



Vendor/Sales Information

October 19th | 20th | 21st 2018



Alsip IL

The Origin of Haunted RPM

We come with over 15 years of professional event experience in over 25 cities across the USA. Originating from the largest car show called Hot Import Nights, with over 20,000 in attendance at each city in its prime, that show was sold in 2005. Since then, we have hosted various car shows including D1GP (Worldwide professional drifting), Redline time attack and various smaller events.



In 2010 RPM Event Series was created and we hosted that in 4 cities. In October 2010 we had the idea of a Halloween car show, and that is where Haunted RPM was born! It was hosted at the Odium in Villa Park, IL, we teamed up with the Asylum Haunted house. The show was a great success and it hinted to the appeal of Halloween for thousands of people. However the car scene was not as popular as it was in the earlier years and we decided to shut down the car show portion of

RPM Event Series. In 2012 we wanted to bring back Haunted RPM with a twist. It was held at Odyssey Fun World in Naperville, IL. This show we changed the format slightly to appeal to a larger and more diverse crowd. For Haunted RPM 2012 we teamed up with the Massacre Haunted House and Odyssey fun world and we catered the event to be more about a family atmosphere and gave those attending more to entertain their time and have fun outside of just coming to look at the car show. The show produced over 6000 in attendance in a 1 day event. This told us we had to evolve to continue with the events.



Haunted RPM is a 3 day Halloween Festival!

- We want you to have fun with the family!
- Bring the kids trick or treating! (We will have candy for the children)
- Grab a drink at our beer garden.
- Win some big prizes at our charity raffle wheels.
- Take the bus ride to hell! (aka shuttle bus to Midnight Terror Haunted House)
- Come see some of the most customized cars in Chicagoland! Saturday we will have the RPM Elite Cars on display!
- Live Music on stage all 3 days.
- Vendors selling food and drinks.
- Costumes contests for children and adults.
- Special event Saturday for couples on our Scream Contest Sweetest Day Saturday.

- Take pictures with your favorite characters! Schedule for who will be there (Legoman, Spongebob, and Marshall from Paw Patrol to name a few)
- Inflatable Zone! Oversized adult inflatables for the kids and adults
- Corn Maze, Escape room and dance demonstration
- \$10 Adults \$5 children admittance.
- Pumpkin Carving Contest with Alsip Police and Fire Dept
- Scare Zones to really warm you up!
- Eisenhower High School dance team will surprise guests with a scare & dance routine!



What is Haunted RPM?



Inflatables for Adults & Children

MIDNIGHT TERROR HAUNTED HOUSE



Escape Rooms



Highlights of Haunted RPM

Costume Contests



RPM Elite Cars!



Live Music for 3 days



Food/Beer | Eisenhower Dance Team

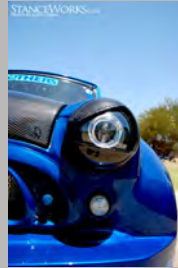


Highlights of Haunted RPM

RPM EVENT SERIES 2010 – Soldier Field, Chicago IL



RPM EVENT SERIES 2010 – Irvine California



HAUNTED RPM 2010 – Odium, Villa Park IL



HAUNTED RPM 2012 – Odyssey Fun World, Naperville IL



Haunted RPM of Halloween Past!

How we conduct business

Here at Haunted RPM, we are professionals, and refuse to work with anybody who does not follow our strict guidelines of business. This is a list of the most common concerns/question when hosting an event. If you have any others, please feel free to ask.

- We carry our own Event Insurance.
- Any Vendor involved must have a business license & carry their own necessary insurance.
- Any vendor must present themselves in a professional manner at all times.
- Haunted RPM reserves the right to remove any person or vendor who acts inappropriately.
- Any bar we bring in handling the beer tent, must have a liquor license and insurance.
- All food vendors must provide necessary documents to the Alsip health dept.
- Medical tent will be present.
- No staff/support/vendor/volunteer is allowed to drink alcohol during the event, or arrive to the event intoxicated.
- Haunted RPM does staff its own security.
- Haunted RPM handles all financial related transactions through a ticket system.
- All volunteers will be give food/drink during the event.

