



HAUNTSCAPE

LOS ANGELES

HAUNTED ATTRACTION EXPERIENCE

PITCH DECK



BUSINESS NAME:
HAUNTSCAPE | LOS ANGELES
IMMERSIVE HAUNTED ATTRACTION EXPERIENCE

CONTACT

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REFERENCE





PROBLEM STATEMENT

THE HAUNTED ATTRACTION INDUSTRY IS SATURATED WITH TRADITIONAL WALK-THROUGH EXPERIENCES THAT LACK INNOVATION, PERSONALIZATION, AND TECH INTEGRATION. THESE ATTRACTIONS OFTEN RELY HEAVILY ON LABOR-INTENSIVE OPERATIONS, LEADING TO HIGH OVERHEAD COSTS AND INCONSISTENT GUEST EXPERIENCES. FURTHERMORE, EXISTING ATTRACTIONS FAIL TO DELIVER THE EMOTIONALLY IMMERSIVE OR STORY-DRIVEN ENGAGEMENTS THAT TODAY'S THRILL-SEEKING AUDIENCES CRAVE—ESPECIALLY IN A TECH-SAVVY MARKET LIKE LOS ANGELES.

AS A RESULT, MANY HAUNTED ATTRACTIONS STRUGGLE TO STAND OUT, MAXIMIZE PROFITABILITY, OR DELIVER THE KIND OF INTERACTIVE, MEMORABLE EXPERIENCES THAT DRIVE REPEAT VISITS AND VIRAL WORD-OF-MOUTH PROMOTION. AT HAUNTSCAPE, WE WANT TO PROVIDE A TOP-LEVEL INTERACTIVE EXPERIENCE BRINGING THE GUESTS INTO THE STORY AND ALLOW THEM TO CAPTURE AND SECURE THE MEMORIES OF AN UNFORGETTABLE EVENING.



SOLUTION OVERVIEW

HAUNTSCAPE | LOS ANGELES REDEFINES THE HAUNTED ATTRACTION

EXPERIENCE BY COMBINING RFID TECHNOLOGY, IMMERSIVE STORYTELLING, AND AUTOMATED HORROR ELEMENTS TO DELIVER A HYPER-PERSONALIZED, EMOTIONALLY INTENSE JOURNEY FOR ALL GUESTS YOUNG AND OLD. GUESTS CHECK IN WITH THEIR NAMES, TRIGGERING RFID-BASED, CHARACTER-DRIVEN STORY ARCS THAT EVOLVE AS THEY MOVE THROUGH A CURSED 1950S MANSION. THIS TECH-POWERED PERSONALIZATION NOT ONLY DEEPENS EMOTIONAL ENGAGEMENT BUT ALSO CREATES A UNIQUE EXPERIENCE FOR EVERY VISITOR—DRIVING WORD-OF-MOUTH BUZZ AND RETURN TRAFFIC.

TO REDUCE OPERATIONAL COSTS AND INCREASE PROFIT MARGINS, HAUNTSCAPE INTEGRATES:

- AUTOMATED SCARE SEQUENCES
- SELF-GUIDED CHECK-IN KIOSKS
- APP-BASED DIGITAL ENHANCEMENTS
- LEAN STAFFING MODELS

MEANWHILE, MULTI-TIERED TICKETING, PREMIUM UPSOLLS, AND HIGH-MARGIN ADD-ONS

(LIKE DIGITAL KEEPSAKES AND AR PHOTOS) ENHANCE REVENUE WITHOUT EXPANDING FOOTPRINT OR LABOR.

THIS HYBRID OF CUTTING-EDGE TECH, NARRATIVE HORROR, AND SMART OPERATIONS OFFERS A SCALABLE, PROFITABLE, AND UNFORGETTABLE HAUNTED ATTRACTION MODEL BUILT FOR THE MODERN ENTERTAINMENT LANDSCAPE.



STRATEGIC IMPLICATIONS

PERSONALIZATION AS A DIFFERENTIATOR: BY LEVERAGING RFID TECHNOLOGY TO CREATE PERSONALIZED HORROR NARRATIVES, HAUNTSCAPE CAN STAND OUT IN A CROWDED MARKET AND ATTRACT REPEAT VISITORS SEEKING UNIQUE EXPERIENCES.

OPERATIONAL EFFICIENCY: IMPLEMENTING AUTOMATION AND REDUCING RELIANCE ON MANUAL LABOR CAN ENHANCE PROFITABILITY WITHOUT COMPROMISING THE QUALITY OF SCARES. NEWSWIRE

MARKETING SYNERGY: ALIGNING PROMOTIONAL EFFORTS WITH LOCAL EVENTS AND LEVERAGING SOCIAL MEDIA CAN AMPLIFY REACH AND ENGAGEMENT.



REVENUE STREAMS OVERVIEW

TICKET SALES (CORE REVENUE DRIVER)

ESTIMATED CONTRIBUTION: ~70–75% OF TOTAL REVENUE

TICKET TIERS:

GENERAL ADMISSION (\$35): STANDARD EXPERIENCE WITH RFID PERSONALIZATION

FAST FRIGHT PASS (\$60): SKIP-THE-LINE ACCESS + SOUVENIR LANYARD

DELUXE HAUNT BUNDLE (\$85): FAST PASS + RFID PHOTO PACKAGE + EXCLUSIVE
MERCH

FAMILY PATH (\$25): KID-FRIENDLY TRACK WITH GLOW-IN-THE-DARK WRISTBAND

DYNAMIC PRICING:

ADJUSTED BASED ON PEAK/OFF-PEAK DATES AND TICKET AVAILABILITY

ENCOURAGES EARLY BOOKINGS AND MAXIMIZES PEAK REVENUE POTENTIAL

PROJECTED TICKET REVENUE (BASED ON 33,600 GUESTS):

TOTAL TICKET INCOME: ~\$1.51M/SEASON



MERCHANDISE & SOUVENIRS

ESTIMATED CONTRIBUTION: ~13-15%

IN-ATTRACTION SALES:

