



**NILES
SCREAM PARK**

**2025
SPONSORSHIP
INFORMATION**

NILES SCREAM PARK



BUSINESS OFFICE:

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“MICHIANA HELPING MICHIANA”

Since the Niles Haunted House began, its main goal has been to help the communities it entertains. The idea has been of giving back a fund raising opportunity to the area while providing a popular Fall activity for everyone to enjoy. This remains its goal today.

It started with the Greater Niles Jaycees in 1974 and expanded in 1988 to include adult philanthropic organizations like Optimists, Beta Sigma Phi, Buchanan College Club, Berrien Springs Civic League and Civitan. It also helps youth organizations such as Boy Scouts, Cub Scouts, Girl Scouts and church youth groups as well as animal protection associations like Pet Refuge and Pets Connect. One of the largest groups that benefit are school booster groups for area high schools. Band, vocal, athletics, cheerleaders, Project Graduations and specific clubs like Drama and Yearbook make this part of their annual fund raising program. For some groups it is their only fund raiser. Donations also have been made to the Hope Rescue Mission, American Cancer Society: Relay for Life, St. Jude's Research Hospital, the American Diabetes Association, Ronald McDonald House and Salvation Army.

In addition, college scholarship programs have been established in three area high schools to encourage high school students to further their educations. Since records started being kept in 1996, over \$2,500,000 have been earned by these various groups and others enabling them to operate youth programs, beautify our area, help the under-privileged, provide a safe environment for people and animals and expand the minds and horizons of our area's young people.

The Niles Scream Park project does not just benefit the community of Niles. Our volunteers and groups come from all walks of life, all age groups and most importantly from all over the Michiana area. We have had groups and individuals from the following locations in Michigan and Indiana: Baroda, Benton Harbor, Berrien Springs, Bridgman, Buchanan, Cassopolis, Centreville, Decatur, Dowagiac, Eau Claire, Elkhart, Edwardsburg, Galien, Granger, Hartford, Kalamazoo, Lakeside, LaPorte, Mishawaka, New Buffalo, New Carlisle, Osceola, Paw Paw, Plymouth, Portage, River Valley, St. Joseph, South Bend, Stevensville and Three Oaks.

The Niles Scream Park has been called a “mini United Way.” That is a great way to think about us because like the United Way, we benefit not just one group or individual, but many. A dollar spent at the Niles Scream Park is divided many ways and the benefits of that dollar ripple out to many communities!

Many groups benefit from their participation at the Niles Scream Park. The organizations and groups work for many different reasons and causes. Below are a few short sketches of some of the groups and volunteers.

BOY SCOUTS OF AMERICA

These youth organizations are long-time volunteers at the Scream Park and the old Fun House. The most recent years have seen seven different troops benefitting each year.

Boy Scout Troop involvement goes back to 1990 with troop #555. Since then several troops have been involved and most recently we have had great participation from troop #541. They do the “thankless” job of cleaning the parking lots, with moms, dads and siblings helping too. And they not only keep our parking lots clean, but also help to maintain the grounds of the Scream Park. This group has appeared in our “Top 5” the last ten years, raising \$12,660 in 2014, \$12,298 in 2015, \$12,800 in 2016, \$15,550 in 2017, \$24,250 in 2018, \$23,200 in 2019, \$21,575 in 2020, \$24,720 in 2021, \$28,520 in 2022, \$33,630 in 2023 and \$24,420 in 2024!!

HIGH SCHOOL BOOSTER CLUBS & ORGANIZATIONS

Numerous area high school booster clubs have used the Niles Scream Park as a fund raising venue for many years. Band, Athletics, Choir and Project Graduation booster groups have found the Scream Park to be an excellent fund raiser that parents and older students can participate in together to raise funds for their organizations. Parents appreciate the fact that they can help to earn money for their children’s groups and that it can be done without selling items door-to-door or in the work place. These funds pay for equipment and travel expenses not covered by ever tightening school budgets.

