

SCARE for a Cure, Inc
PO Box 152890
Austin, TX 78739
(512)669-2581
a 501(c)(3) Public Charity
EIN: 20-8473150
www.scareforacure.org



Dear Sponsor

Scare for a Cure is excited to invite you to become one of our 2011 sponsors for our "Carnival of Lost Souls". Scare for a Cure is a 501(c)3, located in Austin, Texas.

Over the last five years Scare has raised nearly \$50,000 for the Breast Cancer Resource Center as well as many other local charities, with donations increasing year-over-year.

As a 2011 Sponsor you will help to raise community awareness, grow your brand, and receive a tax deduction for your contribution.

Your sponsorship has many benefits :

- Press & media coverage at both our pre-haunt launch event and the haunt event
- Social Media
- 3000+ in attendance at Scare main haunt event
- Cross promotion through the Scare website
- Tax deductible

We thank you in advance for your consideration of sponsorship.

Sincerely,
The Team at Scare for A Cure
devdirector@scareforacure.org

"Each year we start with a goal for our charities. Then we just dive in and create the best haunt experience we can and hope people will love it as much as we do.

Jarrett Crippen, Founder



THE STORY

Jarrett & Norma Crippen believed that they could make a difference. As a youth, Jarrett had always loved the magic, creativity, and imagination of Halloween. Norma on the other hand always had a passion and need to help others.

Together, this amazing couple started to dream big! With Jarrett's zest for creativity and Norma's desire to do more for her community, they forged a plan to raise money and make a difference. Soliciting help from their close friends (Alison, Matt, Robin, Mike, Donna, and Tjay), they created a "dream team" that proved to be a powerful force.

What started as a grass roots effort, their backyard haunted experience far surpassed their initial goals and led to the development of **SCARE for a CURE** 501(c)(3) non-profit organization.

Run entirely by volunteers, **SCARE for a CURE** has become one of the most popular attractions in Austin, Texas during the Halloween season. But don't be fooled by the name.

While **SCARE** is definitely passionate about the creation of its unique "haunted" experiences, the emphasis is really on the word **CARE**. Each year, well over three hundred volunteers come together with a passion to share their talents to raise money for multiple charities supporting those who are fighting various diseases.



THE TEAM

Over the last five years, the Board of Directors has created long-term growth plans with the intent of expanding their outreach programs. Each year youth, local charities, and the community benefit from the efforts from **SCARE** volunteers.

**The SCARE team is
Dedicated! Driven! And Passionate.**

From make-up artists to construction trades, volunteers have devoted their time and energy to designing one-of-a-kind experiences whereby the audience attending their events is treated to a **SCARE** like no other.

Take a look at the **power** of the **SCARE** team's efforts over the last several years:

- 2007-2010 raised **over \$55,000** donated to various charities focused on those suffering from terminal diseases
- **1000** volunteers logging over **50,000** hours toward the effort
- **300+** 10-18 year olds have been a part of the youth outreach programs
- **1000+** hours of training and mentoring
- **5000+** in attendance at **SCARE** events
- **2000+** fans and followers

THE PURPOSE

SERVICE LEADERSHIP

Everyone can do something for others.

SCARE is passionate about leading in their service to others. From assisting the **Florence Comfort Homes Project**, **Elks National Foundation**, **Leukemia and Lymphoma Society**, **Save Austin Cemeteries**, and **As Sisters**, SCARE volunteers work well outside their own project efforts to offer their time, labor, and donations to many invaluable charities throughout Austin.

Over the last several years, SCARE has chosen the **Breast Cancer Resource Center (BCRC)** as their main organization to both volunteer their time and donate the monies raised from their haunt event.

MENTORING OUTREACH

Everyone has a story.

SCARE is passionate about mentoring others, particularly our youth. Both adults and young students from all over Austin (particularly those favoring the arts) are asked to contribute their time, resources, creativity, and commitment to help develop and execute the SCARE productions. Students attend HAUNT UNIVERSITY to learn fundraising, set building, set decorations, make-up techniques, acting, and technical production, among many other things. SCARE mentoring programs provide several hours of training, in the classroom, one-on-one, and via hands-on activities through the advisement of an assigned adult mentor. At the end of every production, volunteers gain improved skills in **self-reliance, responsibility, social skills, leadership, performing arts, science, technology, and philanthropy.**



“The experience gained the last eight weeks of helping SCARE has made me a better person. I am thankful for what I have gained from the experience.”

