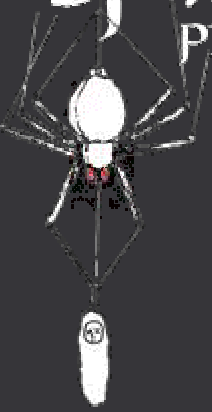


Spiders Preyground 2005 A Haunted Attraction



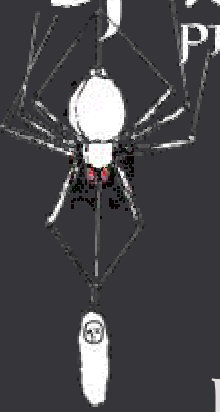
Introduction and analysis.



- Vern Graner – Director/Writer
 - Systems engineer/Programmer
 - Owner of TxIS (ISP)
 - Moderator
 - TxFx group
 - DTXPRESS Group
 - Contributing member
 - Halloween-L
 - Technical Insanity
 - Parallax Forums
 - Beta tester
 - Parallax
 - Rogue Robotics

- Kym Graner – Producer/Designer
 - Costumer/Creature Design
 - Contributing member
 - TxFx group
 - Halloween-L
 - Cub Scout Pack Committee Chair

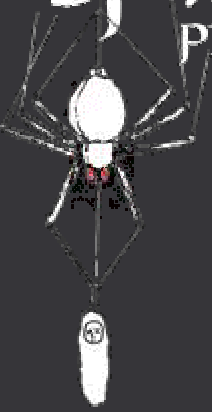
SPIDER'S
PREYGROUND



Members of I.A.H.A. International Association Of Haunted Attractions



SPIDER'S PREYGROUND



Event: Haunted Attraction i.e. "Haunted House"

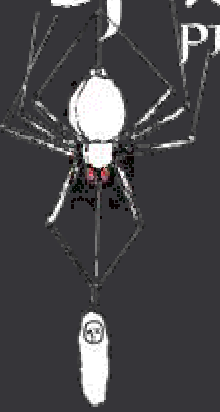
Genre: "B Movie" Style Science Fiction

Rating: PG: monsters, "startle" scares & simulated
danger

Type: Guided Tour

Show Length: 10 minutes

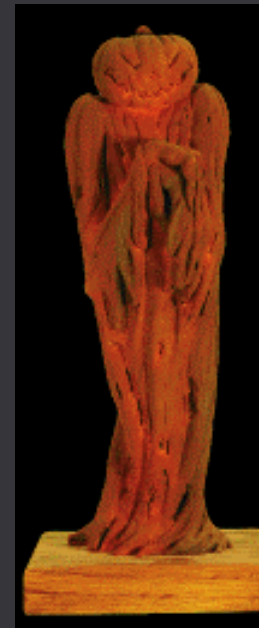
Proven,
Award Winning Show



Winner 2004
International Haunters Choice Awards

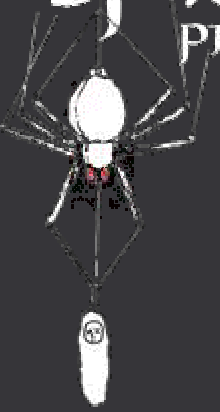


Grand Prize



1st Place
Home Haunt Division

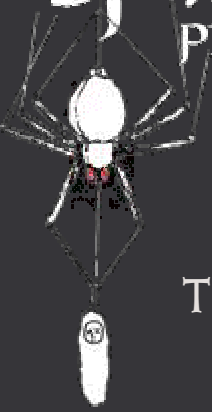
SPIDER'S
PREYGROUND



2005 Ironstock Weasel Ball
Winner 1st Place Centerpiece Prop
Competition

IRONSTOCK

Good to the last prop!



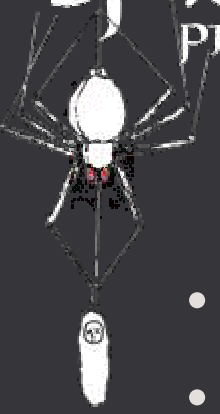
Back story

The Spiders Preyground is based around the mythical “BOrkin Pest Control” company. After the media reports that their Parent Company “Parasol Inc.” has been secretly “recycling” nuclear waste by putting it into BOrkin’s pesticides, a storm of negative attention descends on BOrkin.