Student organizations also make up a large part of the Scream Park volunteer base. By using parents, relatives, friends and neighbors as additional volunteers, student groups like Cheerleaders, Drama Club, Career Academy, athletic teams, etc., have raised thousands of dollars for their activities. Not only have these funds paid for equipment and travel, but they also have been used to decorate proms, offset budget deficits and buy new uniforms. “Project Graduation” organizers at the Brandywine, Cassopolis, Dowagiac, Niles and Paw Paw High Schools have become very involved in the project, using it as an opportunity to raise funds for this fast growing area tradition that provides a drug- and alcohol-free event for graduating seniors.

ANIMAL AID GROUPS

There are several active groups at the Scream Park that are staffed by animal lovers. Pet Refuge helps to care for area animals by providing food, medicine and shelter for abandoned pets. They also hold adoption days and help to rehabilitate abused animals.

Pets Connect rescues animals from local shelters and helps them find new families. Participation from Pets Connect jumped in 2015 and the group earned “Top 5” status and they have remained in the “Top 5” since then. It feels good to know that funds earned at the Niles Scream Park help to support these worthwhile projects.

CIVIC & PHILANTHROPIC ORGANIZATIONS

The Niles Haunted House began as a Jaycee project, so involving other civic organizations was the beginning of the expanded Volunteer program. Area Optimist and Civitan groups have benefitted from volunteering at the Niles Scream Park. There also are groups working to support local volunteer fire departments and raising awareness about POW/MIA and helping veterans. In 2016, the LaPorte Jaycees joined our project.

Philanthropic sororities like Beta Sigma Phi are long-time workers. These ladies (and their friends and families) have funded college scholarships and adopted families for the holidays. They use the monies they earn to help their communities and their country.

Green Dance Co. (formally Positively Dance) has been a very active group since 2009. In 2016 alone they earned \$8,850 to support the dancers as they perform in local schools, public venues and senior centers, and to fund travel and workshop expenses.

Since 2017, a group of volunteers have earned funds for the Cass County Fair Association. These funds currently are going toward a building fund which provides gates and other upgrades to several buildings on the Fairgrounds.

Several groups use the Scream Park to raise funds for nationally recognized charities, such as the American Cancer Society's Relay for Life (Haunters for Hope and Hakuna Matata) and the Make-A-Wish Foundation.

In 2022, a group of volunteers started earning funds for programs provided by ADEC. ADEC proudly advocates for and serves people with intellectual and developmental disabilities so they can live lives full of informed choice and possibility.

Locally, donations are made to We Can Ride and Reins of Life, two different horseback riding programs for handicapped children.

