

**IT'S JUST A BUNCH A
HALLOWEEN!!!**

**SALEM MASS
OCT. 11-13**

**AN IMMERSIVE WEEKEND FAN EXPERIENCE WITH
CAST MEMBERS FROM THE FEATURE FILM
HOCUS POCUS**

**SPONSOR AND PARTNERSHIP
OPPORTUNITIES**



THE RETURN!

Last October, cast members from the feature film *Hocus Pocus* celebrated Halloween in Salem, MA!

Omri Katz, Vinessa Shaw, Jason Marsden, and Thora Birch produced a unique weekend long Halloween event, inviting hundreds of fans to run amuck with a costume party, an autograph meet and greet, and a tour of the film's locations.

In 2024 they're back and bringing some friends!



MEET THE CAST

Omri Katz, Jason Marsden, Thora Birch, Vinessa Shaw and Special Guests!

JOINING US THIS YEAR



LARRY BAGBY & TOBIAS JELINEK

Watch out “Hollywood”!
“Jay” and “Ice” will be on
hand for all the fun!

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 = 29k
- The Horror Squad Podcast = 2k
- Salem the Podcast = 3k
- Halloween Happy - Halloween influencer = 64k

Including local and worldwide saturation -
Combined estimated reach = 260k

Total guests directly served = 1000+

PREVIOUS IMPACT

Local Contractors hired - 40+
Local businesses supported - 30+
Donation to Nagly LGBTQ Youth Center - \$2500



“It went fantastically because we had support from locals who love the film and love the city,” enthused Marsden. “We made it clear we wanted to use local talent and businesses, and celebrate what’s here.”

A WHOLE WEEKEND OF EVENTS



"IT'S JUST A BUNCHA SAMHAIN" THEMED HALLOWEEN BALL

FRIDAY NIGHT - OCT 11

Within Salem's historic Hawthorne Hotel, the actors will put a "spell over the guests", with a unique event with vintage stylings and decor, nested in ancient, Celtic traditions of 'ore - SAMHAIN!

Guests will be treated to food and drink, live music & DJ delights, along with a sampling of traditional Gaelic games and rituals. The decor will be retro in theme with hints of a certain feature film scattered throughout.

VIPs will get priority entry, seating, and a professional photo with the Cast! All guests will leave with a specially curated gift bag!

EXPECTED - 350+ Guests



AUTOGRAPH MEET N GREET



SATURDAY DAY OCT 12

The next day, more excited fans will gather at the Salem Waterfront Hotel to meet the cast for an autograph and photo op!

Salem's own, The Horror Squad Podcast will be on hand, delighting guests with a live podcast recording.

Expected Attendance - 600+

“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.



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

SATURDAY EVENING

The cast will host a boisterous and sexy evening of "Hocus Pocus" themed Burlesque, within Salem's celebrated art house: Cinema Salem.

This 18+ production will feature local and visiting performers, raffle prizes and more!

EXPECTED -149 Guests



EXCLUSIVE SALEM TROLLEY TOUR WITH THE ACTORS!!



SUNDAY MORNING - OCT 13

Hop aboard Salem Trolley Tours to visit the actual filming locations from “Hocus Pocus” - but this will be no ordinary tour!

This time the actors will be along for the ride! Not only will fans get to visit the famed locations but also get a one-of-a-kind photo with the cast members at every stop.

EXPECTED - 60+ Guests (two back to back tours), opportunity for sponsors to provide gift bags.

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

SUNDAY NIGHT

In conjunction with the historic Cabot Theatre in Beverly, MA, fans will gather to watch "Hocus Pocus"...again - but with the cast as they entertain with a Q&A and live commentary!

Seating will be assigned, and there will be an opportunity for a VIP experience.

VIPS will get a chance to meet and get a photo with the actors after the film.

EXPECTED - 850+ Guests





SPONSORSHIP AVAILABILITY

This full weekend of hocus pocus allows for magickal opportunities of involvement! If you would like to be part of this unforgettable experience and at the same time saturate further awareness for your brand - we have several options for you to choose from!

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



SPONSOR OPPORTUNITIES

BASIC "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.



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GENERAL OPPORTUNITIES

"AMUCK AMUCK AMUCK"

\$2500

MASQUERADE BALL

\$2500

SIGNING EVENT

\$2500

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.

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EVENT SPONSORS

“SISTAHS!”

\$5000

MASQUERADE BALL

\$5000

SIGNING EVENT

\$5000

CABOT SCREENING

Exclusive to each event

- Previous tiers mentioned as “Event Sponsor”
- “Event Sponsor” placement on all materials and signage
- Linked logo on the official event website

AND

Four (4) complimentary signatures and selfies with the cast and Four (4) VIP tickets to chosen sponsored event.

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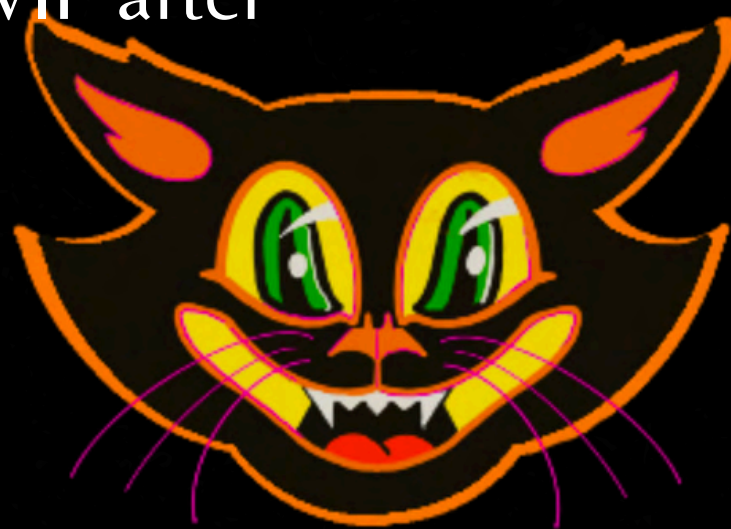


TITLE SPONSOR - FULL WEEKEND "BLACK FLAME"!

\$10,000

- Previous tiers mentioned, as "TITLE SPONSOR"
- 2 VIP tickets to the Masquerade Ball
- Complimentary group photo and autographs at the signing event.
- 2 tickets to the burlesque performance at Cinema Salem
- 2 tickets aboard the Salem Trolley tour.
- 2 VIP seats to the screening and VIP after Party at the Cabot.
- VIP Gift bag - 2X

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\$25,000

One (1) Available

- All previous tiers PLUS
- Dedicated video highlighting your business/product by select cast members
- 4 VIP tickets to the Masquerade Ball
- Complimentary group photo and autographs at the signing event.
- 4 tickets to the burlesque performance at Cinema Salem
- 4 tickets aboard the Salem Trolley tour
- 4 VIP seats to the screening and VIP after Party at the Cabot.
- Invite to dinner for two (2) guests with the cast members.
- VIP Gift bag - 4X

JOIN US

CONTACT INFO

info@itsjustabunchahalloween.com

818 400 7522



**IT'S JUST A BUNCHA
HALLOWEEN!!!
OCT 11 - 13 2024**

**WITH
VINESSA SHAW
OMRI KATZ
JASON MARSDEN
TOBIAS JELINEK
LARRY BAGBY**