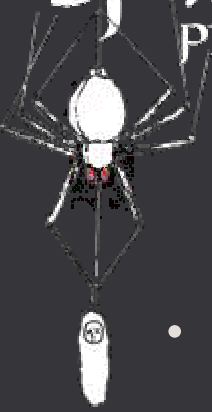
A flurry of rumours begin to circulate about giant mutant spiders, horrific human/arachnid medical experiments and highly toxic pesticide being manufactured in Austin. Feeling itself under siege, BOrkin decides to practice “spin control” by allowing select groups of visitors to be conducted on a highly supervised tour through BOrkin’s previously secret Research and Development facility in Austin to showcase how “Everything Is Under Control”.

During the Public Relations tour through the facilities, guests slowly come to realize that the situation is horribly escalating out of control and the BOrkin personnel are now powerless to stop it. The “tour” degenerates into a flight to safety as mutant venomous spiders, bungling corporate coverups and possibly dangerous untested scientific equipment combine to provide an experience none will soon forget.

SPIDER'S PREYGROUND



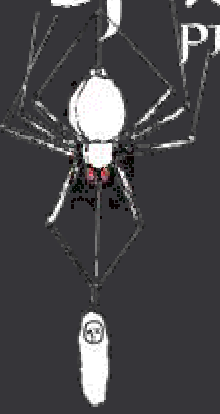
- Science Fiction Theme has wide appeal
- Exciting, Family oriented event
- Engage the community
- Publicity
 - Press Night
 - *STB Productions*
- No Religious overtones
- Supervised safe “Guided Tour”
- No Gore/Blood/Torture/Violence



What does the competition do?

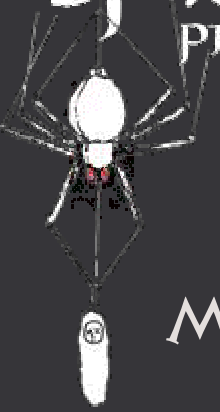
- "We've got a lot of very gory, very bloody stuff"
*Daniel McCullough, House of Torment**
- "For the fear of being suffocated or lost underground, we've put them in crawl tunnels that are really dark."
*Edwin Wise, Haunted Trails at Wild Basin**
- "I had one person hyperventilate and turn blue, and they called the ambulance for her. One of my goals is to give somebody a heart attack."
*"Animal", The Nightmare Factory**

**Austin American Statesman
"XL Cover Story: The Scream Teams"
Oct. 7, 2004*



Is it possible to make
over
\$20,000.00
In a *single* fundraiser?

Lets do the math...



Competitive Analysis

MANSSION OF TERROR

- Where: 2525 Anderson Lane, inside Northcross Mall
- Tickets: \$10

• THE NIGHTMARE FACTORY

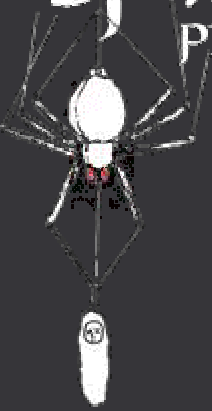
- Where: 17050 S. Interstate 35
- Tickets: \$10-\$25

• HOUSE OF TORMENT

- Where: 2620 Anderson Lane
- Tickets: \$10-\$30

• HAUNTED TRAILS

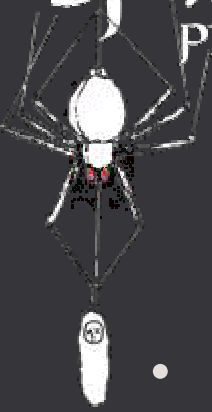
- Wild Basin Preserve, 805 N. Capital of Texas
- Tickets: Reserve in advance, \$35



Ticket prices:

- General Admission \$10.00
 - Presale or Sold at the door
 - First come, first served

- VIP tickets \$25.00
 - Presale, or Sold at the door
 - Includes a *specific* time (on ¼ hours)
 - Includes “waiting room” privileges
 - At the appointed time, escorted to the haunt & go right in, *no waiting in line!*

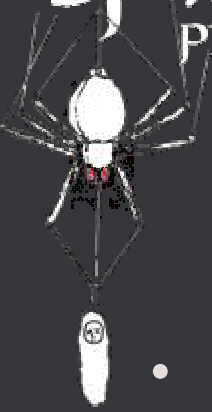


Based on General Admission Price:

- 10 minute show = 6 Shows per hour
- 10 people/group = 60 people/hour
- 60pph X \$10 ticket = \$600.00 per hour
- 3.5 hours per night (7-10:30) = \$2100.00/Day
- 5 days open = \$10,500.00 gross
- 10 days open = \$21,000.00 gross
- **Parallel groups = \$42,000.00 gross**