NILES SCREAM PARK 2024 DONATIONS

NAME OF GROUP/ORGANIZATION	DONATION
American Heritage Girls Troop MI 2006	1,600.00
AMVETS Post 911	1,000.00
Baroda American Legion Auxiliary	4,000.00
Beacon Health Foundation	1,825.00
Berrien County Council for Children	3,725.00
Berrien County Sheriff-Reserve Division	3,535.00
Beta Sigma Phi	600.00
Boy Scout Troop #541	24,420.00
Boy Scout Troop #555	2,200.00
Brandywine HS Baseball	1,200.00
Brandywine High School Bowling Team	600.00
Brandywine Project Graduation	70.00
Buchanan College Club	130.00
Buchanan Music Boosters	1,300.00
Buchanan Scarecrow Charity	75.00
Buchanan Youth Softball & Baseball Association	450.00
Bull Terrier Resecue Mission	2,350.00
Cass County Fair Association	7,850.00
Cub Scout Pack #787	7,440.00
Edwardsburg Little League	100.00
Fairland Christian Church	2,125.00
First Church of Christ	725.00
Girls Softball Association (Niles Brandywine)	1,950.00
Greater Niles Little League	300.00
Green Dance Company	1,950.00
Hakuna Matata Relay for Life	1,475.00
Haunters Against Hate	14,100.00
Haunters For Hope-American Cancer Society-Relay for Life	3,150.00
Humane Society of Elkhart County	2,900.00
Independent Cat Society	100.00
Indiana District 14/Challenger Little League	1,150.00
Kalamazoo Jaycees	125.00
Kiwanis Club of Niles	200.00
Koby's Promise	2,075.00
Lake Michigan College (scholarship)	500.00
Lakeshore High School Stage Crew	10,850.00
LaPorte Little Theater	7,825.00
LaSalle Ambassadors	2,150.00
Legacy Dance Studio	950.00
Miss/Mr. Niles Scholarship Organization -Madison Rodriquez	150.00
Make A Wish Foundation	750.00
Milano's Cancer Fund	100.00
MMC Dance Team	625.00
Michiana Repetition Baseball	550.00
Niles Athletic Boosters	250.00
Niles-Buchanan YMCA (2 basketball teams)	450.00
Niles Elite Cheerleaders	5,200.00
Niles High School (football towels)	500.00
Niles High School Band Boosters	325.00
Niles High School Project Graduation	50.00
Niles High School Class of 2028	140.00
Niles Optimist Soccer League	450.00
Northside Montesori	2,825.00
Performing Arts Workshops	400.00
Pet Refuge	4,525.00
Psi Lota Xi	2,500.00
Place to be Me	550.00
Purdue University (scholarship)	500.00
Reins of Life	1,600.00
Social Justice Alliance of Cass County	145.00
Southwestern Michigan College (2 scholarships)	1,000.00
St. Mary's School	200.00
The Space	825.00
Tri County Head Start	625.00
University of Michigan (2 scholarships)	500.00
Unity of Michiana	650.00
We Can Ride	65.00
Western Michigan University (2 scholarships)	1,000.00
Wounded Warrior Project	1,625.00
TOTAL	148,145.00

