



How YOU can help

Add the 15 second tag to your radio campaign and send us the document showing that they ran. Get your radio partner to run the 30 second spot and show us that they ran.

Haunted Acres: 30 Second radio spot

Child abuse is reported every ten seconds in the US. More than 3 out of 4 are under the age of 4, including infants and toddlers. We at [company name], have joined with Innerspire, along with Haunted Acres, New England's Most Frightening Haunt – invite you to help “Scare the fear Away” this October. 5% of the proceeds from every ticket that is purchased from Haunted Acres in Candia, NH will be donated to the NH and MA Child Advocacy Centers. Visit Scare the Fear Away (dot) com to learn more, that's scare the fear away (dot) com

15 Second radio spot

“[your company name] is helping abused children now!
3 out of 4 victims of child abuse are under the age of 4,. Innerspire and their partner, Haunted Acres – New England's scariest haunt, invite you to help “Scare the fear Away” now. Visit scare the fear away (dot) com – that's Scare the fear away (dot) com

Add the logo to your print ads or your e-newsletter (to be run or sent out before October 20).

Just download the logo from www.innerspire.com/scarethefearsponsors.php with downloads for:

1. How to leverage Scare the Fear Away for your business
2. Logo download
3. Site badge code (easy cut and paste HTML with instructions)
4. Radio scripts (just insert your business name)
5. Radio tags (just insert your business name)
6. Press releases – add our press release to your site or blog and tell your clients/customers why you chose to get involved with helping abused children!
7. Buy lots of tickets and use them in your cooperative advertising as contest prizes – Car dealers can use them for test drives etc.
8. Any marketing cooperative promotion (just including this event and one of the above tags in a campaign of over \$1,000 will warrant a package of free tickets to help with your contest. Act fast because after Halloween - this is over. Just call Innerspire at 232-7386 and say - “I want to

be a cooperative sponsor” and we’ll walk you through how to do it. Again, free tickets only come with \$1,000 or more in advertising coop. These campaigns have been VERY successful for radio giveaways and contests in the past.

New sponsorship packages:

Sponsor Level A (promotional): Buy 2 tickets, get two tickets – get mentioned on the website (Scarethefearaway.com), get a site badge, use the logo to show your support in your own e-mail marketing and advertising – in return for Hanging posters in your store in high visibility areas, handing out coupons for Haunted Acres on your sales counter, promoting the scare the fear away to those you speak with. *if you buy more than 2 tickets there are NOT discounts beyond the first 2 tickets. Ie. If you buy 12, you’ll still get two... But you MUST meet the other requirements noted for coupons and poster promotion as well.

Sponsor Level B (coop): Run cooperative advertising (of any amount) – must sign an agreement noting what approximate advertising you will run this on (radio, print, tv), use the logo in your advertising, share this campaign with your e-newsletter. Get mentioned on the website (Scarethefearaway.com), get a site badge, use the logo to show your support in your own e-mail marketing and advertising. You will get to send a banner 446 Raymond Rd. Candia, NH and it will be hung up at the event. Advertising equivalency must be at least \$1,000 to have your banner hung at this high profile event.

Ticket Purchases:

Buy 1 or 2 tickets and display poster and coupons – get 2 free tickets for your help and be listed on the site as a supporter

Buy 10 tickets and display poster and coupons – get listed on the site as a baby monster sponsor and then come up and enjoy the haunted attraction!

Buy 20 or more tickets and display poster and coupons – get listed on the site as a Big Baby Monster Sponsor and send your banner up to the attraction (446 Raymond Rd. Candia, NH)

Buy a sponsorship: \$150 and you can have your banner displayed at Haunted Acres to help support the CAC. (you send your own banner up to 3’x6’ max)