T-SHIRTS, HOODIES, THEMED TOYS, MINI HAUNTED KITS
RFID-LINKED SOUVENIRS: PERSONALIZED "WANTED" POSTERS, "SURVIVOR" MEDALS

BRANDED PHOTO PACKAGES (PRINTED + DIGITAL)

PRE-ORDER ADD-ONS:

GUESTS CAN PURCHASE MERCH BUNDLES AT CHECKOUT
(HIGHER CONVERSION)

ESTIMATED REVENUE:

\$8 AVERAGE SPEND × 33,600 GUESTS = ~\$270K



PREMIUM EXPERIENCES & UPSELLS

ESTIMATED CONTRIBUTION: ~10-12%

ON-SITE & DIGITAL ENHANCEMENTS:

AR HORROR PHOTO (\$10): RFID-TRIGGERED AUGMENTED REALITY SCARE SHOTS
DIGITAL SURVIVOR LOG (\$15): CUSTOM HORROR NARRATIVE EMAILED POST-VISIT
PRIORITY STORY UPGRADE (\$20): ACCESS TO HIDDEN SCENES AND INTERACTIONS

EXPERIENCE BUNDLES:

SOLD IN PACKAGES TO MAXIMIZE PERCEIVED VALUE AND SIMPLIFY CHECKOUT

ESTIMATED ADD-ON REVENUE:

~\$7 AVERAGE PER GUEST × 33,600 = ~\$235K





ADDITIONAL REVENUE STREAMS

VIP PARKING PASSES
(\$15-\$25)

FOOD & BEVERAGE SALES:
THEMED SNACKS, DRINKS, SEASONAL TREATS

(ESTIMATED: ~\$336K/SEASON)





HAUNTED HOUSE ROI

TOTAL ESTIMATED REVENUE PER 8-WEEK SEASON:

PROJECTED EARNINGS





RFID TECHNOLOGY & ANIMATRONICS TO REDUCE LABOR COSTS

OBJECTIVE:

TO DELIVER A DEEPLY IMMERSIVE, PERSONALIZED HAUNTED EXPERIENCE WITHOUT SCALING UP LABOR COSTS, HAUNTSCAPE STRATEGICALLY REPLACES MANUAL TRIGGERS AND INTERACTIONS WITH SMART TECHNOLOGY AND ROBOTICS.

RFID TECHNOLOGY IMPLEMENTATION

HOW IT WORKS:

GUESTS RECEIVE RFID WRISTBANDS DURING CHECK-IN. EACH WRISTBAND IS LINKED TO THEIR NAME AND PROFILE (IF PROVIDED). RFID READERS ARE EMBEDDED THROUGHOUT THE ATTRACTION. AS GUESTS PASS SPECIFIC CHECKPOINTS, THEIR PRESENCE TRIGGERS CUSTOMIZED STORY EVENTS, SCARE SEQUENCES, OR CHARACTER NAME MENTIONS.

BENEFITS:

ELIMINATES NEED FOR LIVE ACTORS IN EVERY SCENE.
ENABLES PERSONALIZED EXPERIENCES AT SCALE.
REDUCES RELIANCE ON USHERS OR STAGEHANDS FOR TIMING COORDINATION.

ANIMATRONICS INTEGRATION

HOW IT'S USED:

PRE-PROGRAMMED ANIMATRONIC CHARACTERS EXECUTE TIMED, REPEATABLE SCARE ACTIONS. SYNCED WITH RFID DATA TO TRIGGER UNIQUE MOVEMENTS OR VOICE LINES. SCENE RESETS ARE PARTIALLY AUTOMATED USING MOTORIZED PROPS AND PNEUMATIC SYSTEMS.

EXAMPLE SCENARIOS:

IN THE KITCHEN & PANTRY, ANIMATRONICS SIMULATE PLAGUE-RIDDEN FIGURES REACTING TO THE GUEST'S PRESENCE. IN THE HALLWAY OF PORTRAITS, A PAINTING "SPEAKS" THE GUEST'S NAME AS THEY WALK BY.



TRICKETS

RFID TECHNOLOGY & ANIMATRONICS TO REDUCE LABOR COSTS

CATEGORY TRADITIONAL APPROACH
LIVE ACTORS 40+ NEEDED NIGHTLY
SCENE TIMING CONTROL MANUAL CUES BY OPERATORS
GUEST INTERACTION STAFF-HEAVY PERSONALIZATION
LABOR COST (PER SEASON) \$175K-\$200K

OPERATIONAL IMPACT & COST SAVINGS
RFID/ANIMATRONIC MODEL
25-30 ACTORS WITH AUTOMATION
RFID-TRIGGERED SEQUENCES
AUTOMATED VIA DATA TRIGGERS
\$130K-\$140K (EST. SAVINGS: \$60K+)

SUMMARY:

THIS TECH-DRIVEN APPROACH ALLOWS HAUNTSCAPE TO MAINTAIN HIGH PRODUCTION VALUE AND ENGAGEMENT WHILE:
CUTTING BACK ON NIGHTLY PAYROLL
REDUCING RISK OF HUMAN ERROR
SCALING GUEST CAPACITY WITH MINIMAL EXTRA COST





HAUNTSCAPE GUEST JOURNEY: FROM ENTRY TO EXIT

HAUNTSCAPE LOS ANGELES

1. ARRIVAL & CHECK-IN (AUTOMATED ENTRY SYSTEM)

GUESTS SCAN QR CODE FROM THEIR TICKET (DIGITAL OR PRINTED) AT SELF-SERVICE KIOSKS.
RFID WRISTBANDS ARE DISPENSED AND AUTOMATICALLY ACTIVATED.
OPTIONAL: ENTER NAME AND BIRTHDAY FOR STORY PERSONALIZATION.
KIOSKS DISPLAY INTERACTIVE WELCOME MESSAGES BASED ON NAME/PROFILE.

