

# Unforgettable Up-charges

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BLOOD ASYLUM

The Experiment

3  
6  
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FEAR

THE VAULT OF SOULS

Deadfall

CREATURES OF THE NIGHT

UNDEAD IN THE WATER

Alone

Horror Writers ASSOCIATION

Busch Gardens

HOWLO-SCREAM

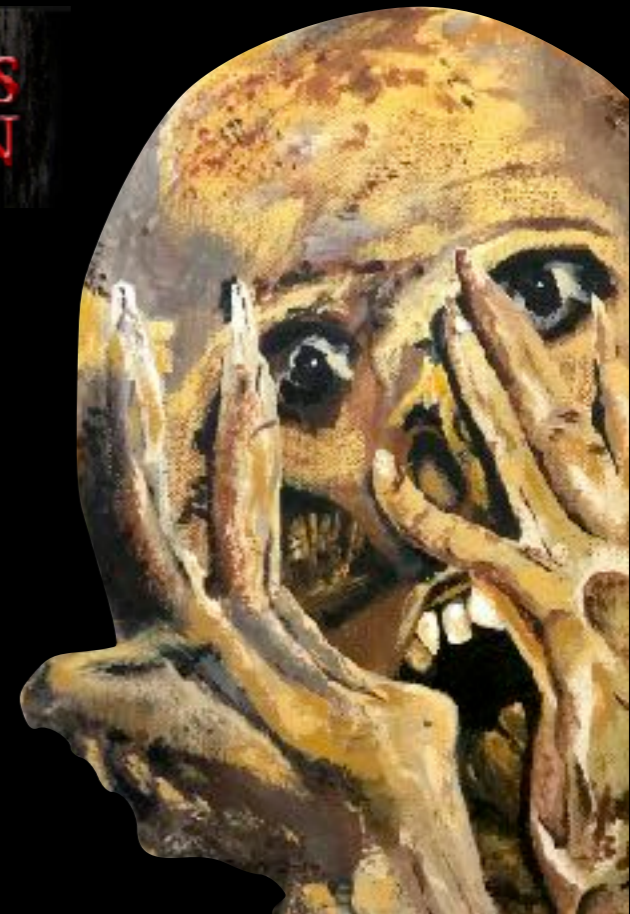
DARK

SOME CHILLS YOU NEVER FORGET

ZOMBIE CONTAINMENT UNIT 15

CIRCUS OF SUPERSTITION

30





Junk is the ideal product... the ultimate merchandise. No sales talk necessary. The client will crawl through a sewer and beg to buy.

(William S. Burroughs)

**NOTHING  
HAUNTS US  
LIKE THE  
THINGS WE  
DIDN'T BUY.**



Who are your guests and  
what do they really want?

Stuff?

Unusual Experiences?

VIP Status?

Alcohol?

Additional Entertainment?

Selfies and Photos?

All of the Above?

**MAKE IT PART OF THE SHOW!**



# Stuff

- Tee Shirts
  - “\$10 tee shirt”
  - Only guys buy “Unisex” tee shirts
    - Offer women’s styles
    - Have a knotted tee shirt artist on property
  - Remember the extreme sizes
  - Can you find existing product that ties to your haunt?
- Jewelry
  - Costume Jewels
  - Pins/Buttons
- Old Show Junk (a.k.a. Certified Collectables)
  - Used Props/Costume Pieces
  - Design Drawings
- Specialty Items
- Bundled Merchandise
- Exit through a “gift shop”



# Unusual Experiences

- Pay to Scare
  - “Vending machine” scares
  - Scare for a night
- Behind the “Screams” Tour
  - Before the event opens
  - Good media opportunity
- Make-up Classes
  - Good for mid to late in the run
  - Highlights key members of your cast
- Cast Meet and Greet



# VIP Experiences

- Tours
  - Front of line access
  - Private Lounge/Entrance
  - Additional scenes (golden key access)
  - Beverages/Snacks
- Return Visits
  - Season Passes
  - Punchcards
- Opening/Closing Night Party
  - Party in the venue
  - Characters attend the party
- Valet Parking



# Alcohol

- Bars
  - Grab-and-Go
  - Themed
  - Observation Bars
    - Overhead
    - Two-way Mirror
- Beverages
  - Beer
  - Pre-packaged test tube shots (wine based)
  - Specialty “cocktail”
- Food
- Security/Police





# Additional Entertainment

- Perceived Value/Drives Attendance
- Music
  - Local Bands
  - Live music in queue
  - Dancers (appropriate to your theme)
- Celebrities
  - Autograph sessions
  - May tie into the VIP tours
- Artists
  - Local comic book artists
  - Your own designers



# Selfies and Photos

- Logo and website on all photo ops
- Create unique settings
  - With a character
  - With a large prop
    - Electric chair
    - Coffin
  - Green Screen
  - Photographer gets the best shot
- Printed Photos vs. online sharing
  - Printed generate revenue
  - Online generates awareness



# Sponsorships

- Sponsorship IS Revenue!
  - Saves money that goes to the bottom line
  - Creates additional awareness which drives ticket sales
- Create “Win-Win” scenarios
  - Who are the right sponsors?
  - What do they want?
  - Offer potential sponsors things they didn't realize you can offer
    - Product placement
    - Character appearances
    - Coupon distribution
    - New product sampling location
- Generate and store data for next year



# Expansion

- One Haunt or Two?
  - One Haunt
    - Longer experience
    - May be a good Marketing Tool
    - Easy to communicate Brand
  - Two Haunts
    - Similar footprint and cast size
    - Contrasting Themes
    - May require more scenic and lighting
    - Double the admission
- No One Answer...but things to consider



Questions?

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thank you...

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