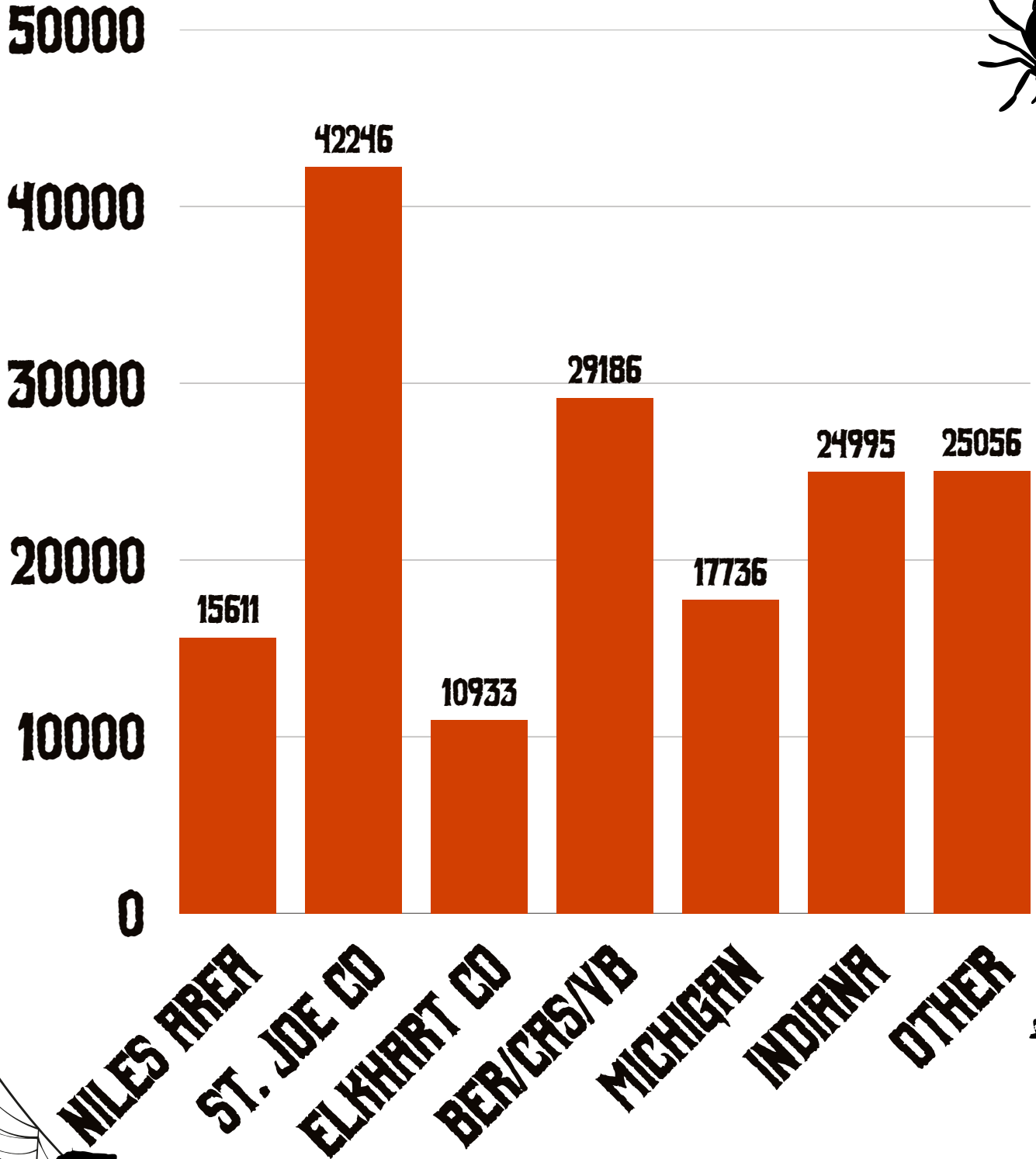
Year	Donation
1996	\$51,257.10
1997	\$43,840.00
1998	\$48,310.25
1999	\$68,840.00
2000	\$76,688.75
2001	\$67,385.00
2002	\$72,622.50
2003	\$81,695.00
2004	\$86,115.00
2005	\$97,287.33
2006	\$105,153.50
2007	\$111,983.75
2008	\$104,405.50
2009	\$55,682.50
2010	\$75,022.50
2011	\$82,714.00
2012	\$58,089.00
2013	\$82,736.50
2014	\$100,494.00
2015	\$106,615.00
2016	\$124,569.65
2017	\$111,150.24
2018	\$132,767.22
2019	\$116,079.15
2020	\$109,915.00
2021	\$125,117.60
2022	\$134,473.00
2023	\$153,015.15
2024	\$148,145.00
Total	\$2,732,169.19

