

SPONSOR AND PARTNERSHIP OPPORTUNITIES

IT'S JUST A BUNCHA HALLOWEEN

**OCTOBER 2ND - 5TH
2025**

**"IT WAS A PLEASURE TO WELCOME MEMBERS
OF THE ORIGINAL HOCUS POCUS CAST BACK TO
SALEM [THE FILM] HAS HAD SUCH A
SIGNIFICANT IMPACT ON OUR CITY AND DRAWS
THOUSANDS OF VISITORS EACH YEAR TO OUR
COMMUNITY."**

- SALEM MAYOR DOMINICK PANGALLO.

**AN IMMERSIVE WEEKEND FAN EXPERIENCE WITH
VINESSA SHAW, OMRI KATZ, JASON MARSDEN, LARRY BAGBY, TOBIAS JELINEK**



THE RETURN

In 2023, cast members from Hocus Pocus brought the magic of Halloween to Salem, MA! Omri Katz, Vinessa Shaw, Jason Marsden, and Thora Birch hosted a weekend-long celebration, inviting fans to run amuck with a costume party, an autograph meet and greet, and a tour of the film's iconic locations.

In 2024, the magic continued as Omri, Vinessa, and Jason returned—this time joined by Larry Bagby and Tobias Jelinek for another unforgettable experience. Fans got to relive the spooky fun with even more cast members, more surprises, and even more Hocus Pocus nostalgia.

Now, in 2025, they're back once again!

**A generous portion of sponsorship
will be donated to NAGLY,
Salem's LGBTQ youth center.**



MEET THE HOSTS



JASON MARSDEN



VINESSA SHAW



OMRI KATZ



LARRY BAGBY



TOBIAS JELINEK



Reach/Engagement

Earned Media

- **Bloody Disgusting**
- **Mass Live**
- **Salem News**
- **NBC Boston**
- **Fox Zip Trip**
- **Patch**
- **Screen Rant**
- **Haunted Happenings Magazine**

SOCIAL MEDIA REACH

- **Actor's Personal Channels = 161k**
- **Salem's Black Hat Society = 556k**
- **The Horror Squad Podcast = 10k**
- **Salem the Podcast = 3k**
- **Halloween Happy - Halloween influencer = 212k**

Including local and worldwide saturation -

Combined estimated reach = 942k

Total guests directly served = 1000+

Here's how you're performing

Last 12 months ▾

Site Visitors

51,176

+ 765 (last 30 days)

Conversations

625

+ 20 (last 30 days)

Orders

--



No data to report



Post on social media to get more website traffic.

Start



Instagram

Here's how you're performing

Last 12 months ▾



No data to report

Social Views

2,426,311

+ 425,022 (last 30 days)

Performance Score



82



Post on social media to get more website traffic.

Start



Instagram



LAST YEARS EVENTS



THEMED HALLOWEEN BALL

WITHIN SALEM'S HISTORIC HAWTHORNE HOTEL, THE ACTORS PUT A "SPELL OVER THE GUESTS", WITH A UNIQUE EVENT WITH VINTAGE STYLINGS AND DECOR, NESTED IN ANCIENT, CELTIC TRADITIONS OF 'ORE - SAMHAIN!

GUESTS WERE TREATED TO FOOD AND DRINK, LIVE MUSIC & DJ DELIGHTS, ALONG WITH A SAMPLING OF TRADITIONAL GAELIC GAMES AND RITUALS. THE DECOR WAS RETRO IN THEME WITH HINTS OF A CERTAIN FEATURE FILM SCATTERED THROUGHOUT.

VIPS GOT PRIORITY ENTRY, SEATING, AND A PROFESSIONAL PHOTO WITH THE CAST! ALL GUESTS LEFT WITH A SPECIALLY CURATED GIFT BAG!

TICKETS SOLD : 300



H A L L O W E E N

MEET AND GREET

MORE EXCITED FANS GATHERED AT THE SALEM WATERFRONT HOTEL TO MEET THE CAST FOR AN AUTOGRAPH AND PHOTO OP!

SALEM'S OWN, THE HORROR SQUAD PODCAST WAS ON HAND, DELIGHTING GUESTS WITH A LIVE PODCAST RECORDING.