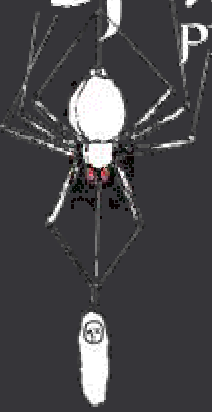
Increase the potential through:

- VIP tickets
- Later hours on weekends
- Concession sales



Benefits over “conventional” fundraiser:

- **No** “door to door” selling (safety)
- **No** carrying product to work to sell for your child
- **No** leftover product to “Eat”
- Items purchased are **reusable** year to year
- You keep **100%** of the door revenue!
- Provides a “captive” audience for your message (VIP room & line time)
- Provide a venue for membership drives



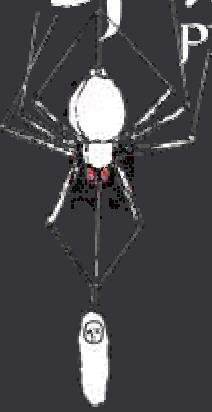
Startup Costs:

- Venue
- Lumber
- Electrical
- Paint
- Advertising
- Insurance

How much does it all cost?

Variables in the equation:

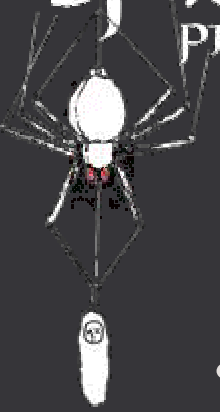
(Cash Cost) – Donations = Out of Pocket?



Startup Costs:

Existing Props “make ready”

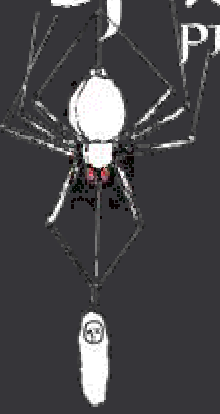
- Giant Spider
 - Decontamination Chamber
 - Trash Can Trauma
 - Spider Slammers
 - Spider Ankle Biters
-
- Prop creations
 - Spider Queen
 - Vortex Tunnel
 - Lab Equipment
 - Costumes



Volunteers

- Assembly Help
 - Carpentry
 - Electrical
 - Decorators
 - Seamstress
- Actors/Actresses
- Concession Operators
- VIP lounge Manager

SPIDER'S
PREYGROUND

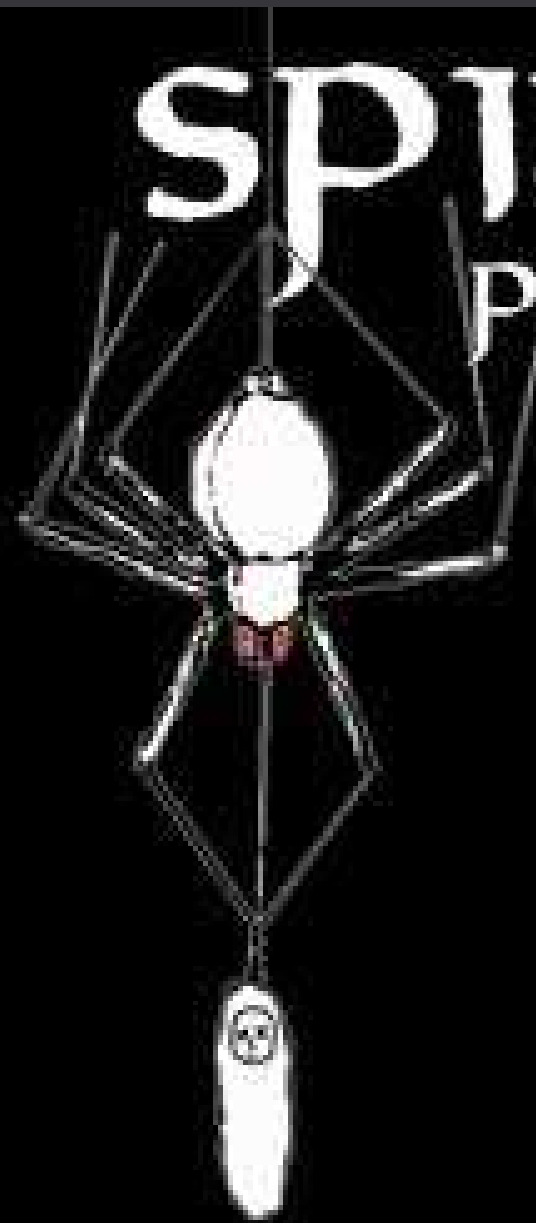


BOOK

US!



SPIDER'S PREYGROUND



Thanks For Listening
Now, it's Your Turn!