



Sponsorship Opportunity

Free Concert Series Halloween Weekend Featuring The Sawmill Haunted House

"Rock the Lawn. Face the Fear. Enjoy the Fest."

Put your brand in front of **millions of engaged consumers** during America's second-largest commercial holiday — brought to you by **Eerie Ventures, LLC** and **Coquille Parks and Recreation**



Premier Creators

The region's most trusted Halloween event producers with a fiercely loyal fanbase.



Millions Reached

Massive social reach and in-person attendance across The SAWMILL and The Mortuary Haunted Mansion.



Unmatched Exposure

Your brand front and center during peak Halloween season engagement and consumer spending.

THE SAWMILL

HAUNTED HOUSE



THE SAW.NET

Who We Are: Masters of Fear

For decades, Eerie Ventures and PSX have been the creative force behind the most iconic haunted attractions in the Southeast — and now, the nation. Our combined portfolio spans theme parks, music festivals, and world-class horror experiences.

Eerie Ventures, LLC

Masterminds behind Jazzland's Psycho Swamp, The Scream Factory, Scout Island Scream Park, Halloween Elements for Voodoo Music Experience, The Krewe Of Boo Halloween Parade (Presenting Sponsor), and the infamous **Mortuary Haunted Mansion**.

PSX Integrated Technologies

Created world-class scary attractions for **Universal Studios Halloween Horror Nights** — including Horror Unleashed in Las Vegas and Curse of the Werewolf in Orlando. Now bringing that expertise to **The SAWMILL**.

The SAWMILL

Our newest attraction at Coquille Parks & Recreation's River Mill in Covington, LA — combining frights, food, music, and immersive Halloween entertainment for the entire family.

Why Halloween? The Numbers Don't Lie

Halloween is a **\$7 billion industry** in the United States alone — and haunted houses are now the most popular way to celebrate. Your brand deserves a front-row seat.

\$7B

Spent Yearly

On candy, costumes, and Halloween activities in the U.S.

90%

Households Participate

Of all households with children engage in a Halloween activity.

100+

Countries Celebrate

Halloween is a global phenomenon with massive commercial reach.

18–34

Prime Demographic

Teens and young adults are the most engaged Halloween consumers.

❏ Research shows that people enjoy being scared in safe environments — movies, thrill rides, haunted houses — and they are **willing to pay for the experience**. This is a high-intent, high-spending audience.

Industry Scale & Our Place in It

The Haunted Attraction Landscape

With over **1,200 paid haunted attractions**, 300+ amusement facilities running Halloween events, and 3,000+ charity haunts across America — this is a massive, thriving industry. Corporate America has already embraced it through sponsorships.

- 80% of professional attractions draw 7,500–10,000 paid guests
- Only 5% of attractions reach 30,000+ guests — **The Mortuary is in this elite tier**
- The SAWMILL projects **15,000+ guests in Year 1**
- Combined, both attractions generate **millions of gross impressions**

Why Sponsor Us?

Haunted Houses are now the **most popular way to celebrate Halloween in America**. The Mortuary ranks among the top haunted attractions in the country. By combining both attractions, your corporate sponsorship can influence a massive, diverse audience during the most exciting season of the year.

Sponsorships are the perfect marketing tool for corporations who want to display their brand to our demographic of **12–34 years of age** — a high-value consumer segment with significant purchasing power.



COQUILLE
PARKS & RECREATION

Keep playing!

Coquille newsletter goes out to 10,600+. This is also posted on social media which on average will reach approx. 3,000

- Coquille social media following between Coquille and RM pages is approx. 12,700+

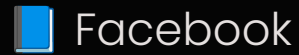
5.2 Million Social Media Views And Growing

The Mortuary's digital footprint is **massive and growing**. Over the past year, content across TikTok, Facebook, and Instagram generated over **5.2 million total views** — representing an engaged, active audience prime for commercial targeting.



