

# 8 CREATIVE WAYS TO ENGAGE SPONSORS

You don't have to rely entirely on ticket sales to drive revenue for your haunted attraction.

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## 1 SPONSOR A VIP LINE

If your haunt offers a VIP entrance or front-of-the-line passes, let sponsors put their brand and messaging in this area. You can even name the ticket type "[Sponsor] VIP Passes."

## 2 HOST A KID'S ZONE

Got a family-friendly haunt? Invite sponsors to host a kid's zone or play area, which provides families with some much-needed down time and boosts the sponsor's brand awareness. Or...

## 3 SPONSOR THE BAR

If you're licensed to sell adult beverages, sponsoring a bar or beer garden can be a great way for sponsors to build positive name recognition while covering your costs to run the bar.

## 4 LOOK DOWN

Sure, you can put up banners and posters with a sponsor's name, but don't be afraid to think outside the box on signage. You can add sponsor logos and messages to your floor as well - it's everywhere!

## 5 BRAND PHOTO OPPORTUNITIES

Put a sponsor's logo on digital photos taken professionally at your haunt (guests love sharing candid shots of their friends screaming in horror). Or place their logos on backdrop in an area where guests can pose for their own photos.

## 6 HAND OUT SAMPLES

Allow sponsors to hand out samples of their products to every guest who enters your haunt. This can be an especially effective partnership if they sell something relevant to your guests - maybe an ear plug merchant or hot tea to sooth their throats after all that screaming.

## 7 PARTNER ON ENTERTAINMENT

Work with a local entertainment company to sponsor a DJ booth so your guests can enjoy music while they get hyped to enter your haunt. They'll get the benefit of signage on the DJ station and the ability to deliver spoken messages throughout the evening.

## 8 SPONSOR A POTTY

It might sound silly at first, but indoor bathrooms are a luxury at many outdoor haunts. A sponsor can help upgrade regular port-a-johns to luxury toilets.