TICKETS SOLD : 400

SOLD OUT





LATE-NIGHT "HOCUS POCUS"-THEMED BURLESQUE AT CINEMA SALEM

**THE CAST HOSTED A BOISTEROUS AND SEXY
EVENING OF "HOCUS POCUS" THEMED
BURLESQUE, WITHIN SALEM'S CELEBRATED ART
HOUSE: CINEMA SALEM.**

**THIS 18+ PRODUCTION FEATURED LOCAL AND
VISITING PERFORMERS, RAFFLE PRIZES AND
MORE!**

SOLD OUT

TICKETS SOLD : 150



EXCLUSIVE "HOCUS POCUS" SCREENING WITH LIVE COMMENTARY AT THE CABOT



IN CONJUNCTION WITH THE HISTORIC CABOT THEATRE IN BEVERLY, MA, FANS GATHERED TO WATCH "HOCUS POCUS" ...AGAIN - BUT WITH THE CAST AS THEY ENTERTAINED WITH A Q&A AND LIVE COMMENTARY! SEATING WAS ASSIGNED, AND THERE WAS AN OPPORTUNITY FOR A VIP EXPERIENCE. VIPS RECIEVED A CHANCE TO MEET AND GET A PHOTO WITH THE ACTORS AFTER THE FILM.

TICKETS SOLD : 600

ALMOST SOLD OUT!

TROLLEY TOUR WITH THE ACTORS

**HOP ABOARD SALEM TROLLEY TOURS TO VISIT
THE ACTUAL FILMING LOCATIONS FROM "HOCUS
POCUS" -**

**BUT THIS WASNT NO ORDINARY TOUR!
THIS TIME THE ACTORS WERE ALONG FOR THE RIDE!
NOT ONLY DID THE FANS GET TO VISIT THE LOCATIONS
FROM THE FILM BUT ALSO GOT A ONE-OF-A- KIND PHOTO
WITH THE CAST MEMBERS AT AT THE FAMOUS HOUSE USED
AS MAX'S HOUSE**

SOLD OUT

TICKETS SOLD : 60



THIS YEARS (TENTATIVE) SCHEDULE



BUNCHA BRUNCH AT FAR FROM THE TREE CIDER (THURSDAY)

**JOIN THE CAST OF HOCUS POCUS FOR AN
EXCLUSIVE BRUNCH FILLED WITH GREAT
FOOD, BEHIND-THE-SCENES STORIES, AND
MAGICAL MOMENTS. A RARE CHANCE TO
CONNECT IN AN INTIMATE SETTING!**

OLD TOWN HALL PHOTO OP (THURSDAY)

**CAPTURE A SPELLBINDING MOMENT WITH THE
CAST OF HOCUS POCUS! JOIN US AT THE HISTORIC
OLD TOWN HALL AFTER THE CITY PARADE FOR
AN EXCLUSIVE EVENING PHOTO OP. DON'T MISS
THIS CHANCE TO SNAP A MAGICAL MEMORY IN A
TRULY ICONIC SETTING!**



THIS YEARS (TENTATIVE) SCHEDULE



BUNCHA TROLLEY TOURS (FRIDAY)

ALL ABOARD FOR A SPELLBINDING JOURNEY! JOIN THE CAST OF HOCUS POCUS ON A GUIDED TROLLEY TOUR TO ICONIC FILMING LOCATIONS AND HISTORIC CITY SPOTS. WITH TWO BACK-TO-BACK TOURS, YOU'LL HAVE TWICE THE CHANCE TO EXPERIENCE THE MAGIC, HEAR BEHIND-THE-SCENES STORIES, AND SEE THE CITY LIKE NEVER BEFORE!

BUNCHA COCKTAILS AND HISTORIC TALES AT PICKERING MANSION (FRIDAY)

STEP BACK IN TIME AT THE HISTORIC PICKERING HOUSE, ONE OF SALEM'S MOST TREASURED LANDMARKS. ENJOY AN INTIMATE EVENING OF HANDCRAFTED COCKTAILS WHILE UNCOVERING THE RICH HISTORY OF THIS ICONIC SITE. WITH FASCINATING STORIES AND A COZY ATMOSPHERE, THIS TOUR OFFERS A PERFECT BLEND OF SALEM'S PAST AND PRESENT.

EXCLUSIVE CEMETERY EXPERIENCE (FRIDAY)

STEP INTO THE WORLD OF HOCUS POCUS WITH OMRI KATZ, TOBIAS JELINEK, AND LARRY BAGBY AT THE ICONIC CEMETERY LOCATION! REVISIT THE UNFORGETTABLE SCENE WHERE MAX, AKA "HOLLYWOOD," LOSES HIS SHOES TO THE BULLIES. HEAR BEHIND-THE-SCENES STORIES, SNAP PHOTOS, AND RELIVE THE MOMENT WHERE THE MAGIC (AND MISCHIEF) BEGAN!