3.4 Million Video Views · 189.7K Likes · 33.3K Shares · 40.8K Profile Views

Extremely high viral shareability — perfect for massive brand awareness campaigns.



1.26 Million Video Views · 1.3M Total Views · 15.1K Content Interactions · 40 Days Watch Time

73.3% of views come from Non-Followers — proving massive algorithmic organic reach to new audiences.



584.2K Video Views · 99K Total Reach · 18.2K Content Interactions

100% growth year-over-year with 92.7% organic views — a fiercely loyal, authentic local fanbase.

i In addition to our tremendous social media presence, The Mortuary's **email database includes over 70,000 fans** — mostly across southern Louisiana. This is a deeply engaged, local audience you can reach directly.

Your Audience: Who's Walking Through Our Doors

Our audience isn't just teenagers — it's **adults with disposable income** who make real purchasing decisions for their families, friend groups, and social circles.

Demographics at a Glance

Gender

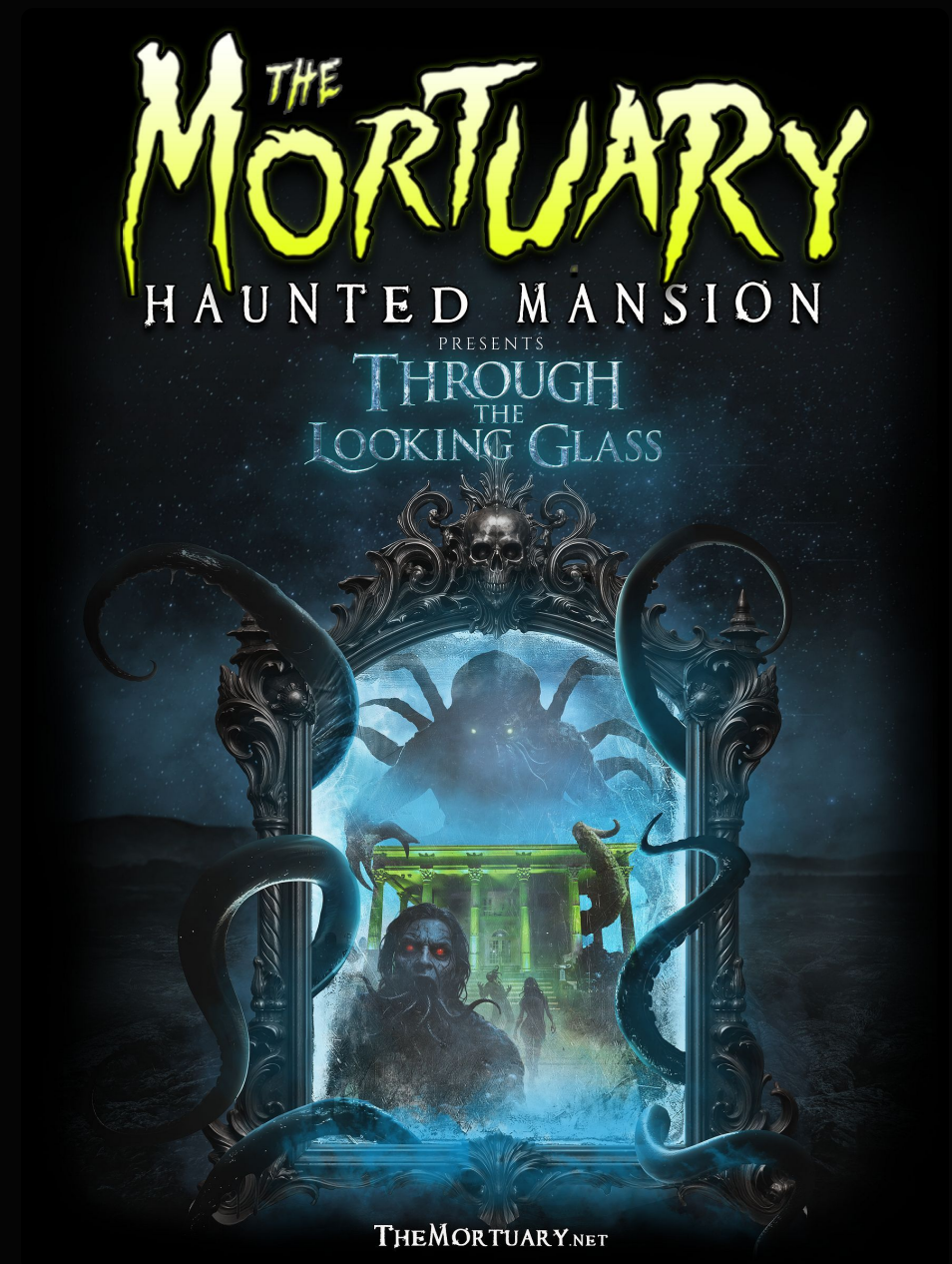
~71–73% Female
across Facebook and
Instagram — a
demographic that drives
household
entertainment spending.