Estimated Attendance – 20,000+ (throughout the weekend)

Haunted RPM 2018 Details

- Dates: October 19th-21th, 2018 (Friday – Sunday)
- Address: 4350 W 129th, Alsip IL 60803
- Haunted House – Midnight Terror on 111th Central
- Ticketed event \$5 kids / \$10 Adults





Village Of Alsip



SWAP & RAMA®

FLEA MARKET & FARMER'S MARKET



The Alsip Police and Fire Dept. will be at their booth helping children with pumpkin carving and dressed in costume! They will have a demo police car and Fire truck on scene to show the children. Adults can also get a preview of the back of the police car if they break the law.



Eisenhower High
School Dance Team

MIDNIGHT TERROR HAUNTED HOUSE

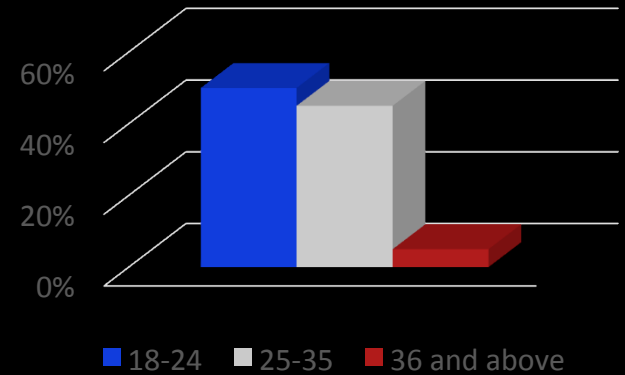


Who is Supporting Haunted RPM??

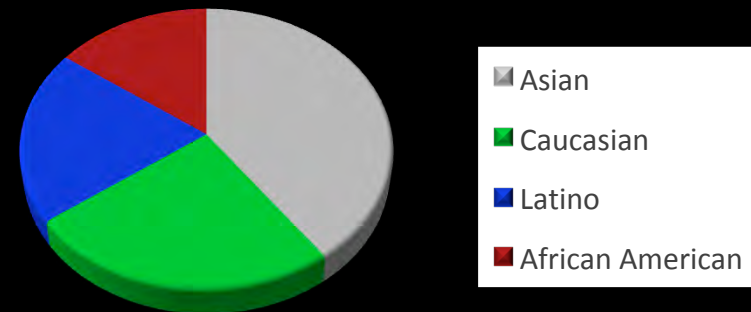
The Haunted RPM event will undoubtedly provide companies a unique and dynamic opportunity to reach a slice of the somewhat elusive but very lucrative Halloween youth market.

The predominant fan base is male with a median age group of 18 – 35 years old, 35% have families and 72% are in a relationship. Our event dates are studied to be the busiest weekend of the year for Haunted House visitors! With over 1 million people visiting Haunted Houses (in the Chicagoland area) that weekend we keep that in mind, this demographic is looking for something to do, we aim to be that something.

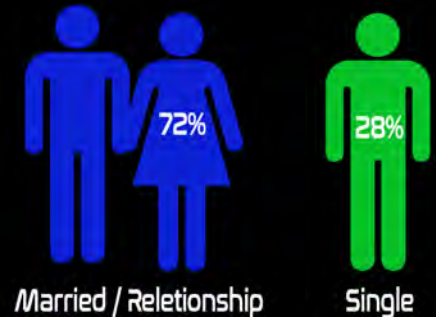
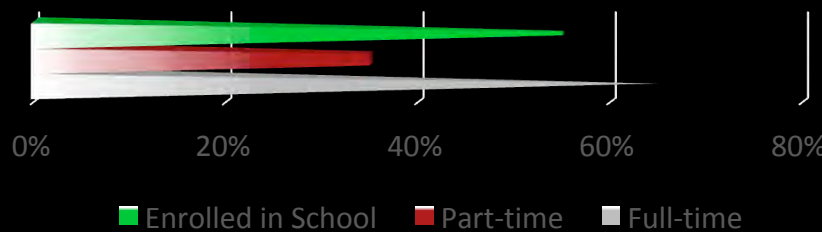
Age