AUTOMATION HIGHLIGHT: SELF-SERVICE CHECK-IN RFID WRISTBAND ACTIVATION NO MANUAL TICKET PROCESSING

2. BRANDED ENTRY ZONE & ORIENTATION

GUESTS ENTER A BRANDED PHOTO AREA WITH ATMOSPHERIC LIGHTING AND SOUND DESIGN.
OPTIONAL: BRANDED SELFIE STATION AUTO-CAPTURES A PHOTO TIED TO RFID.
INTERACTIVE SCREENS DISPLAY COUNTDOWN UNTIL ENTRY TO INCREASE SUSPENSE.

AUTOMATION HIGHLIGHT: RFID-TRIGGERED SELFIE/PHOTO CAPTURE AUTOMATED MEDIA WALL AND COUNTDOWN DISPLAYS

3. ATTRACTION ENTRY & SCENE PROGRESSION

GUESTS MOVE THROUGH IMMERSIVE ENVIRONMENTS (E.G., LIVING ROOM, LAB, CONSPIRACY ROOM).
RFID READERS TRIGGER SPECIFIC ANIMATIONS, LIGHTING, AUDIO CUES, AND NARRATIVE EVENTS.
SOME SCARE SEQUENCES SPEAK THE GUEST'S NAME OR ADAPT BASED ON PREVIOUS SCENES VISITED.

AUTOMATION HIGHLIGHT: SCARE SEQUENCES ACTIVATED AUTOMATICALLY PERSONALIZED HORROR MOMENTS BASED ON RFID DATA TIMED FOG, LIGHTING, AND SCENT DELIVERY



HAUNTSCAPE GUEST JOURNEY: FROM ENTRY TO EXIT

CHECK-IN
ENTRY
MAIN EXPERIENCE
FINALE
EXIT

The Foyer
"The Idiotive, That
Never Ends"

The Kitchen
"The Bamb Cooked us All"

The Laughter's
"Hrter Quils Still Breathe"

The Lab
"Nutation Chamber"

GUESTS ARE INVITED TO PURCHASE DIGITAL KEEPSAKE: A PERSONALIZED "SURVIVOR LOG."
AUTOMATION HIGHLIGHT: PERSONALIZED FINALE RFID-BASED DIGITAL CONTENT GENERATION AUTOMATED UPSSELL PROMPTS FOR KEEPSAKES

4. INTERACTIVE FINALE & DIGITAL KEEPSAKE

GUESTS REACH THE FINAL ZONE (GRAVEYARD OR ESCAPE TUNNEL).

LAST RFID SCAN TRIGGERS:

AR HORROR PHOTO CAPTURE

NARRATIVE CONCLUSION SCREEN ("DID YOU SURVIVE, [NAME]?")

GUESTS ARE INVITED TO PURCHASE DIGITAL KEEPSAKE: A PERSONALIZED "SURVIVOR LOG."

AUTOMATION HIGHLIGHT: PERSONALIZED FINALE RFID-BASED DIGITAL CONTENT GENERATION AUTOMATED UPSSELL PROMPTS FOR KEEPSAKES

5. EXIT THROUGH THE COMMON GROUNDS

MERCH SHOP & FOOD COURT, AUTO-DISPLAY ITEMS BASED ON GUEST INTERACTIONS (E.G., "I ESCAPED THE LAB" T-SHIRT).

RFID WRISTBANDS ALLOW FOR CONTACTLESS PURCHASES.

WRISTBANDS ARE SCANNED ONE LAST TIME TO DEACTIVATE AND LOG VISIT DATA.

AUTOMATION HIGHLIGHT: PERSONALIZED MERCH OFFERS CONTACTLESS CHECKOUT AUTOMATED WRISTBAND DEACTIVATION

SUMMARY OF AUTOMATION BENEFITS

QR SCAN, WRISTBAND ACTIVATION

SELFIE STATION, COUNTDOWN SCREENS

RFID-TRIGGERED SCENES, PERSONALIZED SCARES

AR CAPTURE, STORY WRAP-UP, DIGITAL KEEPSAKES

SMART MERCH DISPLAYS, RFID CHECKOUT



MARKETING & PROMOTION STRATEGY

1. PROMOTIONAL TACTICS

MULTI-PHASE CAMPAIGN ROLLOUT

TEASER PHASE (2-3 MONTHS OUT):

ARG-STYLE SOCIAL STORYTELLING: CRYPTIC POSTS ABOUT "THE WHISPERING HOUSE," MISSING PERSON REPORTS, STRANGE SYMBOLS

LAUNCH AN INTERACTIVE COUNTDOWN SITE WITH HIDDEN MESSAGES & UNLOCKABLE LORE

REVEAL PHASE (1 MONTH OUT):

OFFICIAL TRAILER LAUNCH WITH CINEMATIC WALKTHROUGH

COLLABORATIONS WITH LOCAL INFLUENCERS AND HORROR CREATORS

DISTRIBUTION OF PRESS KITS WITH PREVIEW INVITES FOR MEDIA AND HORROR BLOGS

FINAL COUNTDOWN (2 WEEKS OUT):

SPONSORED INSTAGRAM AND YOUTUBE SHORTS/REELS

HYPER-PERSONALIZED ADS: "[NAME], THE HOUSE REMEMBERS YOU..."

PROMO CODES AND PRE-SALE BUNDLES TO DRIVE URGENCY

2. STRATEGIC PARTNERSHIPS

THEMATIC BRAND COLLABS

MAKEUP & COSTUME BRANDS: CO-BRANDED "SCARE KITS" OR THEMED LOOKS

STREAMING PLATFORMS: TIE-INS WITH HORROR RELEASES (E.G., "WATCH THE RITUAL, THEN EXPERIENCE IT IRL")

