets per person to be held on a mutually agreeable date during Shocktober 2019.
- Tickets to My Bloody Valentine (MBV 2020) February 14–15, 2020.

**Yes, I want to support The Arc of Loudoun through Shocktober as a (please select sponsorship level by marking the corresponding box):**

Selection	Sponsorship Level	Cost	RIP Fast Pass	RIP Night	“Night of Screams”	Shock t-shirts	MBV 2020
<input type="checkbox"/>	Presenting	\$25,000	30	30	Up to 50 guests	Up to 50	20
<input type="checkbox"/>	Scary-Good	\$10,000	20	20	Up to 25 guests	Up to 25	10
<input type="checkbox"/>	Terror-ific	\$5,000	10	10			6
<input type="checkbox"/>	Shock-tacular	\$2,500	5	5			
<input type="checkbox"/>	Ghoulishly Great	\$1,000	2	2			
<input type="checkbox"/>	Trail of Terror	10% sales					

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

## **PAYMENT INFORMATION – payment due by September 27, 2019.**

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

Name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send completed form and payment to The Arc of Loudoun, Attn: Shocktober, 601 Catocin Circle, NE, Leesburg, VA 20176.** The Arc of Loudoun is a tax-exempt nonprofit as determined by the Internal Revenue Code, EIN 54-0835314. For more information or questions, please contact Denise Daffron at [ddaffron@thearcofloudoun.org](mailto:ddaffron@thearcofloudoun.org) or 703.777.1939 x112.