



NIGHT TERRORS HAUNTED WOODS WALK



Take Flight Adventures - 506 Route One, Kittery, ME 03904 Phone:(207)439-8838

2018 GROUP FUNDRAISING PROGRAM

Background

Night Terrors Haunted Woods Walk is a professional, community Halloween attraction operating in partnership with Take Flight Aerial Adventure Park on Route 1 in Kittery. Night Terrors was started in 2001 by Steve Workman as a “home haunt.” It was a combination of his twisted imagination, community support and 100’s of dedicated volunteers working for over a decade to grow this event from a backyard in Kittery to its seventh season delivering a half mile of twists, turns and screams at Take Flight.

What sets Night Terrors apart from profit-driven, professional haunts? We maintain a community-centered focus and rely almost exclusively on volunteer labor. The construction and operation of a haunted attraction is very costly. In fact, there is little difference between a large professional amusement park haunt and our professional community haunt, if you allow for scale, as we must address all the same issues, codes and incidental operating cost. It would be impossible for Night Terrors to cover its expenses and maintain an affordable ticket price without the support of 100’s of volunteers, a small dedicated staff and its business sponsors. Each year countless volunteer hours go in to the construction, operation (40 people per night!) and cleanup. Without this volunteer support Night Terrors would not be able to operate.

Group Volunteer Program & Fundraising Overview

Night Terrors success is directly related to our relationships within our local communities. We know that we cannot do this without the volunteer support and so we provide community service and internship opportunities in partnership with local schools and colleges. We also keep the charitable history of community haunted attractions alive by donating a percentage of ticket sales to organizations such as non-profits, schools and churches who commit a group of individuals to act in the haunt for one or more nights - the more they work, the more they earn! The unique nature of this event fosters teamwork and creativity in a fun setting. It is a truly enjoyable way of fundraising for dozens of local organizations. This is why groups from the Seacoast area continue to come back year after year.

How It Works

Night Terrors donates \$1.50 from each haunted walk ticket sold during the 2018 Season to the fundraising pool. At the end of the season, each participating volunteer group receives a percentage of those funds. To be eligible to receive a donation, groups must meet the minimum guidelines listed below. This is necessary as Night Terrors is not able to cover staffing shortages once a night has been reserved for your group. If a group’s night is cancelled for any reason we will offer an alternate night when possible. If the group cannot do the alternate night or no other night is available, the group will not be eligible to receive a donation.



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Group Guidelines

All volunteer groups are committed to:

- A minimum of 12 volunteer actors is required to receive a group donation.
 - Groups may consist of youth in grades 9 & up and adults.
 - Younger volunteers must be accompanied by a parent or guardian.
- All groups must designate an adult leader as the primary point of contact.
- **School-age groups must provide a minimum of two adults to assist with supervision of the youth.** Adult supervisors count toward your 12 if they are also acting, otherwise they do not contribute towards your 12 actors.
- Groups may request specific nights and we accommodate those requests on a first-come, first-in basis.

Your organization will receive a percentage for every group of 12 you provide and for every night a group works; thus, increasing your fundraising potential. Organizations may provide multiple groups of 12 (up to 3 per night depending on our need) and/or volunteer for multiple nights.

Finally, your ability to raise funds is directly tied to the success of the entire season - the more people that attend – the more money we have to distribute to our volunteer groups. For this reason, groups are expected to assist with advertising. We provide postcards, posters and social media outlets to help you get the word out. Contact us directly to discuss your organization and we will do everything we can to provide you with the necessary information and materials.

What Night Terrors Provides

- After registering, your group will be provided with a volunteer information packet with specific instruction. This will include a youth participation form and waiver that must be signed by a parent/guardian for anyone under 18 and/or still in high school.
- Electronic & hardcopy marketing materials to promote the season (posters, postcards).
- Acknowledgment/exposure of your group through our social media outlets and website.
- A donation to your group as described above. Donations will be made at the end of Take Flight's fiscal season.– *This typically occurs the end of December.*

Additional Information

- The Tuesday before your scheduled event, a Night Terrors Team Member will contact your group to confirm volunteer numbers and answer any last-minute questions
- Groups are encouraged to work multiple nights
- Please understand that the evening starts as controlled chaos (arrival, costuming, directions, placement). Volunteers will be assigned roles according to our needs though we try to accommodate preferences whenever possible. Participants are making a commitment for the entire night.
- Night Terrors makes no guarantee of minimum funds raised as the event is subject to conditions beyond control (weather, etc.)



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Night Terrors 2018 Schedule

Date	Day	*Operation	Arrive	Group(s) Committed
Oct 12	Friday	7-10 pm	5:15pm	
Oct 13	Saturday	7-10 pm	5:15pm	
Oct 18~College Night	Thursday	7-10 pm	5:15pm	
Oct 19	Friday	7-10 pm	5:15pm	
Oct 20	Saturday	7-10 pm	5:15pm	
Oct 25~Corporate Night	Thursday	7-10 pm	5:15pm	
Oct 26	Friday	7-10 pm	5:15pm	
Oct 27	Saturday	7-10 pm	5:15pm	
Oct 28	Sunday	7-10 pm	5:15pm	
Oct 30	Tuesday	7-10 pm	5:15pm	

* Ticket sales stop at 9:45pm; however, we continue to operate until all ticket holders have completed the walk. On a very busy night this can go as late as 11pm

Thank you for your time and consideration. We hope to work with you this season! If you would like additional information on the event or sponsorship options, please contact Sarah Derick: Sarah@TakeFlightAdv.com or call 207-439-8838 and ask for Sarah.

Thank you again for your interest!



Sarah Derick
VP Operations
Take Flight Adventures