

2025 GHOSTS OF THE GRAND SPONSORSHIP PACKAGE

Event Dates: October 17-31

Event Hours: 7 PM - 10 PM

Event Address: 187 High St NE, Salem, OR 97301

Become a Part of the Fear.

Ghosts of the Grand is Salem's premier immersive haunted experience, drawing over 1,500 brave souls during its 2024 debut and quickly cultivating a devoted fanbase of 1,700+ followers. Set inside the historic Grand Theatre, our production blends live performance, eerie storytelling, and theatrical scares into an unforgettable journey that keeps audiences coming back and chatting long after the final scare.

The Salem Reporter praised the event as "likely the most fun I had on the job as a reporter in Salem in 2024". Also adding that it was "both hilarious and unsettling," noting that "the actors and ambiance were incredibly well done" .

This is your chance to align your brand with a celebrated community event that captivates locals and tourists alike- and offers sponsors an unforgettable way to get seen... from beyond the veil.

Estimated Attendance: 2000-3000

AUDIENCE DEMOGRAPHICS:

Audience

Demographics

Trends

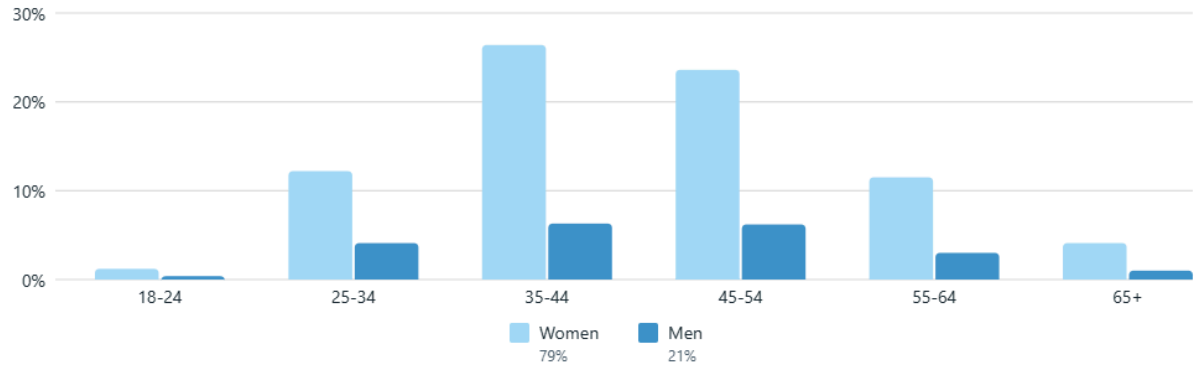
Potential audience

Followers

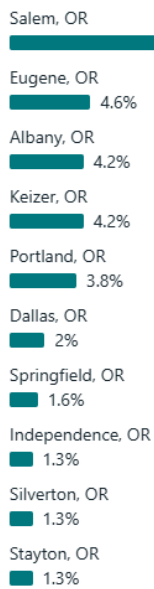
Lifetime

1,273

Age & gender



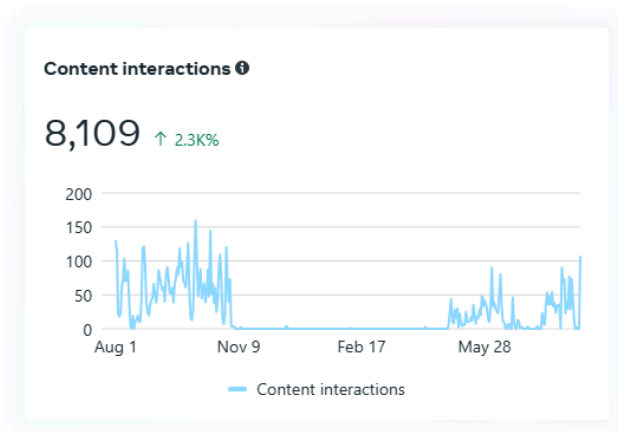
Top cities



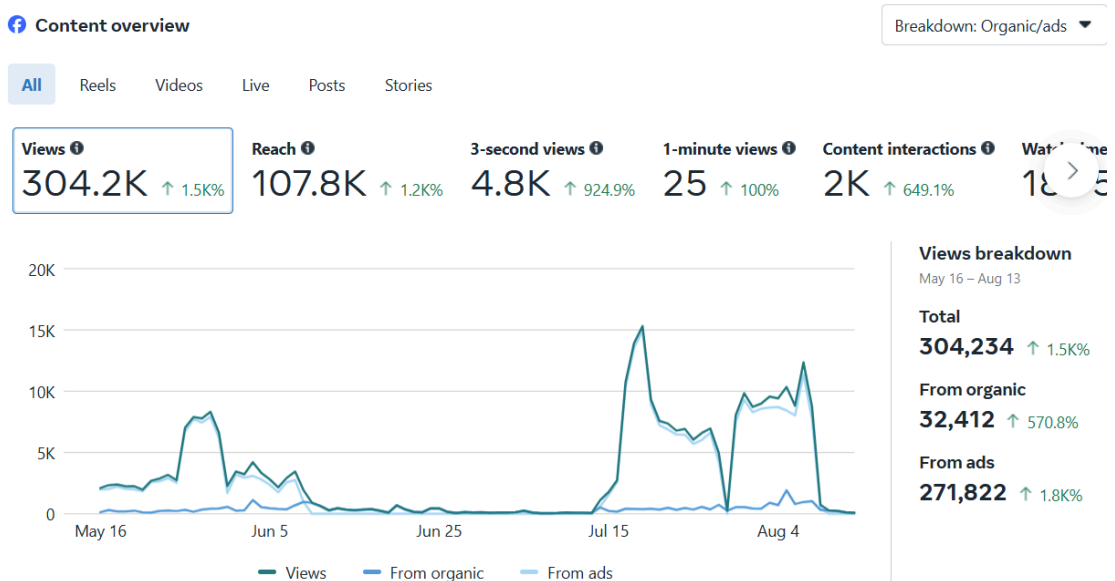
Top countries



METRICS (2024-2025)