Stephanie,
16 years old



CREATIVE EXCELLENCE

Everyone has a creative spark.

SCARE is passionate about creativity. Every SCARE production is an original production, built with the intent of **raising the bar** from the year prior. There are so many roles that are required to execute a haunt production. Participants attending have come to appreciate the most simple of details and the most advanced. This immersive experience is a one-of-a-kind, and is built entirely by the talents and commitment of the volunteers.



AN EVENT LIKE NO OTHER

SCARE is Austin's only extreme, full-contact, interactive haunted experience. Participants literally crawl, crouch, and interact with actors as they physically travel through a unique haunted experience. From *Zombie Wasteland* to this year's *Carnival of Lost Souls*, a SCARE production is filled with various levels of interactive experiences that challenge even the most brave.

AND IT JUST GETS BETTER...

SCARE is proudly announcing this year's theme which will take their production to a whole new level. Here is a sneak peek into the "Carnival of Lost Souls."

Participants are led to believe that they are going to be attending a circus. As their journey begins, they are immediately introduced to the head of the circus, the Ringmaster. Their role, they are told, is to save the circus from the haunted spirits that seem to be lurking about. Each participant is immediately thrown into the story as they bravely attempt to "save the circus." Participants are placed into a cart, with no idea what happens next. They will run through a mirror maze, be challenged on a ropes course, run through a fire tunnel, climb through the mouth of carnival clown, survive the vortex, be driven away in an ice cream truck, and eventually ride a roller coaster. But perhaps most interesting is trying to figure out who can be trusted. Participants will need to be on the lookout at all times for any who have lost their souls.

CARNIVAL OF lost souls



YOUR SUPPORT IS NEEDED

The production of a SCARE event is a monumental undertaking. From the array of supplies that are needed in make-up, costumes, building materials and special effects, to supplying meals for the host of volunteers, **your sponsorship support is critical to the success of each production.** By investing in SCARE 2011, "Carnival Of Lost Souls" you will help increase the amount of money raised for several charities in Austin and grow and expand the SCARE youth outreach programs.



SPONSORSHIP 2011

As a sponsor your brand will benefit from the Sneak Peek fundraising event in August 2011. Sponsors will also enjoy branding throughout the six week SCARE haunt production and throughout the year on the SCARE web site.

**FEARLESS
SPONSORS**
\$5000

- Top level sponsor logo promotion during SCARE 2011 *Carnival of Lost Souls* Sneak Peek Fundraising Kick-off Event
- Top level sponsor logo promotion on signage at the 6-week SCARE 2011 Carnival of Lost Souls Production
- Priority position logo promotion on *Carnival of Lost Souls* event fliers
- Corporate Logo placement on SCARE website home page with link
- 4 tickets to Exclusive VIP SCARE haunt experience

**DARING
SPONSORS**
\$2500

- Premiere sponsor logo promotion during SCARE 2011 Carnival of Lost Souls Sneak Peek Fundraising Kick-off Event
- Premier sponsor logo promotion on signage at the 6-week SCARE 2011 Carnival of Lost Souls Production
- Elite sponsor logo promotion on Carnival of Lost Souls event fliers
- Premiere Logo placement on website sponsorship page with link
- 2 tickets to Exclusive VIP SCARE haunt experience

**BOLD
SPONSORS**
\$1000

- Sponsor logo promotion during SCARE 2011 Carnival of Lost Souls at the Sneak Peek Fundraising Kick-off Event
- Sponsor logo promotion on signage at the 6-week SCARE 2011 Carnival of Lost Souls Production
- Sponsor logo promotion on *Carnival of Lost Souls* event fliers
- Logo placement on website sponsorship page with link
- 2 tickets to *Carnival of Lost Souls* haunt

**BRAVE
SPONSORS**
\$100

- Sponsor recognition during SCARE 2011 Carnival of Lost Souls Sneak Peek Fundraising Kick-off Event
- Sponsor recognition promotion on signage at the 6-week SCARE 2011 Carnival of Lost Souls production
- Name listing on website sponsorship page with link