ESCAPE ROOMS & HAUNT TECH STARTUPS: CROSS-PROMOTIONS AND BUNDLE DEALS

ENERGY/BEVERAGE BRANDS: "FUEL YOUR FEAR" SPONSOR ZONES

LOCAL & REGIONAL PARTNERSHIPS

RADIO & TV: HALLOWEEN-WEEK TICKET GIVEAWAYS AND INTERVIEWS

HOTELS & TOURISM BOARDS: VACATION PACKAGES WITH EVENT PASSES

UNIVERSITY CAMPUS REPS: STUDENT-TARGETED GROUP DEALS AND AMBASSADOR PROGRAMS



MARKETING & PROMOTION STRATEGY

3. ADVERTISING CHANNELS

DIGITAL & SOCIAL MEDIA

INSTAGRAM & TIKTOK: BITE-SIZED, SCARY VIDEOS, CAST REVEALS, BEHIND-THE-SCENES SCARES

YOUTUBE: FULL TRAILER, INFLUENCER REACTION VIDEOS

FACEBOOK EVENTS: RSVP FUNNELING + RETARGETING ADS

PAID GOOGLE ADS & SEO: GEO-TARGETED ADS FOR "HAUNTED HOUSE NEAR ME" SEARCHES

PHYSICAL & GUERRILLA MARKETING

MYSTERY POSTERS WITH SCANNABLE QR CODES ACROSS LA (E.G., "HAVE YOU SEEN THIS HOUSE?")

POP-UP SCARE EXPERIENCES IN HIGH-TRAFFIC AREAS (HOLLYWOOD BLVD, VENICE BEACH)

BRANDED PROPS IN BARS/CAFÉS WITH RFID CLUES

EMAIL & SMS DRIP CAMPAIGNS

CONVERT LEADS INTO BOOKINGS WITH SNEAK PEEKS, COUNTDOWNS, AND EXCLUSIVE OFFERS

POST-VISIT: "RELIVE THE HORROR" EMAILS WITH UPSELLS AND REFERRAL CODES

BONUS: REFERRAL PROGRAM

GUESTS GET UNIQUE REFERRAL CODES FOR FREE MERCH OR TICKET DISCOUNTS

INCENTIVIZES SHARING AND DRIVES ORGANIC REACH

FINANCIAL PROJECTIONS:

PRESENT ANTICIPATED REVENUES, EXPENSES, AND PROFIT MARGINS OVER THE NEXT 3-5 YEARS.

INCLUDE BREAK-EVEN ANALYSIS AND RETURN ON INVESTMENT FOR POTENTIAL INVESTORS.

TEAM OVERVIEW:

INTRODUCE KEY TEAM MEMBERS, THEIR BACKGROUNDS, AND ROLES WITHIN THE COMPANY.

CLOSING SLIDE:

SUMMARIZE THE INVESTMENT OPPORTUNITY.

DIGITAL MARKETING CHANNELS



SEO



EMAIL MARKETING



SOCIAL MEDIA



PPC



CONTENT MARKETING



HAUNTSCAPE MARKETING ROADMAP

PHASE 1: TEASE (T-90 TO T-60 DAYS)

GOAL: BUILD MYSTERY & INTRIGUE CHANNELS: SOCIAL, ARG, WEB TACTICS:
CRYPTIC INSTAGRAM POSTS

WEBSITE: "THE WHISPERING HOUSE"

HORROR FORUMS & REDDIT SEEDING OUTCOME: VIRAL CURIOSITY AND EARLY HYPE

PHASE 2: REVEAL (T-30 DAYS)

GOAL: UNVEIL FULL EXPERIENCE CHANNELS: YOUTUBE, INFLUENCERS, PR TACTICS:
CINEMATIC TRAILER DROP

INFLUENCER WALKTHROUGH COLLABS

MEDIA PREVIEWS + PRESS KITS OUTCOME: BRAND RECOGNITION + SEO SPIKE

PHASE 3: DRIVE SALES (T-14 TO T-1 DAY)

GOAL: MAX TICKET SALES & URGENCY CHANNELS: PAID ADS, SMS, EMAIL, IG/YOUTUBE REELS TACTICS:
PRE-SALE DISCOUNTS

PERSONALIZED RFID ADS

SOCIAL STORY COUNTDOWNS OUTCOME: CONVERSION BOOST + SELL-OUT NIGHTS

ONGOING: PARTNERSHIPS & EVENTS

GOAL: EXPAND REACH & CO-BRANDED EXPOSURE PARTNERS: LOCAL BRANDS, MEDIA, SCHOOLS TACTICS:
ESCAPE ROOM BUNDLES

INFLUENCER NIGHT

COLLEGE REP PROGRAMS OUTCOME: BROADER AWARENESS + CROSS-PROMOS



PROVEN CAMPAIGN INSPIRATIONS & PLANNED INITIATIVES – HAUNTSCAPE

SUCCESSFUL CAMPAIGN MODELS (INSPIRATION-BASED)

LOS ANGELES HAUNTED HAYRIDE – “MIDNIGHT FALLS” CAMPAIGN
CREATED A FICTIONAL 1980S TOWN WITH ITS OWN BACKSTORY AND TOWNSFOLK
USED IMMERSIVE SOCIAL MEDIA ROLEPLAY, FAKE NEWS BROADCASTS, AND IN-CHARACTER INFLUENCER CONTENT RESULT:
CONSISTENTLY DREW 80,000+ GUESTS PER SEASON
HAUNTSCAPE APPLICATION: REPLICATE THIS WITH “THE WHISPERING HOUSE” ARG NARRATIVE

UNIVERSAL HALLOWEEN HORROR NIGHTS – “CHOOSE YOUR FEAR” INTERACTIVE CAMPAIGN

GUESTS SELECTED FEAR CATEGORIES ONLINE AND WERE SERVED PERSONALIZED VIDEO PROMOS
THE CAMPAIGN HAD A 45% HIGHER CONVERSION RATE FOR TICKET SALES
HAUNTSCAPE APPLICATION: RFID NAME-ENTRY GENERATES TARGETED VIDEO ADS (“[NAME], THE HOUSE REMEMBERS YOU.”)