CONTENT OVERVIEW (LAST 90 DAYS)



SPONSORSHIP OPPORTUNITIES:

	CURSED CONTRIBUTOR	WEB HAUNTER	WRISTBAND SPONSOR	SPEAKEASY SPONSOR	TITLE SPONSOR
Price	\$150	\$250	\$1000	\$1800	\$3500
Included Tickets	2 GA	4 GA	2 VIP	4 VIP	10 VIP
Employee/Friend Discount	N/A	N/A	10%	20%	30%
Social Media Shoutouts	1 Story	1 Post	2	3	5
Logo on Website	✓	✓	✓	✓	✓
Logo on Sponsor Banner	✓	✓	✓	✓	✓
Email Blast to Subscribers	✗	✓	✓	✓	✓
Logo on All Wristbands	✗	✗	✓	✗	✓
Branded Bar & Custom Cocktail	✗	✗	✗	✓	✗
Included in Press Releases	✗	✗	✗	✓	✓
Private Ghost Hunting Tour	✗	✗	✗	6 People	10 People
Private Midnight Haunt Tour	✗	✗	✗	✗	30 People
Logo on all Tickets	✗	✗	✗	✗	✓
Logo on Photobooth Layout	✗	✗	✗	✗	✓

Title Sponsor - \$3500 (2 Available)

Ghosts of the Grand Presented by [Your Brand]

- Logo on all tickets
- "Presented by [Your Brand]" on press releases and flyers
- Top Placement on Sponsor Banner at entrance of Haunt
- Top Placement on Sponsor Website Page
- Dedicated Sponsor Email Blast
- 5 Social Media Posts (2 Posts, 1 Reel, 2 Stories)
- Logo placed on custom Photobooth Layout
- Midnight Private Walk-Through of the haunt for up to 30 people
- Private Ghost Hunting Session for up to 10 people
- 30% employee ticket discount
- 10 VIP tickets

Speakeasy Sponsor - \$1800 (Only 1 Available)

Sponsor our on-site Speakeasy

- Branded signage/menu inside bar
- One themed cocktail named after your brand
- “Speakeasy brought to you by [Your Brand]” included on press releases
- Website placement on Sponsor Page
- Included on Sponsor Email Blast
- Included on Sponsor Banner at the entrance of the Haunt
- 3 Social Media Posts (1 Post, 1 Reel, 1 Story)
- Private Ghost Hunting Session for up to 6 people
- 20% employee or friend ticket discount
- 4 VIP tickets

Wristband Sponsor - \$1000 (9/15 Deadline)

- Logo on all wristbands (1,500+ impressions)
- Website placement on Sponsor Page
- Included on Sponsor Banner at the entrance of the Haunt
- 2 social media mentions (1 Post, 1 Story)
- Included on Sponsor Email Blast
- 10% employee or friend discount
- 2 VIP tickets

Web Haunter - \$250

- Logo + link on sponsor webpage
- Included on Sponsor Banner at the entrance of the Haunt
- Included on Sponsor Email Blast
- Social Post
- 4 comp tickets

Cursed Contributor - \$150

- Included on Sponsor Banner at the entrance of the Haunt
- Social Story Shout-Out
- Name listed on Sponsor Page of our website
- 2 comp tickets

EASY ADD-ONS

Photobooth Branding - \$300

- Logo on custom photobooth overlay
- Social promo mention

Custom Cocktail Sponsor - \$400

- A themed cocktail or mocktail named after your brand
- Branded drink menu placement
- Social media highlight

Logo on All Tickets - \$500

- Logo on all tickets (online or printed)
- Social promo mention

Private Ghost Tour or Dark History Walking Tour - \$300

- Choose between a guided Ghost Tour in the 125 year old basement of The Grand Theatre or a guided Dark History Walking Tour through the streets of Downtown Salem
- Good for up to 12 People (inquire for more information or larger groups)

Private Midnight Haunt Tour - \$500

- A Private Haunt after close, just for your and your group
- Good for up to 25 People (inquire for more information or larger groups)
-

Halloween Party or Private Event - \$1000

- Rent out the space for an evening for a Halloween, Birthday, or any party your spooky heart desires
- Please inquire for available dates - pricing may vary

QUESTIONS, COMMENTS, IDEAS?

We're incredibly grateful for your time and interest in supporting Ghosts of the Grand. Every sponsor plays a vital role in bringing this immersive experience to life, and we're always open to unique ideas, in-kind sponsorships, or custom collaborations beyond the tiers listed here. Our team is passionate about creating fun, high-quality events that bring people together and celebrate what makes Salem special. Thank you for considering a partnership with us, we'd be honored to have you be part of the story.

Stay Spooky our Friends,

Chelsea Opfer & The Ghost of the Grand Family

Salem Haunt Club

salemhauntclub@gmail.com