**PREVIOUS YEARS DONATIONS
AVAILABLE UPON REQUEST**

2024 ATTENDANCE BY AREA

TOTAL ATTENDANCE = 165,763

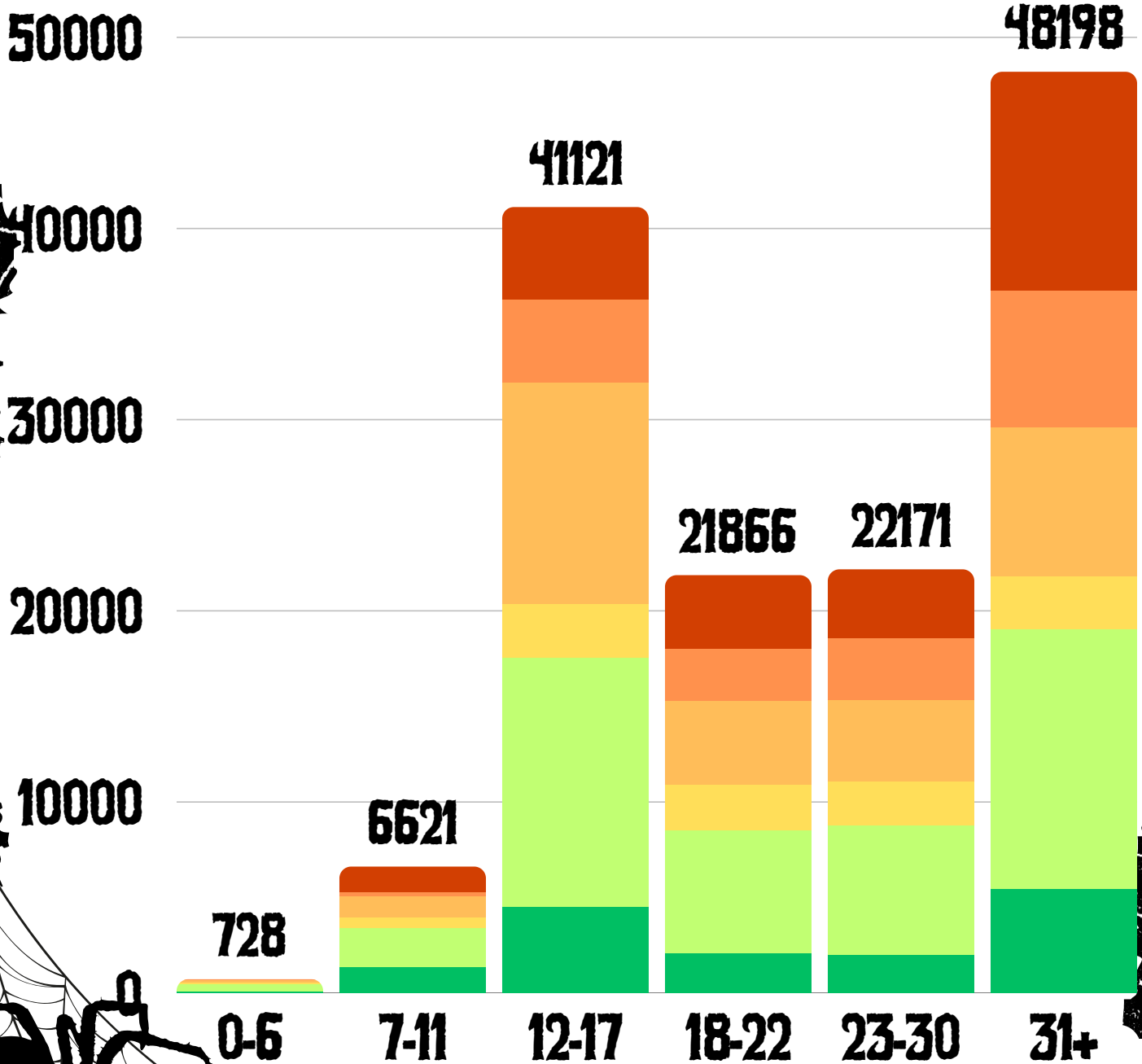
***TOTAL ATTENDANCE OF EVERY ATTRACTION COMBINED**



***THIS IS THE TOTAL NUMBER OF ADMISSIONS