BLACKOUT HAUNTED HOUSE – SCARCITY MARKETING

POSITIONED ITSELF AS “TOO EXTREME FOR MOST” WITH LIMITED ENTRY AND INVITE-ONLY SHOWS
FUELED CURIOSITY AND CULT FOLLOWING THROUGH EXCLUSIVITY
HAUNTSCAPE APPLICATION: SECRET INVITE-ONLY PREVIEW NIGHT FOR TOP FOLLOWERS/INFLUENCERS



PLANNED HAUNTSCAPE INITIATIVES

1. ARG TEASER CAMPAIGN: "THE WHISPERING HOUSE"

INTERACTIVE COUNTDOWN SITE
FICTIONAL MISSING PERSONS POSTERS WITH QR CODE CLUES
IN-WORLD TIKTOK ACCOUNTS OF "RESIDENTS" DISCOVERING STRANGE EVENTS
GOAL: GENERATE ORGANIC BUZZ & MYSTERY

2. RFID PERSONALIZED MARKETING

VISITORS WHO OPT-IN AT PRE-SALE GET NAME-TRIGGERED SCARE ADS ON INSTAGRAM & YOUTUBE
EXAMPLE: "YOU ESCAPED ONCE, [NAME]... BUT IT'S NOT DONE WITH YOU."
GOAL: DRIVE REPEAT ENGAGEMENT AND CONVERSION

3. "PRESS PASS TO TERROR" MEDIA PREVIEW EVENT

INVITE TOP HORROR YOUTUBERS, TIKTOKERS, AND NICHE ENTERTAINMENT REPORTERS
PROVIDE GOPRO FOOTAGE OF THEIR SCARE JOURNEY
GOAL: AMPLIFY REACH THROUGH CREATOR-GENERATED BUZZ

4. SCARACTER-RUN MERCH DROPS

SCARE ACTORS LIVESTREAM "SELLING" LIMITED EDITION MERCH IN-CHARACTER
EXCLUSIVE ITEMS TIED TO THE STORYLINE (E.G., "CURSE CONTAINMENT KIT")
GOAL: BOOST ONLINE SALES + DEEPEN LORE ENGAGEMENT

5. DEVELOPING A SPONSORSHIP STRATEGY:

IDENTIFY POTENTIAL SPONSORS:



BONUS SPONSORSHIP ACTIVATIONS



Skittles

BEVERAGE & SNACK BRANDS

PERFECT FOR SPONSOR ZONES, PHOTO OPS, AND THEMED CONCESSIONS:
MONSTER ENERGY – NAMING RIGHTS FOR SCARE ZONES (E.G., "THE LAB POWERED BY MONSTER")
RED BULL – "WINGS OF FEAR" ENERGY STATION BEFORE ENTRY
PEPSICO OR COCA-COLA – VENDING & BRANDED CUPS
POPCORNOPOLIS / HOT CHEETOS – HALLOWEEN SNACK TIE-INS

MEDIA & STREAMING PLATFORMS

ALIGNS WITH HORROR-THEMED CONTENT AND AUDIENCE OVERLAP:
SHUDDER (AMC NETWORKS) – EXCLUSIVE SCREENINGS OR PROMO CODES
NETFLIX – TIE-IN WITH THEIR HORROR PROPERTIES (E.G., STRANGER THINGS)
HULUWEEN (HULU) – SPONSORED VIP NIGHTS OR THEMED AR PHOTO BOOTHS
BLUMHOUSE PRODUCTIONS – CROSS-PROMO HORROR SHORT FILM OR SCARE ZONE

COSTUME, FX & MAKEUP BRANDS

PERFECT FOR CO-BRANDED SCARE KITS, TIKTOK CHALLENGES, AND TUTORIALS:
SPIRIT HALLOWEEN – POP-UP SCARE ZONE OR COSTUME COLLABS
MEHRON / BEN NYE / KRYOLAN – "GET THE LOOK" BEHIND-THE-SCENES SCARE MAKEUP REELS
SFX SUPPLIERS – BRANDED "TRANSFORMATION STATIONS" ON-SITE

LOCAL EXPERIENCE-BASED BRANDS

SUPPORT FROM OTHER ENTERTAINMENT/EXPERIENCE BUSINESSES:
ESCAPE ROOM CHAINS (E.G., 600OUT, THE BASEMENT) – BUNDLE PASSES
THEME PARKS & HALLOWEEN EXPOS – CROSS-PROMOTION
HOLLYWOOD TOUR COMPANIES – "SCARE + STAR MAP" PACKAGES



BONUS SPONSORSHIP ACTIVATIONS

ACTIVATION AREA

- SELFIE ZONE
- RFID PHOTO BOOTH
- SCARE ZONE NAMING RIGHTS
- VIP MERCH COLLAB

SPONSORSHIP IDEA

- SPONSORED DIGITAL BACKDROPS WITH QR MERCH LINKS
- "POWERED BY [BRAND]" FRAME ON TAKE-HOME PHOTOS
- "THE PLAGUE ROOM, SPONSORED BY LYSOL"
- BRANDED GLOW MASKS, RFID BADGES, DRINKWARE

SELFIE ZONE

SELFIE ZONE

RFID PHOTO BOOTH

TOUCH TO START

SCARE ZONE

VIP MERC



SPONSORSHIP PACKAGES

PLATINUM

GOLD

SILVER

BRONZE

PLATINUM TIER 1: "THE LAB" – TITLE SPONSOR

PRICE: \$75,000

EXCLUSIVE: 1 AVAILABLE

PERFECT FOR: BEVERAGE, TECH, OR MEDIA BRANDS

BENEFITS:

EXCLUSIVE NAMING RIGHTS FOR A KEY SCARE ZONE (E.G., "THE LAB, PRESENTED BY [SPONSOR]")

LOGO ON ALL TICKETS, WRISTBANDS, AND SIGNAGE

DEDICATED "BROUGHT TO YOU BY..." SCREEN IN DIGITAL TRAILER

BRANDED AR PHOTO FRAME + RFID SOUVENIR STATION

FULL-PAGE AD IN EVENT PROGRAM AND EMAIL FOOTER

UP TO 25 VIP TICKETS + 2 PRIVATE PREVIEW WALK-THROUGHS

FEATURED IN ALL PRESS AND INFLUENCER MATERIALS

CO-BRANDED MERCHANDISE OPPORTUNITY

GOLD TIER 2: "THE PORTRAIT HALL" – PREMIUM ZONE SPONSOR

PRICE: \$35,000

LIMITED: 3 AVAILABLE

BENEFITS:

