

Would your business like to sponsor a unique outdoor movie event?



Attendees will arrive at Eisenhower Park in Milford after dark, hike 0.15 miles down the trail into the forest, and sit on blankets or chairs to watch The Blair Witch Project (1999) projected on a screen in the most suitable setting for this film. Portable radios with headphones will be provided for audio.

This unique presentation makes it possible to eke out a bit of frisson from this aging horror film on the 24th anniversary of its release.

All equipment, insurance, performance rights, and municipal approval from parks, police, fire, public health and public works have been secured.

If you are interested in sponsoring this event, email MilfordHorror@gmail.com

Sponsorship

As a sponsor your brand will be featured in the following places.

Promotional Materials:

- Promotional posters and flyers (pictured on the reverse side) to be distributed locally in New Haven and Fairfield Counties
- MilfordHorror.com - where tickets will be sold (by link to an online ticketing system)
- Social media

Event Signage (capped at 100 attendees):

- Pre-show graphic projected on the screen up until showtime at the event
- Signs directing attendees to parking
- Signs directing attendees from parking to the viewing site
- Signs at the snack table

Sponsorship is available in 8 \$170 shares. Purchase of multiple shares will scale branding proportionately (see the diagram below for an example of this scaling on the sponsor section of the promo). Please reach out to MilfordHorror@gmail.com to find out if a particular share quantity is available.

\$170	\$340	\$680
\$170		

Who am I?

I'm just a horror movie fan and resident of Milford CT, hosting this event and planning others in Milford to create fun and memorable horror movie showings, as well as bringing local horror movie fans together. I recently hiked out and watched The Blair Witch Project on a laptop in the woods at night and wanted to create an event to share that experience.

Why do I want sponsors and why these costs?

To offset the specific costs of this event and increase its visibility. The total budget for this event is roughly \$2300. Attendance is being capped at 100 for the insurance and performance rights costs, and to keep the event manageable.

After the following expenses, and with ticket prices at \$10 that means that with 50% attendance, I need to make \$427 in snack sales to break even, and at 100% attendance I can sell snacks at cost.

Expenses

- Event Liability Insurance - required by Milford Parks Department.
- Public performance rights.
- Equipment - Mostly reusable, but there was a nontrivial cost in getting the radio transmitter, receivers, and outdoor projector screen. Earbuds will be given away and treated as single use, and the inverter generator will be rented.
- Printing promotional material.