Race



EMPLOYMENT



Demographics & Psychographics

<u>PUBLICITY</u>	<u>MARKET</u>	<u>UNIT</u>	<u># OF WEEKS</u>	<u>INS/SPOTS</u>	<u>EST. IMPS</u>
PRESS RELEASE National	Release	-	4 @ 50K	200,000	
PRINT					
CPU Magazine	National	P4CB	6	3	1,200,000
Maximum PC	National	P4CB	6	3	2,140,000
PC Gamer	National	P4CB	6	3	12,500,000
RADIO					
Local (Urban Format) 2.7Million			:60S	4	100 per mkt
EVENTS					
Local LAN Events		Signage	4 events	10,000 per	40,000
WEBSITE					
HauntedRpm.com	National	Various	8	NA	250,000
Facebook Advertising	National	Various	8	NA	5,500,000
Bloggers	National	Various	n/a	NA	2,000,000
EMAIL CAMPAIGNS					
Email (300,000) National	Newsletter	-	4	300,000	
FLYER DISTRIBUTION					
local businesses Clubs, retail		Flyers	8	100,000 per	

SOCIAL MEDIA National (Facebook, Twitter, Online communities)

ONLINE PARTNERS (millions of web impressions via online partners displaying banners and online forums)

TOTAL MINIMUM IMPRESSIONS:

27.6 Million Impressions (estimated)



Media & Social Media Publicity

TITLE
1/1 Ratio

\$50,000
1 Available (Product Exclusivity)

Presenting 1/2 Ratio

\$25,000
2 Available (Product Exclusivity)

Presenting 1/2 Ratio



Ancillary 1/3 Ratio

\$10,000
3 Available (Product Exclusivity)

Ancillary 1/3 Ratio

Ancillary 1/3 Ratio

Official 1/4 Ratio

\$5000
4 Available

Official 1/4 Ratio

Official 1/4 Ratio

Official 1/4 Ratio

Media / Trade 1/5 Ratio

Media

Media

Media

Media

Media

Media



Sponsor and Vendor

RIGHTS TO EVENT PRESENTATION (Rights include all previous levels)

Title Sponsor Haunted RPM presented by "Your Company" (includes full product exclusivity)



RADIO ADVERTISING

Your company name most dominantly mentioned in all radio advertising

PRINT ADVERTISING / EVENT FLYERS / PR / SOCIAL MEDIA

Your company logo will appear most dominant on all print advertising, event flyers, dedicated message to fans on our social media sites and name mentioned in all PR.

WEB ADVERTISING

Your company logo to appear most dominant in sponsor section of the Haunted RPM home page w/ link to your site.

Your logo to appear on all web partner sites integrated into the Haunted RPM logo.

Your company social media accounts will be blasted bi weekly on the Haunted RPM Social media Platforms

SIGNAGE / PA ANNOUNCEMENTS / MISC.

- Most dominant in all common areas of event.
- Most dominantly mentioned in all PA announcements
- Company Logo will be placed center mast on the stage.
- Name on event staff shirts

BOOTH SPACE

Your company will receive prime booth space (size negotiable) & distribution rights at the event.

(We will offer a trade for this sponsorship in exchange of hosting the stage/live music and hosting the beer garden. Please contact Mark@Hauntedrpm.com to discuss details.)



PRICE \$50,000 – 1 Available

Title Sponsorship – Stage Sponsor

RIGHTS TO EVENT ENTITLEMENT

“Your company” Haunted RPM (Includes full product exclusivity)

Presenting ½
Ratio

RADIO ADVERTISING

Your company name 2nd most dominantly mentioned in all radio ads.

PRINT ADVERTISING / EVENT FLYERS / PR / SOCIAL MEDIA

Your company logo ½ ratio will appear on all print advertising, event flyers, dedicated message to fans on our social media sites and name mentioned in all PR.

WEB ADVERTISING

Your company logo to appear 2nd most dominant in sponsor section of the Haunted RPM home page w/ link to your site.