NAMING RIGHTS TO A SCARE ZONE OR THEMED EXPERIENCE

LOGO ON BRANDED SELFIE ZONE AND SELECT SIGNAGE

INCLUSION IN PRESS KIT AND INFLUENCER WALK-THROUGHS

SPONSORED CONTENT PLACEMENT ON EMAIL BLASTS AND SOCIAL

UP TO 10 VIP TICKETS + BEHIND-THE-SCENES PHOTO TOUR

SPONSORSHIP PACKAGES



SILVER TIER 3: "THE SHADOWS" – SUPPORTING SPONSOR

PRICE: \$10,000

OPEN: 5-7 SPONSORS MAX

GREAT FOR: LOCAL BUSINESSES, THEMED PRODUCTS, OR UP-AND-COMING BRANDS

BENEFITS:

LOGO PLACEMENT ON ATTRACTION MAP, ON-SITE SCREENS, AND SOUVENIR KIOSKS
SPONSORED GIVEAWAY ITEM AT ENTRY OR EXIT STATION
SOCIAL MEDIA THANK-YOU POST AND SPOTLIGHT
UP TO 4 VIP TICKETS

ADD-ON SPONSORSHIP OPPORTUNITIES

OPPORTUNITY PRICE

VIP LOUNGE BEVERAGE BRANDING \$7,500
RFID WRISTBAND CO-BRANDING \$5,000
"SURVIVOR LOG" EMAIL BRANDING \$3,500
BRANDED GLOW WRISTBANDS (KIDS) \$2,000

DETAILS

CUSTOM CUPS, SIGNAGE, AND FEATURED MENU ITEM
CO-BRANDED WEARABLE SEEN IN ALL PHOTOS
LOGO AT FOOTER OF PERSONALIZED POST-VISIT EMAILS
LOGO ON SAFETY BANDS IN FAMILY PATH ZONE

UTILIZE DIGITAL PLATFORMS:



DIGITAL TECHNOLOGY PLATFORM UTILIZATION

1. TICKETING & CHECK-IN SYSTEM

PLATFORM: CUSTOM INTERACTIVE BOOKING SYSTEM + QR-BASED ENTRY SYSTEM

FEATURES:

DYNAMIC PRICING BASED ON DEMAND (PEAK VS OFF-PEAK)
GUEST DATA CAPTURE AT CHECKOUT (NAME, BIRTHDAY, EMAIL)
ADD-ON SALES FOR MERCH, PARKING, VIP UPGRADES
QR CODE TICKETS SYNCED TO RFID WRISTBAND PICKUP ON ARRIVAL
INTEGRATED WAIT TIME BUFFER BETWEEN TICKET SLOTS

BENEFITS:

STREAMLINED ENTRY AND CAPACITY CONTROL
EARLY PERSONALIZATION DATA COLLECTION
UPSELL INTEGRATION WITHOUT STAFF INTERVENTION

2. RFID INTEGRATION & PERSONALIZED GUEST EXPERIENCE

PLATFORM: RFID + CLOUD-CONNECTED MIDDLEWARE FOR PERSONALIZATION

FEATURES:

GUEST WRISTBANDS TRIGGER PERSONALIZED STORY CUES (E.G., "WELCOME BACK, [NAME]")
CONTROLS ANIMATRONICS, LIGHTING, AND AUDIO CUES IN REAL TIME
TRACKS GUEST MOVEMENT THROUGH THE ATTRACTION FOR TIMED SCARES AND PACING
GUESTS RECEIVE POST-VISIT DIGITAL SUMMARY BASED ON PATH TAKEN

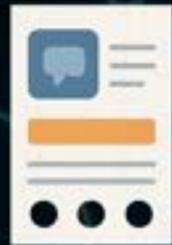
BENEFITS:

DECREASES NEED FOR SCENE OPERATORS
PROVIDES HIGH-ENGAGEMENT, CUSTOM HORROR EXPERIENCE
ENABLES DIGITAL SOUVENIR CREATION



DIGITAL TECHNOLOGY PLATFORM UTILIZATION

DIGITAL TECHNOLOGY PLATFORM UTILIZATION



MOBILE APP



MARKETING AUTOMATION & CRM



DATA PERFORMANCE & ANALYTICS

3. MOBILE WEB APP (OPTIONAL)

PLATFORM: PROGRESSIVE WEB APP (PWA)

FEATURES:

- REAL-TIME SCARE ALERTS ("DON'T LOOK BEHIND YOU, [NAME]...")
- IN-APP MAP AND TIME REMINDERS
- PUSH NOTIFICATIONS FOR MERCH DISCOUNTS, EXIT SURVEY
- AR OVERLAYS TRIGGERED BY IN-ATTRACTION PROPS

BENEFITS:

- BOOSTS GUEST IMMERSION AND APP-EXCLUSIVE UPSOLLS
- REDUCES PRINTED MATERIALS (ECO-FRIENDLY AND COST-EFFECTIVE)

4. MARKETING AUTOMATION & CRM TOOLS

PLATFORM: HUBSPOT, MAILCHIMP, META BUSINESS SUITE

FEATURES:

- AUTOMATED EMAIL AND SMS DRIP CAMPAIGNS
- RFID-BASED PERSONALIZED RETARGETING ADS ("[NAME], THE HOUSE MISSES YOU.")
- SOCIAL CONTENT SCHEDULING AND INFLUENCER PARTNERSHIP TRACKING
- LEAD TRACKING VIA TICKETING FUNNEL AND PROMO CODE ANALYTICS

BENEFITS:

- SCALES PERSONALIZED MARKETING WITH MINIMAL STAFFING
- INCREASES CONVERSION RATES ON REPEAT VISITS AND REFERRALS

5. DATA & PERFORMANCE ANALYTICS

PLATFORM: GOOGLE ANALYTICS + CUSTOM RFID ACTIVITY LOGS

FEATURES:

- TRACK WHICH SCENES GUESTS LINGER IN, OR AVOID
- IDENTIFY ACTOR EFFECTIVENESS BASED ON RFID-TRIGGERED RESPONSES



DIGITAL TECHNOLOGY ECOSYSTEM MAP

HAUNTED ATTRACTION DIGITAL TECHNOLOGY ECOSYSTEM



CENTRAL HUB: GUEST DATA & PERSONALIZATION ENGINE

FUNCTION: AGGREGATES DATA FROM TICKETING, RFID INTERACTIONS, AND FEEDBACK TO TAILOR EXPERIENCES AND COMMUNICATIONS.