Age

Primary audience is **25–54**, with the peak at **35–44**. These are adults
who purchase alcohol,
energy drinks, and group
entertainment packages.

Geography

Deeply concentrated in the **Greater New Orleans metro area**: New Orleans, Metairie, Kenner, Slidell, Baton Rouge, and Covington.



The SAWMILL Experience: More Than a Haunt

Located at Coquille Parks & Recreation's River Mill in Covington, LA, The SAWMILL is a full-scale Halloween destination — filled with frights, food, music, and immersive entertainment. Your brand gets woven into every moment of the experience.



Multi-Media Campaign

Cross-network TV and radio ads, print and magazine campaigns, electronic billboards, and aggressive social media — all featuring your brand throughout October.



On-Premise Exposure

Brand visibility throughout the festival grounds — queue lines, midway areas, entrance gateways, and live video screens keep your logo in front of guests all night.



Long-Term Growth

Aggressive 3-year growth plan targeting a full Fall Festival with bands, vendors, rides, and multiple haunted attractions — your brand grows with us.

SAWMILL HAUNTED HOUSE

Sponsorship Tiers: Choose Your Level

Whether you're looking for exclusive naming rights or a cost-effective entry point, we have a sponsorship package designed for your brand and budget. Limited spots available at every tier.

 *NOTE: Logos on printed materials depends on availability and timing of sponsorship pledge.*

Tier	Investment	Key Benefits	Passes	Availability
 Platinum / Presenting	\$25,000+	Exclusive "Presented By" naming rights, all banners, step & repeat banner at exit, gateways, tickets, T-shirts, queue line video screens, social media, website homepage. Vendor Booth location provided all season.	VIP 50 GA 10	1 Sponsor Only
 Gold / Major	\$10,000	Dedicated Vendor Booth location all season, attraction signage, step & repeat banner at exit, queue line video screens, website logo, social media placement	VIP 25 GA 10	5 Sponsors
 Silver / Affiliate	\$5,000	Halloween Week vendor booth location, multi-sponsor signage, step & repeat banner at exit, social media posts, website logo	GA 5	Unlimited
 Bronze / Entry	\$1,500	Multi-sponsor signage, website sponsor section logo placement	—	Unlimited
Supporter 1	\$750	Digital Logo on Event Photos coming out of experience, Website Logo Placement	—	Unlimited
Supporter 2	\$500	Supporter's Onsite Printed Signage, Website Logo Placement	—	Unlimited
Supporter 3	\$250	Website Logo Placement	—	Unlimited

 **Marketing & Media Partners:** Leverage your own channels — social media, email, signage — to drive buzz and earn prime logo placement, digital reach, and a season-long corporate booth. TV/Radio partners get bonus commercial spots, ticket giveaways, and live contests. Custom contributions welcome!