Your logo to appear ½ ratio on all web partner sites integrated into the Haunted RPM logo.

Your company social media accounts will be blasted weekly on the Haunted RPM Social media Platforms

SIGNAGE / PA ANNOUNCEMENTS / MISC.

- 2nd most prominent in all common areas of event.
- 2nd most dominantly mentioned in all PA announcements
- 2nd most dominant location on the stage.
- Name on event Awards
- Name on event staff shirts

BOOTH SPACE

Your company will have rights to booth space / distribution at the event (location and size negotiable)

(These sponsor space may be negotiated for a trade of equal value. Please contact Mark@Hauntedrpm.com to discuss details)

PRICE \$25,000 – 2 Available

Presenting Sponsorship



RIGHTS TO ANCILLARY EVENT ENTITLEMENT

“Your Company” Ancillary event (Includes full product exclusivity)

Ancillary
1/3 Ratio

RADIO ADVERTISING

Your company name mentioned in all radio advertising

PRINT ADVERTISING / EVENT FLYERS/ PR

Your company logo to appear 1/3 ratio on all print advertising, event flyers, dedicated message to our fans on our social media sites and name mentioned in all PR

WEB ADVERTISING

Your company logo to appear in rotation in sponsor section of the Haunted RPM home page w/ link to your site.
Your company social media accounts will be blasted weekly on the Haunted RPM Social media Platforms

SIGNAGE / PA ANNOUNCEMENTS

- 3rd most prominent in all common areas
- 3rd option to Ancillary event of choice
- 3rd most dominant location on the stage.
- Name on event trophies
- Name on event staff shirts

BOOTH SPACE

Your company will have rights to booth space / distribution rights at the event (size and location determined by staff.

(These sponsor space may be negotiated for a trade of equal value. Please contact Mark@Hauntedrpm.com to discuss details)

PRICE \$10,000 – 3 Available

Ancillary Sponsorship



RIGHTS TO ANCILLARY EVENT ENTITLEMENT

“Your Company” Ancillary event

Official
1/4
Ratio

RADIO ADVERTISING

Your company name mentioned in 50% of radio advertising

PRINT ADVERTISING / EVENT FLYERS/ PR

Your company logo to appear 1/4 ratio on all print advertising, event flyers, dedicated message to our fans on our social media sites and name mentioned in all PR

WEB ADVERTISING

Your company logo to appear in rotation in sponsor section of the Haunted RPM home page w/ link to your site.

SIGNAGE / PA ANNOUNCEMENTS

- 4th most prominent in all common areas
- 4th option to Ancillary event of choice
- Name on event staff shirts

BOOTH SPACE

Your company will have rights to booth space / distribution rights at the event (size and location determined by staff.



(These sponsor space may be negotiated for a trade of equal value. Please contact Mark@Hauntedrpm.com to discuss details)

PRICE \$5,000 - 4 Available

Official Sponsorship

RADIO ADVERTISING

None

Media

PRINT ADVERTISING / EVENT FLYERS/ PR

Your company logo to appear 1/5 ratio on all print advertising, event flyers (back) and name mentioned in all PR

WEB ADVERTISING

Your company logo to appear in rotation in sponsor section of the Haunted RPM home page w/ hot link to your site

SIGNAGE / PA ANNOUNCEMENTS

- 5th most prominent in all common areas of event

BOOTH SPACE

Your company will have rights to booth space / distribution rights at the event (size and location determined by staff.)

*(These sponsor spaces may be govern for product trade of equal value.
Please contact Mark@HauntedRpm.com to discuss)*



PRICE \$3,000 OR TRADE VALUE

Trade | Media Sponsorship

Thank you for considering sponsoring Haunted RPM. We hope you found the information Useful. If you have any questions please feel free to contact your sales agent for any questions.

We appreciate any and all sponsors for taking this journey with us to turn this into a yearly event In Alsip IL. The Mayors office has been very gracious with their help so far and we look forward To seeing you at the festival come October!



If for any reason you are not able to get in touch with your Sales rep, please contact.



Mark@HauntedRpm.com

773-510-5527 – Mark Werley

Contact Us