TICKETING & ENTRY SYSTEM

COMPONENTS:

ONLINE BOOKING PLATFORM: HANDLES DYNAMIC PRICING, TIME-SLOT RESERVATIONS, AND ADD-ON SALES.

QR CODE CHECK-IN: FACILITATES SWIFT ENTRY AND LINKS GUESTS TO THEIR RFID WRISTBANDS.

RFID & IN-ATTRACTION AUTOMATION

COMPONENTS:

RFID WRISTBANDS: TRIGGER PERSONALIZED SCARES AND TRACK GUEST MOVEMENT.

SCENE CONTROLLERS: AUTOMATE LIGHTING, SOUND, AND ANIMATRONICS BASED ON RFID DATA.

MOBILE ENGAGEMENT TOOLS

COMPONENTS:

PROGRESSIVE WEB APP (PWA): PROVIDES MAPS, REAL-TIME ALERTS, AND AR EXPERIENCES.

PUSH NOTIFICATIONS: DELIVER PERSONALIZED MESSAGES AND PROMOTIONS DURING THE VISIT.

MARKETING & CRM PLATFORMS

COMPONENTS:

EMAIL & SMS CAMPAIGNS: SEND TARGETED MESSAGES BASED ON GUEST BEHAVIOR AND PREFERENCES. MICROSOFT SUPPORT+1EN.WIKIPEDIA.ORG+1

SOCIAL MEDIA INTEGRATION: SHARE USER-GENERATED CONTENT AND PROMOTE EVENTS.



INVESTOR ROI TIMELINE

HAUNTED HOUSE ROI



INVESTOR ROI TIMELINE

PROJECTED RETURN ON INVESTMENT (ROI)
INITIAL BUILD-OUT & LAUNCH YEAR: 2025

YEAR 1 – 2025: LAUNCH SEASON

INITIAL INVESTMENT REQUIRED: \$1.5M–\$1.8M
ESTIMATED GROSS REVENUE: \$2.35M
OPERATING COSTS: ~\$1.8M
NET PROFIT (POST-TAX): ~\$555K

INVESTOR RETURN: ~30–35% OF PRINCIPAL VIA PROFIT SHARE

MILESTONE: BRAND ESTABLISHED, ATTRACTION LAUNCHED, INITIAL ROI RECOVERY BEGINS

YEAR 2 – 2026: EXPANSION & SEASONAL SPINOFFS

SEASONAL ATTRACTION: WHISPERING HOUSE + NEW FROSTBOUND CURSE WINTER SPINOFF
GROSS REVENUE ESTIMATE: \$2.7M+
EXPENSES: ~\$1.85M
NET PROFIT: \$750K+
CUMULATIVE ROI RECOVERED: ~75–90%

MILESTONE: DIVERSIFIED REVENUE, MEDIA EXPOSURE INCREASES, BRAND PARTNERSHIPS SECURED

YEAR 3 – 2027: BREAK-EVEN & SCALING

NEW EXPERIENCES ADDED: ASYLUM AWAKENS (SPRING), POP-UP OR TOURING MINI HAUNT
GROSS REVENUE ESTIMATE: \$3.2M
NET PROFIT: \$950K+
CUMULATIVE ROI RECOVERED: 100%+

MILESTONE: FULL RETURN OF PRINCIPAL INVESTMENT + PROFIT MARGIN BEGINS



INVESTOR ROI TIMELINE

HAUNTED HOUSE INVESTOR ROI



YEARNET PROFIT

Y1 ~\$555K
Y2 ~\$750K
Y3 ~\$950K
Y4 \$1.2M+
Y5 \$1.3M+

YEAR 4 – 2028: PROFIT & LICENSING PHASE
NATIONAL LICENSING OR FRANCHISING POTENTIAL
ESTIMATED PROFIT: \$1.2M+
RETURN: ONGOING REVENUE SHARES OR EQUITY DIVIDENDS
MILESTONE: FIRST OUT-OF-MARKET HAUNTSCAPE OPPORTUNITY (LAS VEGAS, AUSTIN, NYC)

YEAR 5 – 2029: MATURE BRAND ROI & EXIT OPTIONS

OPTIONS:
CONTINUE PROFIT PARTICIPATION
CASH-OUT BUYBACK FOR ROI MULTIPLE
STRATEGIC ACQUISITION BY ENTERTAINMENT OR THEME PARK FIRM
PROJECTED CUMULATIVE ROI: 150–200% (OR HIGHER BASED ON STRATEGIC EXIT)

SUMMARY ROI MILESTONE

30–35% RECOVERED
75–90% RECOVERED
FULL ROI + PROFIT
LICENSING & EXPANSION
EXIT OR EQUITY PAYOUT

FROM SCARE TO SHARE—THE HOUSE DOESN'T JUST WHISPER... IT REWARDS.



HOLIDAY SPINOFF REVENUE OPPORTUNITY

A WINTER-THEMED HORROR EXPERIENCE BLENDING EERIE FOLKLORE (E.G., KRAMPUS, YULE LADS, HAUNTED SNOWBOUND MAN-

CONCEPT: "HAUNTSCAPE: THE FROSTBOUND CURSE"

SIONS) WITH IMMERSIVE STORYTELLING AND TECH.