ACROSS ALL MAJOR ATTRACTIONS AT THE PARK.**

2024 ATTENDANCE BY AGE BY AREA

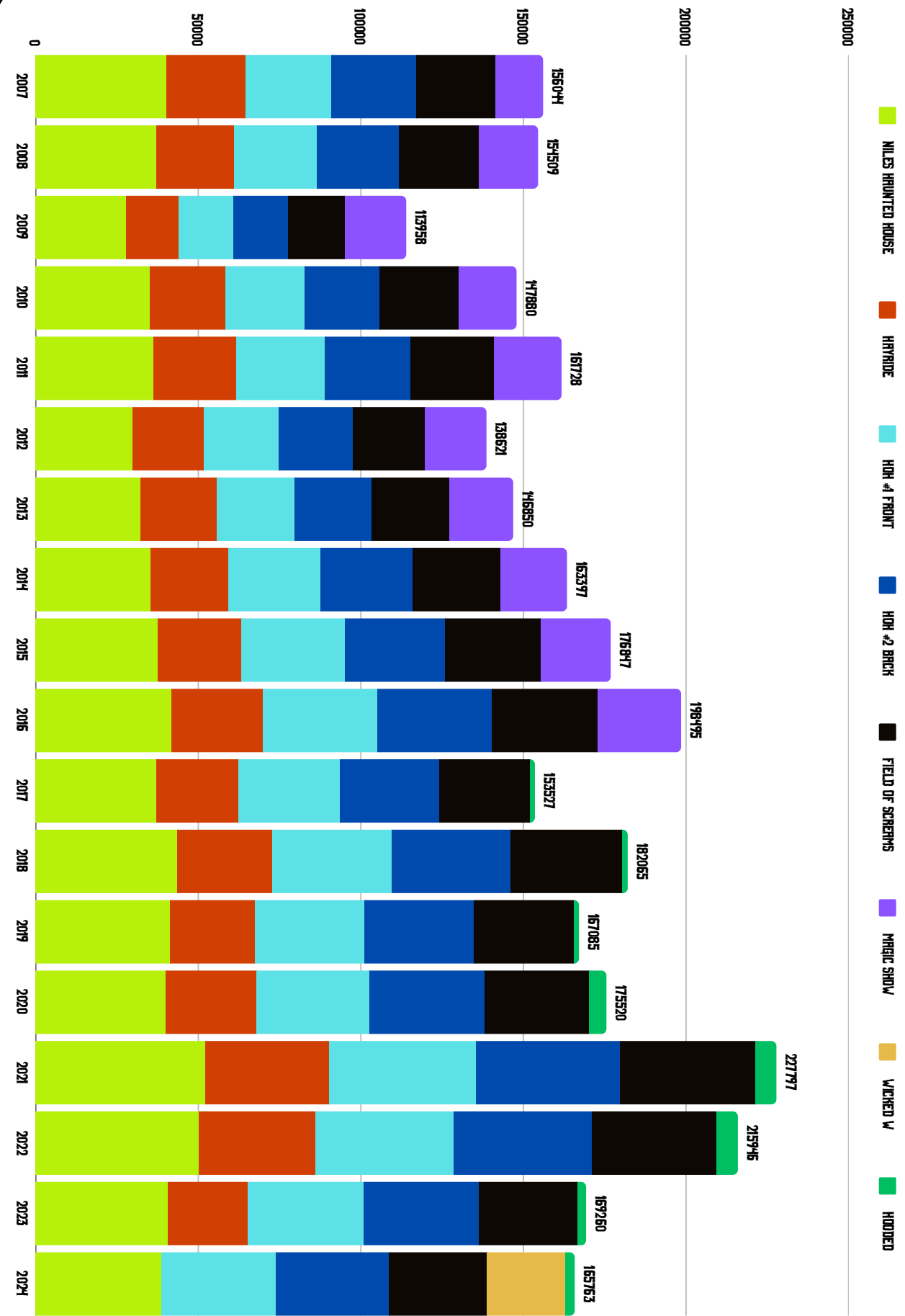
*TOTAL ATTENDANCE OF EVERY ATTRACTION COMBINED



THIS IS THE TOTAL NUMBER OF ADMISSIONS ACROSS ALL MAJOR ATTRACTIONS AT THE PARK.

