



SIoux FALLS JAYCEES

SPONSORSHIP OPPORTUNITIES

HALLOWEEN MEANS FUNDRAISING



FUN FACTS

All Jaycees Feargrounds actors, staff, managers and builders are volunteers. Some of our volunteers clock over 150 hours in a season dedicated to this project.



70+
VOLUNTEERS



2,760
VOLUNTEERED
HOURS



45+
YEARS IN
SIOUX FALLS

THE JAYCEES FEARGROUNDS IS A BIG DEAL

Halloween isn't just about being scary. For the Jaycees Feargrounds, it's about scaring for a cause. Each year since 1974, dozens of volunteers assemble to build one of the scariest haunted houses in the state of South Dakota.

Building Leaders

Our goal is to provide future community leaders with a creative way to give back to the community, gain leadership and teamwork experience, all while simultaneously raising money for projects that give back to the Sioux Falls Community.

The Project

Each year, over 70 volunteers assemble in early September. The goal: to build a 5000+ square foot haunted house inside of the Fine Arts Building at the W.H. Lyon Fairgrounds. Constructing a house of this size is not an easy task, but each year volunteers of all ages and backgrounds come together to build something fun, scary and safe.

Creating a Haunted House

Volunteers design everything, crafting a story that influences floor plans, special effects, costumes, scare tactics and safety features. Under the careful eye of our management team, our volunteers then get hands-on experience building walls, designing sets, creating costumes and collaborating to create something bigger than themselves.

Building a Scare Family

Each year, our volunteers push the boundaries of possibility, constructing a haunted house in under a month, and building long-lasting relationships and leadership skills; all while learning the value of giving back. This has been a Sioux Falls Jaycees tradition for over 45 years!

WE SCARE
BECAUSE WE CARE.
FUNDS ARE INVESTED BACK
INTO OUR COMMUNITY.

The Sioux Falls Jaycees are committed to serving our community through multiple give-back projects, and the Jaycees Feargrounds haunted house is the primary fundraiser to support these projects annually. We thank you for supporting the Sioux Falls Jaycees!

Holiday Gifts for Kids

The Holiday Gifts for Kids program has filled the gap left when Toys for Tots left this region. Our project annually provides Christmas gifts to **MORE THAN 400 FAMILIES** in need, with **OVER 1600 CHILDREN** in the Sioux Empire receiving gifts.

4th of July Celebration

The Sioux Falls Jaycees have traditionally hosted the 4th of July fireworks show at the fairgrounds for **OVER 50 YEARS!**

Casino Nights

The Sioux Falls Jaycees provide entertainment to local business, organizations and schools through Casino Nights, teaching volunteers event management and customer service skills.

And more!

The Sioux Falls Jaycees also give back to the community through many smaller projects such as our Sandbox Fill & Support our Troops projects, and partners with other organizations including Feeding South Dakota, Relay for Life and the Washington Pavilion.





5,000 ATTENDEES

Over a four-year period, the Jaycees Feargrounds has an average annual attendance of 5,000 people, including our Kids Day for younger children.



46,000 PAGE VIEWS

In 2019, the Jaycees Feargrounds and Sioux Falls Jaycees websites had more than 46,000 page views by over 10,000 unique users, doubling your sponsorship exposure.



207,000 IMPRESSIONS

We had more than 8,500 Facebook followers and over 207,000 Facebook impressions during the 2019 haunt season, with more than 50% of these impressions in October alone!



78,000 IMPRESSIONS

Many users get the information they need right from our Google listings, which had more than 78,000 impressions in 2019.



1,500+ EMAIL CONTACTS

Our email list has more than 1,500 valid addresses. We use it exclusively to share special ticket pricing with customers while giving sponsors like you a shout out!



AUDIENCE

49% of all Jaycees Feargrounds site traffic was a referral or direct visit, more than 85% of site traffic is mobile, and roughly 74% of our audience is Female.

MARKETING OPPORTUNITIES

Sponsoring the Jaycees Feargrounds is more than just making a donation. It's a marketing opportunity to get in front of our annual average of 5,000 in-person attendees and 20,000 online viewers.

Tax-Deductible Donation

The Sioux Falls Jaycees are a 501(c)(3) non-profit organization that is run exclusively by volunteers. This means that 100% of your tax-deductible donation goes into our projects, to local vendors, and back to our community.

Sponsorship Packages

Give back to your community in the most Halloween way possible while getting exposure to our unique audience! We offer four levels of sponsorships, with the option to sponsor an individual room. Sponsoring a room give your company exclusive rights to product placement.



“This is, by far, the most fun haunt I have ever worked with; a true haunt family.”

– Tamara Parliament

SPONSORSHIP PACKAGES

The Jaycees Feargrounds is seeking to partner with local businesses in order to reach every part of the community.



BRONZE SPONSOR: \$500

- Four (4) Fast Passes
- Four (4) Tickets
- One (1) Tagged Facebook Post
- One (1) Facebook Giveaway



SILVER SPONSOR: \$1,000

- Six (6) Fast Passes
- Eight (8) Tickets
- One (1) Tagged Facebook Post
- One (1) Facebook Giveaway
- On-Site Character Photo Op*
- Logo on Feargrounds/Jaycees Website
- Logo on Queue Line TVs
- Sponsor Banner at House
- Emcee Thank You



GOLD SPONSOR: \$1,500

- Eight (8) Fast Passes
- Ten (10) Tickets
- Two (2) Tagged Facebook Posts
- One (1) Facebook Giveaway
- On-Site Character Photo Op*
- Logo on Feargrounds/Jaycees Website
- Logo on Queue Line TVs
- Sponsor Banner at House
- Emcee Thank You
- Logo in Email Campaign
- Queue Merchandise Giveaway
- Logo on Coupons if Available

THANK YOU!

PREMIER SPONSOR: \$2,000

- Ten (10) Fast Passes
- Twenty (20) Tickets
- Four (4) Tagged Facebook Posts
- One (1) Facebook Giveaway
- On-Site Character Photo Op*
- Logo on Feargrounds/Jaycees Website
- Logo on Queue Line TVs
- Sponsor Banner at House
- Emcee Thank You
- Logo in Email Campaign
- Queue Merchandise Giveaway
- Logo on Coupons if Available
- Logo on Thank You Emails
- Naming Rights on Fast Pass
- Logo on Floor Walkway

On-Site Character Photo Op*

Looking for a little Halloween fun? Invite the Jaycees Feargrounds characters to visit your location for staff interaction and photo opportunities. This is optional, of course, but our characters love mingling with business staff and bringing spooky spirit to unsuspecting victims the week before Halloween!



For information on how you can become a part of the
Jaycees Feargrounds family, please contact us.

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JAYCEESFEARGROUNDS.COM

The Jaycees Feargrounds is a Sioux Falls Jaycees project intended to raise funds to support other community projects. The Sioux Falls Jaycees is a non-profit organization so donations may be tax deductible. EIN #46-0368718