THE FROSTBOUND CURSE

SPINOFF FORMAT

DURATION: 3-4 WEEKS (MID-DECEMBER TO EARLY JANUARY)

SCHEDULE: 4 DAYS/WEEK (THU-SUN), EVENINGS ONLY

CAPACITY: ~400 GUESTS PER NIGHT (SCALED DOWN FROM HALLOWEEN RUN)

CATEGORY ESTIMATE (PER NIGHT)

AVG. TICKET PRICE \$45
TOTAL GUESTS 400/NIGHT x 14 NIGHTS
TICKET REVENUE \$18,000/NIGHT
MERCH & ADD-ONS \$8 AVG/GUEST
FOOD & BEVERAGE \$5 AVG/GUEST
TOTAL REVENUE



REVENUE BREAKDOWN (HOLIDAY SPINOFF)

TOTAL (3.5 WEEKS)

~5,600
~\$252,000
~\$45,000
~\$28,000
~\$325,000

STRATEGIC BENEFITS

KEEPS BRAND TOP-OF-MIND YEAR-ROUND
ENABLES SPONSOR RE-ENGAGEMENT AND HOLIDAY-THEMED COLLABS
INCREASES ROI ON EXISTING INFRASTRUCTURE AND TECH

ESTIMATED OPERATING COSTS

SCALED STAFFING, PROPS REUSE, AND EXISTING VENUE SETUP
HIGHER HEATING AND MAINTENANCE, LOWER MARKETING COST
OPERATING EXPENSES ESTIMATE: ~\$175,000

NET SEASONAL PROFIT (HOLIDAY SPINOFF)

~\$150,000 ADDITIONAL NET PROFIT
COULD BOOST TOTAL ANNUAL PROFIT TO OVER \$700K/YEAR



OFF-SEASON SPINOFF: "HAUNTSCAPE: THE ASYLUM AWAKENS"

THEME: ESCAPE-STYLE IMMERSIVE HORROR EXPERIENCE SET IN THE "ABANDONED WING" OF THE HAUNTSCAPE MANSION —

TIMING: MID-SPRING (APRIL–MAY) OR SUMMER (LATE JUNE)

SMALLER FOOTPRINT, NARRATIVE-FOCUSED, REPLAYABLE

CONCEPT FORMAT

EVENT TYPE: INTERACTIVE HORROR MYSTERY OR PUZZLE-BASED WALKTHROUGH

DURATION: 3 WEEKS, FRI–SUN (9 NIGHTS TOTAL)

CAPACITY: 200–250 GUESTS PER NIGHT (INTIMATE GROUPS OF 6–10)

TICKET PRICING: HIGHER PER-HEAD (~\$50–\$60) DUE TO SMALLER GROUP FORMAT

EXPERIENCE LENGTH: 45–60 MINUTES PER RUN

ESTIMATED OFF-SEASON REVENUE

CATEGORY PER NIGHT ESTIMATE TOTAL (9 NIGHTS)

AVG. TICKET PRICE \$55

AVG. ATTENDANCE 225 GUESTS ~2,025 GUESTS

TICKET REVENUE \$12,375/NIGHT ~\$111,000

MERCH & ADD-ONS \$10 AVG/GUEST ~\$20,000

FOOD & BEVERAGE \$5 AVG/GUEST ~\$10,000

TOTAL REVENUE ~\$141,000

ESTIMATED COSTS

MINIMAL NEW SET INVESTMENT (REUSE + RE-THEME)

SKELETON CREW: 12–15 STAFF MAX PER NIGHT

LOWER OPERATING COSTS, FOCUSED ON TECH AND NARRATIVE

TOTAL EST. EXPENSES: ~\$80,000

PROJECTED NET PROFIT (OFF-SEASON)

~\$60,000+ NET PROFIT

BOOSTS BRAND CONTINUITY, SUPPORTS LOYAL FANS, DRAWS NEW AUDIENCES

STRATEGIC VALUE

GREAT FOR TESTING NEW TECH OR STORYTELLING FORMATS

PERFECT SOFT LAUNCH FOR NEW PROPS OR ANIMATRONICS

BUILDS ANTICIPATION FOR THE MAIN HALLOWEEN SEASON

EASY TO SCALE INTO OTHER CITIES OR USE AS A TOURING MODULE



YEAR-ROUND REVENUE EXPANSION CALENDAR

OCTOBER 2025

Q4: HALLOWEEN SEASON – “HAUNTSCAPE: THE WHISPERING HOUSE”

DURATION: SEPT-OCT (8 WEEKS) REVENUE: ~\$2.35M NET PROFIT: ~\$555K

RFID-PERSONALIZED IMMERSIVE HORROR

33,600+ GUESTS

FAST FRIGHT PASSES, DIGITAL KEEPSAKES, AND MERCH

Q1: HOLIDAY EDITION – “THE FROSTBOUND CURSE”

DURATION: MID-DEC-EARLY JAN (3.5 WEEKS) REVENUE: ~\$325K NET PROFIT: ~\$150K

WINTER FOLKLORE HORROR

AR SANTA/KRAMPUS SCARES

COZY HORROR ZONE + THEMED GIFTS

Q2: OFF-SEASON SPINOFF – “THE ASYLUM AWAKENS”

DURATION: APRIL OR JUNE (3 WEEKENDS) REVENUE: ~\$141K NET PROFIT: ~\$60K

PUZZLE HORROR MEETS ESCAPE ROOM

SMALL GROUPS, LIMITED CAPACITY

EXPERIMENTAL HORROR TECH + REPLAY VALUE

TOTAL ANNUAL REVENUE POTENTIAL (MULTI-SEASON MODEL)

GROSS REVENUE: ~\$2.82M

NET PROFIT: ~\$765K/YEAR

STRATEGIC ADD-ONS THROUGHOUT THE YEAR:

EMAIL CAMPAIGNS WITH RETURN-GUEST DISCOUNTS

RFID LOYALTY PROGRAM TO TRACK REPEAT SCARES

MINI POP-UPS AT CONVENTIONS OR LOCAL EVENTS

OFF-SEASON MERCH DROPS VIA ONLINE STORE