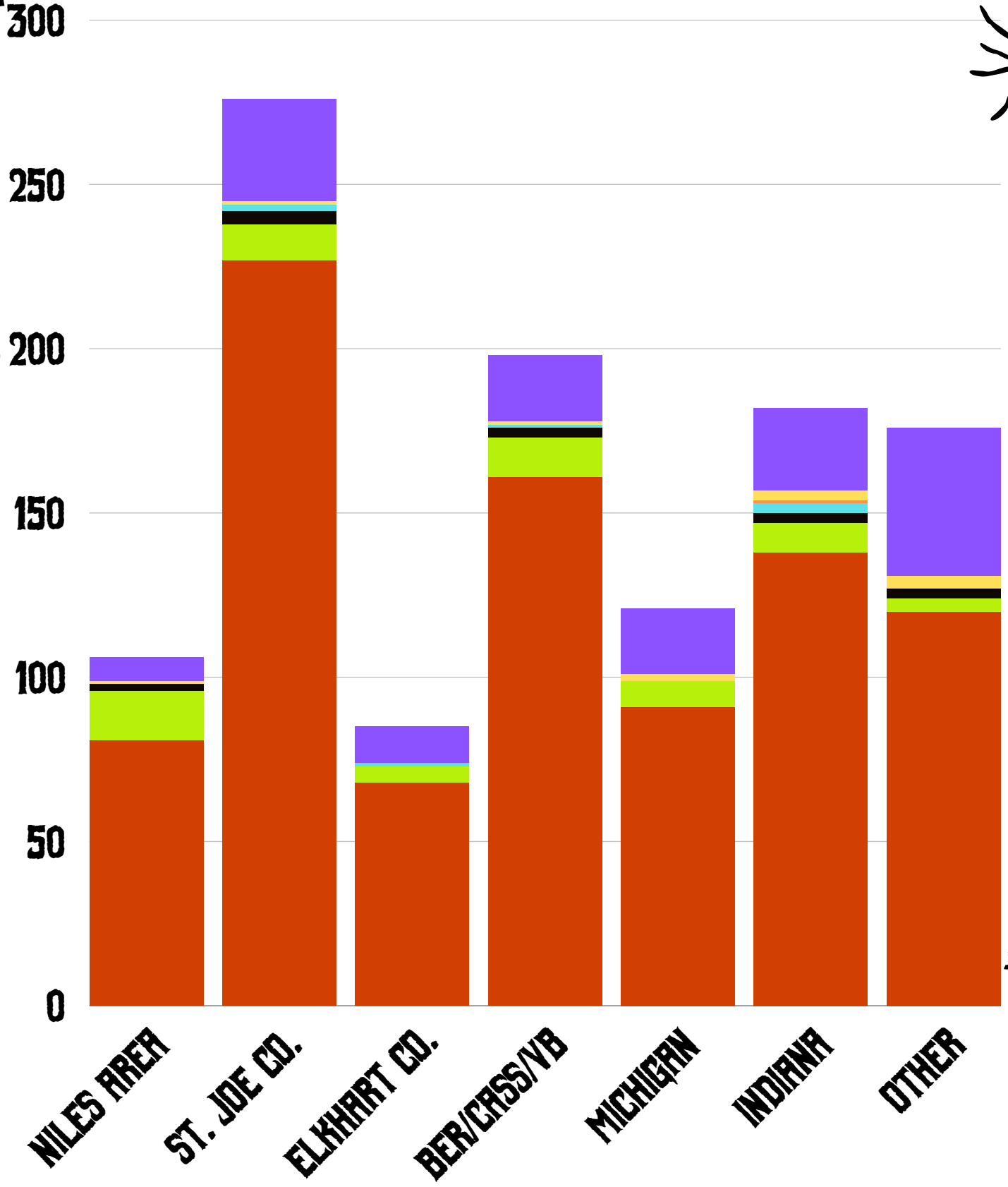
ATTENDANCE

2007 - 2024



2024 ADVERTISING RECOGNITION

- WORD OF MOUTH
- FLIER
- RADIO
- TV
- NEWSPAPER
- BILLBOARD
- INTERNET / SOCIAL MEDIA



FUN FACTS

SOCIAL FOLLOWING

 43.3K FOLLOWERS

 4.7K FOLLOWERS

 1.4K FOLLOWERS

 1.27K FOLLOWERS



52 CONSECUTIVE YEARS
(2ND OLDEST HAUNTED ATTRACTION IN THE COUNTRY)

SOCIAL INSIGHTS (2024)

