



Northern Virginia's Newest Place For Screams

September 1st, 2015

Dear Business Owner and Community Partner,

On October 16,17, 23, 24, 30 and 31 The Death Trail will be celebrating 7 years of welcoming thousands of people for chills and thrills and nights of great family entertainment.

The Death Trail consists of nearly half a mile walk through heavily decorated woods where actors are dressed as things such as zombies, the criminally insane, demented clowns and much more. Since 2009 our event has grown into a definite must see destination during the Halloween season for residents of Prince William and surrounding counties. Many of our customers view our event as a wonderful addition to the fall activities of our county. We also have the full support of area police, fire departments, and county officials. **The Death Trail has become one of the top DC metro area halloween activities.** People visit our trail from all over the metropolitan area, Fredericksburg, and even from the Shenandoah Valley. For more information about our core values concerning this event please visit our website at www.thedeathtrail.com.

I am writing this letter to make you aware of an exciting opportunity for us to **partner together** to make this year the best Death Trail ever. Our organization's mission is to provide a safe entertaining destination for individuals and families and encouraging them at the end of the trail to live a positive, purpose filled life.

We are currently looking for wonderful businesses like yours to promote during our event in exchange for financial assistance, and goods and services sponsorship. We would be grateful if you could support The Death Trail in any way. In 2014 we had over 6,200 people who attended the trail over six nights. **This year we are expecting 7,000.** That's **over 7,000 potential customers** that could visit your place of business after attending the Death Trail as a result of seeing your brand and what you have to offer.

If you support us, we will include your logo on our website and also place your provided advertising banners on a sponsors wall at our event. We would also be glad to offer a provided promotional item such as a coupon or flyer with each ticket sold. You may also choose to set up a booth at the event each night.

Currently, **we need to raise \$10,000 to offset our costs due to the very low admission fee.** Most attractions of like manner charge anywhere from \$20-\$30 per person, we charge \$10. We are a non-profit and we want families to not be restricted based on income.

Please consider sponsoring in the following ways:

Major Title Sponsor

Lead Sponsor

Support Sponsor

Major Title Sponsor:

For a **donation of \$1,000** you will become one of our **6 major title sponsors.** – Your business will become highlighted for all six nights of the trail, plus major billing on the night of your choosing. (first come basis). The means that if you pick Friday, October 23rd as your day, then you will be promoted on our web site and thru social media as

the key sponsor for that night. On the preferred night your business name will appear on signage as the main title sponsor for that evening. Each employee of your business will get VIP/quick access to the trail and you can provide us with a coupon or handout to give with each ticket sold. For instance, we will be bill the night as “*Your business*” night at The Death Trail.

You may also set up a tent or display at the event to promote any items or services you may have.

Lead Sponsor

For a **donation of \$500** your business will become a **lead sponsor** for this years season and be included in our main list of sponsors. You will also receive front page promotion on our web site and social media pages. A provided banner will be displayed on our main entrance way, and you are allowed to set up a tent or advertising station during the trail hours.

Support Sponsor:

It takes a great deal of resources to provide the level of service and care we offer to our cast and crew and to the patrons of The Death Trail. That is why partnerships with businesses, restaurants, and vendors who can donate food, goods, and services is extremely appreciated.

Each evening we feed dinner to our volunteer cast and crew as a way of saying thank you for their time given. We also provide snacks and beverages during the night while they work the trail.

We also provide a concession area for the patrons of the trail. We sell things like sodas, water, funnel cakes, hot dogs, etc. *A list of goods used on the trail is available for your review upon request.*

Our support sponsors would help us by donating such items thereby lowering the overhead and allow resources to be used to offer more attractions and amenities to the kids, teens, and families who visit the trail.

If you are interested in becoming a sponsor on any level of The Death Trail, please give me call at **571-220-6414** or email me at **thedeathtraildumfries@gmail.com**.

Please feel free to contact me with any additional questions. Thank you for your time, and we hope to partner with you to make a difference in our community.

Sincerely,

Brad Lewis
Executive Director of The Death Trail



YOU'VE NEVER
SCREAMED
THIS MUCH!