SPIRITS IN THE PARK

HALLOWEEN FESTIVAL

Sponsorship

MAIN STAGE

NAMING OPPORTUNITY



MAIN STAGE SPONSOR

Oct 30st, 31st & Nov 1st Halloween Weekend

We are hosting a FREE concert series. We will have a large SL100 stage with sound and lights on the Great Lawn across from the River Mill (Sawmill). In addition to DJs before and during breaks of the bands, we have the following bands we are booking: Friday "The Class of '98 Band" from 6:00pm to 8:00pm and "Kings of Neon" Glow Band from 8:30pm to 11pm. Saturday "Beaucoup Boogie" from 3pm to 5pm, "The Boogiemens" from 6pm to 8:30pm and "The Bucktown AllStars" from 9pm to 11:30pm. Sunday "PaperChase" from 5pm to 8pm. Vendors include food & cocktail trucks and festival booths. We are currently seeking a sponsor for the naming rights to this stage.

The Main Stage Naming Rights: \$10,000

Branding Includes:

- Stage naming rights Logo on stage scrim or banner
- Logo on the schedule
- Logo on the festival map
- Website recognition Social media mentions
- Inclusion in press releases On-Site Presence
- 20' x 20' activation space
- Opportunity to distribute promotional items
- Product display (where appropriate)
- Stage announcements throughout the weekend
- Logo on LED screens
- 10 VIP passes

HALLOWEEN WEEKEND
OCT 30, 31 & NOV 1
COVINGTON, LA

**FREE
ADMISSION!**

LIVE MUSIC
GREAT FOOD
COLD DRINKS
VENDORS
FAMILY FUN
& MORE!

SPIRITS
IN THE
PARK
FREE
CONCERT SERIES
& FAMILY FEST

GREAT LAWN AT COQUILLE PARK

FEATURING
**THE
SAWMILL**
HAUNTED HOUSE

BASED ON THE DARK
FOLKLORE, FORGOTTEN
HISTORY, AND
SUPERNATURAL LEGENDS
OF LOUISIANA'S
NORTHSHORE.

THESAW.NET

FROM THE TWISTED MINDS AT

**THE
MORTUARY**
HAUNTED MANSION

ROCK THE LAWN! FACE THE FEAR! ENJOY THE FEST!

FRIDAY • OCT 30

6PM - 8PM

THE CLASS OF '98 BAND

8:30PM - 11PM

**KINGS
OF
NEON**

GLOW BAND

SATURDAY • OCT 31

3PM - 5PM

BEAUCOUP BOOGIE

6PM - 8:30PM

**THE
BOOGIEMEN**

9PM - 11:30PM

**THE
BUCKTOWN
★ ALLSTARS ★**

SUNDAY • NOV 1

5PM - 8PM

**PAPER
CHASE**

FOOD TRUCKS
& COCKTAILS
ON SITE!



FAMILY FESTIVAL AREA!

KIDS ZONE

OCT 31 & NOV 1



INFLATABLES
& GAMES



PUMPKIN
PAINTING



STEM
ROBOTICS
SHOWCASE



TRICK OR TREAT
AMONGST
MARKET BOOTHS

✓ LIVE ENTERTAINMENT & MORE!
COME IN COSTUME!



COQUILLE PARK
GREAT LAWN
COVINGTON, LA



**B
E
W
A
R
E**

**SCAN
ME**

SPIRITSINTHEPARK.COM



FUN FOR ALL AGES!

BRING YOUR FRIENDS,
YOUR FAMILY & YOUR COSTUMES!



SPONSORED BY LOCAL BUSINESSES & COMMUNITY PARTNERS

SPIRITS IN THE PARK

HALLOWEEN FESTIVAL
Sponsorship



FAMILY FESTIVAL AREA

**KIDS ZONE SPONSOR
NAMING OPPORTUNITY**

Oct 31st & Nov 1st Halloween Weekend

This family-friendly Halloween Festival Kids Zone is designed as a safe, high-energy, and magical autumn wonderland. Come in costume! Kids can Trick or Treat amongst the Market Booths Halloween afternoon. The area is filled with colorful decorations, entertainment, STEM Robotics showcase, themed inflatables, and pumpkin painting, ensuring a festive but completely scare-free experience for children of all ages.