FIRESIDE CHAT & TEA LEAF READING (FRIDAY)

GATHER FOR AN INTIMATE EVENING WITH VINESSA SHAW, WHO BROUGHT ALLISON TO LIFE IN HOCUS POCUS. SETTLE IN BY THE FIRE AT THE HISTORIC PICKERING HOUSE AS SHE SHARES BEHIND-THE-SCENES STORIES AND MEMORIES FROM THE FILM. TO ADD A MYSTICAL TOUCH, A PROFESSIONAL LOCAL TEA LEAF READER WILL OFFER PERSONAL READINGS, MAKING THIS A TRULY ENCHANTING EXPERIENCE.

THIS YEARS (TENTATIVE) SCHEDULE

BUNCHA AUTOGRAPHS AND PHOTOS - MEET N GREET AT SALEM WATERFRONT HOTEL (SATURDAY)

**MEET THE CAST OF HOCUS POCUS FOR AN
UNFORGETTABLE EXPERIENCE AT THE BEAUTIFUL
WATERFRONT HOTEL! GET AUTOGRAPHS, SNAP PHOTOS,
AND EXPLORE A VARIETY OF UNIQUE VENDORS
OFFERING MAGICAL MEMORABILIA AND MORE. DON'T
MISS THIS CHANCE TO CONNECT WITH THE STARS AND
TAKE HOME SOME SPECIAL SOUVENIRS!**

BUNCHA HALLOWEEN TRIVIA AND BAR HANG AT THE DERBY (SATURDAY)

**TEST YOUR HOCUS POCUS KNOWLEDGE ALONGSIDE THE
CAST IN A FUN-FILLED TRIVIA NIGHT! ENJOY DELICIOUS
FOOD, DRINKS, AND FRIENDLY COMPETITION AS YOU
BATTLE FOR THE TITLE OF ULTIMATE FAN. WITH EXCITING
PRIZES AND BEHIND-THE-SCENES STORIES, THIS IS A NIGHT
YOU WON'T WANT TO MISS!**

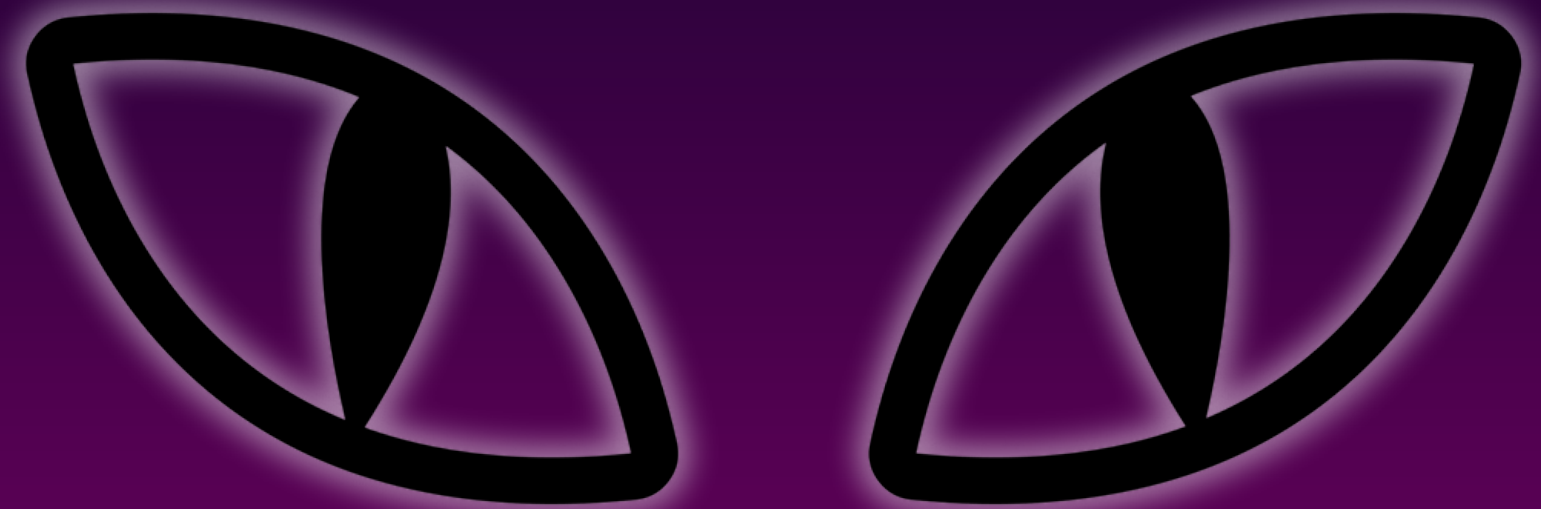
BOO!



THIS YEARS (TENTATIVE) SCHEDULE

BUNCHA TROLLEY TOUR (SUNDAY)

ALL ABOARD FOR A SPELLBINDING JOURNEY! JOIN THE CAST OF HOCUS POCUS ON A GUIDED TROLLEY TOUR TO ICONIC FILMING LOCATIONS AND HISTORIC CITY SPOTS. WITH TWO BACK-TO-BACK TOURS, YOU'LL HAVE TWICE THE CHANCE TO EXPERIENCE THE MAGIC, HEAR BEHIND-THE-SCENES STORIES, AND SEE THE CITY LIKE NEVER BEFORE!