(FACEBOOK & INSTAGRAM)

1.1 MILLION VIEWS

721.5K REACH

99.8K PAGE VISITS



54% ORGANIC
46% ADS

WEBSITE (2024)

108K VISITS



PAST & PRESENT BELOVED SPONSORS



stick creative



SOUTH BEND
ORTHOPAEDICS

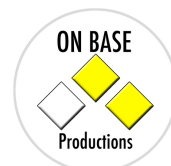
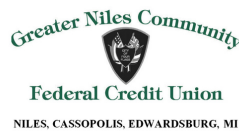
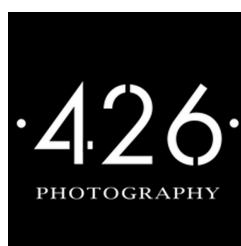
An OrthoAlliance
Partner Practice



CASINOS
HARTFORD | DOWAGIAC
NEW BUFFALO | SOUTH BEND



Robert Weed



BECOME A SPONSOR

Becoming a sponsor is as easy as 1...2...SCREAM!

There is nothing more satisfying than knowing that your contribution to our project greatly assists with putting the CARE in SCARE. For every dollar we save, the more the Niles Scream Park can divide the benefits of that dollar by rippling it out to many of our local communities.

Our sponsors are the tombstones (pun intended) to our Scream Park that provide donations and services so that our project can continue year after year.

We aren't your typical "door knockers" or "callers" trying to solicit a cash sponsorship package. Each one of our beloved sponsors offers something of value by the means of donations, services or on some occasions, cash. We do our best to make sure that you see value with your contribution and in some cases, incorporate your brand into the Park.

WHAT DO OUR SPONSORS RECEIVE?

Each sponsorship we establish is unique, but everyone receives the benefit of incredible brand recognition depending on the value you plan on contributing. See our sponsorship levels below:

SPONSORSHIP PACKAGES

CORPORATE CRUSADERS: \$5,000

(CASH/CHECK ONLY. LIMITED TO ONE PER SEASON)

650,000 + IMPRESSIONS

- Brand on ALL Printed & Digital Tickets
(Over 60,000 Tickets Annually with 2-3 scanning impressions after purchase)
- Private After Hours Tour (September - October Only) **OR** Reserved Corporate Space on the Midway During Operational Hours for up to 50 People! Each Person to Receive a Frightful Nightful Package (a \$2,100 Value!)
- Website Homepage Advertisement
- Entrance or Exit Banner
- (2) Email Blasts
- Name on Print Advertising
- Name on Midway Movie Screen and Que Line TV's
- Logo on www.haunted.org "Sponsor Page"
- 50 VIP Passes (\$1,100 Value)
- Plaque Suitable for Hanging for Your Support

BECOME A SPONSOR

SPONSORSHIP PACKAGES (CONTINUED)

HAUNTED HEROS: \$1,500 (OR MORE)

450,000 + IMPRESSIONS

- Website Homepage Advertisement
- Entrance or Exit Banner
- (2) Email Blasts
- Name on Print Advertising
- Name on Midway Movie Screen and Que Line TV's
- Logo on www.haunted.org "Sponsor Page"
- 50 VIP Passes (\$1,100 Value)
- Plaque Suitable for Hanging for Your Support

SPOOKY SUPPORTERS: \$600 - \$1,499

350,000 + IMPRESSIONS

- Name on Print Advertising
- Name on Midway Movie Screen and Que Line TV's
- Logo on www.haunted.org "Sponsor Page"
- 25 VIP Passes (\$550 Value)
- Plaque Suitable for Hanging for Your Support

GHOSTLY GIVERS: \$300-\$599

90,000 + IMPRESSIONS

- Logo on www.haunted.org "Sponsor Page"
- Name on Midway Movie Screen and Que Line TV's
- 10 VIP Passes (\$220 Value)
- Plaque Suitable for Hanging for Your Support