HELP MAKE MAGIC FOR OUR LITTLE GUESTS!

SPONSOR THE KIDS AREA AT THE SAW MILL HAUNTED HOUSE.

HALLOWEEN WEEKEND 2026

We're creating a one-of-a-kind **KIDS AREA** where families can laugh, learn, explore, and make memories together!

FREE FUN!

- PUMPKIN PATCH
- TRICK OR TREAT TRAIL
- PHOTO OPS
- TRICK OR TREAT STATIONS

★ YOUR SUPPORT WILL BRING THIS TO LIFE! ★

ROBOTICS TEAMS Halloween-themed STEM activities	KIDS SHOWS Weird Science, Magic Shows & Robot Petting Zoo (Animatronics!)	HYDRATION STATION	CRAFTS & GIVE-AWAYS Activities and fun take-homes!	THEMED DAYS Like our Glow Party!	PHOTO OPS Family-friendly backdrops	PUMPKIN PATCH FUN!	TRICK OR TREAT STATIONS On Halloween Day!
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KIDS AREA SPONSOR LEVELS

HAUNT HERO \$8,000 ★ Exclusive naming rights to the Kids Area ★ Prominent branding throughout the Kids Area ★ Recognition in Kids Area advertising ★ Website recognition ★ Social media recognition ★ 10 complimentary Saw Mill tickets ★ VIP "Lights On" private group tour for up to 10 guests	MAGIC MAKER \$5,000 ★ Naming rights to the Entertainment Stage ★ Logo displayed on stage signage ★ Website recognition ★ Social media recognition ★ 6 complimentary Saw Mill tickets ★ VIP "Lights On" private group tour for up to 6 guests	GHOST HOST \$2,500 ★ Sponsor one exclusive Kids Area activity (subject to availability) ★ Sponsor signage at the activity ★ Website recognition ★ Social media recognition ★ 4 complimentary Saw Mill tickets	PUMPKIN PARTNER \$1,000 ★ Logo on Kids Area sponsor signage ★ Website recognition ★ Dedicated social media spotlight ★ 2 complimentary Saw Mill tickets	SPIRIT SPONSOR \$500 ★ Recognition on Community Sponsor signage ★ Website recognition ★ Community Sponsor social media thank-you post
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THANK YOU FOR HELPING US CREATE A SAFE, FUN & UNFORGETTABLE EXPERIENCE!

INTERESTED IN BECOMING A SPONSOR?
Email: Carolyn@allaboutevents.net
Website: www.thesaw.net



Our Marketing Machine: How We Drive Crowds

Eerie Ventures runs one of the most comprehensive marketing campaigns in the haunted attraction industry. Your brand benefits from every channel we activate — from broadcast TV to guerrilla marketing stunts.



Broadcast

TV and radio ad campaigns across major regional networks throughout October.



Print & Outdoor

Magazine ads, print campaigns, and electronic billboards across the Greater New Orleans area.



Direct & Digital

70,000+ email subscribers, direct mail campaigns, and multi-platform social media blitzes.



Guerrilla Marketing

High-impact street-level activations and PR stunts that generate organic buzz and media coverage.

Let's Make This Spooktacular Together

Corporate America has already embraced the haunted attraction industry through sponsorships. Now it's your turn. Contact us today to discuss how The SAWMILL and The Mortuary can deliver millions of impressions for your brand this Halloween season and beyond.

Samantha Oser

Asst. Director, The River Mill

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Also visit **PSX-INC.COM** to learn more about our world-class attraction design capabilities.

From promotional tie-ins to comprehensive inclusion in marketing and PR campaigns — our haunted attractions are the **premier destination** for any organization seeking to boost sales, raise awareness, and drive traffic during the Halloween season.