"HOCUS POCUS SCREENING WITH LIVE COMMENTARY" AT THE CABOT THEATRE IN BEVERLY (SUNDAY)

WRAP UP A MAGICAL WEEKEND WITH A SPECIAL SCREENING OF HOCUS POCUS AT THE HISTORIC CABOT THEATRE! CELEBRATE THE FILM WITH FELLOW FANS AND ENJOY AN EXCLUSIVE Q&A WITH THE CAST. VIP GUESTS WILL RECEIVE PRIORITY SEATING AND A SPECIAL PHOTO OP WITH THE CAST, MAKING THIS AN UNFORGETTABLE WAY TO END THE EXPERIENCE!



BASIC SPONSORSHIP

"HOLLYWOOD"



\$500

- TEXT LISTING ON OFFICIAL EVENT WEBSITE
- PROMINENT MENTION VIA EVENT SOCIAL MEDIA CHANNELS

\$1000

- PREVIOUS TIERS - PLUS
- LOGO LISTING ON EVENT WEBSITE AND PRINTED MATERIALS
- AT LEAST ONE (1) GRATITUDE MENTION FROM SELECT CAST MEMBERS' SOCIAL MEDIA.



GENERAL OPPORTUNITIES

"AMUCK AMUCK AMUCK"



\$2500

WITH THE CHOICE OF ONE EVENT

- **TRIVIA NIGHT**
- **SIGNATURE EVENT**
- **CABOT SCREENING**



EXCLUSIVE TO EACH EVENT

- **PROMINENT MENTION THROUGH EVENT SOCIAL MEDIA CHANNELS**
- **LOGO LISTING ON OFFICIAL EVENT WEBSITE, EVENT POSTER AND PRINTED MATERIALS**
- **GRATITUDE MENTION FROM SELECT CAST MEMBERS**

PLUS

**TWO (2) COMPLIMENTARY SIGNATURES AND
SELFIES WITH THE CAST AND TWO (2) TICKETS
TO CHOSEN SPONSORED EVENT.**

EVENT SPONSORS

"SISTAHS!"



\$5000

WITH THE CHOICE OF ONE EVENT

- **TRIVIA NIGHT**
- **SIGNATURE EVENT**
- **CABOT SCREENING**

- **PROMINENT MENTION THROUGH EVENT SOCIAL MEDIA CHANNELS**
- **"EVENT SPONSOR" PLACEMENT ON ALL MATERIALS AND SIGNAGE**
- **LINKED LOGO ON THE OFFICIAL EVENT WEBSITE AND EVENT SPONSORS**
- **GRATITUDE MENTION FROM SELECT CAST MEMBERS**

PLUS -

**FOUR (4) COMPLIMENTARY SIGNATURES AND
SELFIES WITH THE CAST AND FOUR (4) VIP
TICKETS TO CHOSEN SPONSORED EVENT.**



TITLE SPONSOR - FULL WEEKEND

"BLACK FLAME"!

\$10,000

- **PREVIOUS TIERS MENTIONED, AS "TITLE SPONSOR"**
- **2 VIP TICKETS TO THE TRIVIA NIGHT**
- **COMPLIMENTARY GROUP PHOTO AND (2) AUTOGRAPHS FROM THE CAST AT THE SIGNING EVENT.**
- **2 TICKETS TO THE PICKERING HOUSE COCKTAIL.**
- **2 TICKETS ABOARD THE SALEM TROLLEY TOUR.**
- **2 VIP SEATS TO THE SCREENING.**
- **VIP GIFT BAG - 2X**

\$25,000

- **ALL PREVIOUS TIERS PLUS**
- **DEDICATED VIDEO HIGHLIGHTING YOUR BUSINESS/PRODUCT BY SELECT CAST MEMBERS**
- **4 VIP TICKETS TO THE TRIVIA NIGHT**
- **COMPLIMENTARY GROUP PHOTO AND AUTOGRAPHS AT THE SIGNING EVENT.**
- **4 TICKETS TO THE PICKERING HOUSE COCKTAIL**
- **4 TICKETS ABOARD THE SALEM TROLLEY TOUR**
- **4 VIP SEATS TO THE SCREENING AND VIP AFTER PARTY AT THE CABOT.**
- **2 TICKETS TO BRUNCH WITH THE CAST.**
- **VIP GIFT BAG - 4X**



OCTOBER 2ND – 5TH, 2025



CONTACT US !

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