



2026 Partnership Opportunities

Shadows & Rivalries — A Halloween House Experience
October 30, 2026

About Social Impact Experiences

Social Impact Experiences creates immersive, themed social experiences that bring people together through entertainment, active participation, friendly competition, and shared connection. Each experience invites guests into a story designed to encourage discovery, conversation, collaboration, and memorable moments.

For partners, our events offer a distinctive platform for authentic audience engagement. We connect organizations with relevant guest touchpoints, creating brand presence that feels natural to the experience while supporting stronger community relationships and shared value.

Why Partner With Us

Social Impact Experiences offers partners more than traditional event advertising. Our partnerships connect organizations with meaningful guest moments, creating opportunities for brands to become part of the experience rather than simply appear around it.

Be Part of the Experience

Partners may be associated with a House, challenge, hospitality experience, signature beverage, photo opportunity, award, or other memorable guest touchpoint.

Create Meaningful Brand Interaction

Our events are built around participation and connection, giving partners opportunities to engage guests through relevant, experience-based interactions rather than passive logo placement alone.

Connect With the Community

Partnership helps businesses and organizations build local visibility while supporting experiences designed to create connection, belonging, and memorable shared moments.

Gain Visibility Before, During, and After the Event

Recognition may include digital promotion, event signage, experience-specific branding, social media, verbal acknowledgement, and post-event communications, depending on the selected opportunity.

Grow With Social Impact Experiences

Shadows & Rivalries — A Halloween House Experience marks the beginning of a growing Signature Annual Experience Series, creating opportunities for inaugural partners to build relationships that can expand over time.

Our goal is not simply to sell sponsorship space. We want to build partnerships that create value for our guests, our partners, and the experiences we create together.

Shadows & Rivalries – A Halloween House Experience

Shadows & Rivalries – A Halloween House Experience is Social Impact Experiences' inaugural signature event and the first opportunity for businesses and organizations to become part of the experience from the beginning. The event combines immersive Halloween atmosphere, House-based competition, interactive challenges, hospitality, and shared recognition to create multiple natural points for partner visibility and guest engagement.

Event Description

An immersive Halloween social experience built around four permanent Houses — **House Phantom**, **House Obsidian**, **House Spectre**, and **House Wraith**. Guests join a House, complete themed challenges, interact with rival Houses, explore the venue, capture photo moments, and earn points to their House's overall standing. Costumes, specialty beverages, friendly competition, and a shared Grand Finale create a Halloween experience centered on participation rather than passive entertainment.

Signature Elements

- Four permanent Halloween Houses
- House identity and friendly competition
- Personalized challenge cards
- Cross-House challenges and social interaction
- Costumes, themed photo opportunities, and interactive installations
- Welcome and pre-finale specialty beverages
- Annual House Champion recognition
- Grand Champion recognition
- Shared Grand Finale

Ideal Partner Categories

Restaurants and hospitality, beverage brands, apparel and costume retailers, salons and beauty businesses, automotive, financial services, healthcare and wellness, technology providers, photographers and event-service companies, local retailers, and community-focused businesses.

Shared Finale Experience

All four Houses come together for the event's Grand Finale, where participation is celebrated, final competition results are revealed, the Annual House Champion and Grand Champion are recognized, partners are acknowledged, and the evening concludes with one shared celebration across all four Houses.

2026 Halloween Partnership Opportunities

Shadows & Rivalries — A Halloween House Experience offers partnership opportunities ranging from event-wide association to specific guest experiences, competitive moments, and accessible community support.

Each opportunity is designed to connect a partner with something guests will actively experience, notice, photograph, use, or remember.

Partnership Overview

Opportunity	Investment	Availability
Presenting Partner	\$10,000	1
Signature Experience Partners	\$5,000	4
Featured Experience Partner	\$2,500	4
Spotlight Partner	\$1,000	7
Supporting Partner	\$500	Open
Community Partner	\$250	Open
Founding Supporter	\$100	Open

What Named Partnerships Include

Depending on the selected opportunity, named partnerships may include a coordinated combination of:

- Event website and digital recognition
- Event signage and experience-specific branding
- Applicable social media and pre-event recognition
- Post-event acknowledgment and recap recognition
- Event tickets
- Verbal acknowledgment where appropriate
- Approved on-site partner presence or guest interaction
- Opportunities for giveaways, prizes, or branded guest enhancements

Specific benefits vary by opportunity and are confirmed in the partnership agreement.

Presenting Partner – \$10,000

1 available

The premier partnership for *Shadows & Rivalries*, providing the strongest event-wide association and recognition throughout the guest experience.

Featured benefits include:

- **Shadows & Rivalries – A Halloween House Experience presented by [Partner Name]**
- Premier recognition across major event materials and signage
- Recognition during both the Welcome and Grand Finale
- 6 VIP event tickets
- First opportunity to discuss a 2027 Signature Series partnership

Signature Experience Partners – \$5,000

4 available

Signature Experience Partners are connected with major moments that shape how guests experience the event.

VIP Lounge Partner

2 available

Featured association with one of the event's dedicated VIP hospitality spaces.

Distinctive benefits:

- **VIP Lounge – In Partnership with [Partner Name]**
- Prominent recognition inside the partner's VIP lounge
- Opportunity to provide an approved VIP guest enhancement or interaction
- 4 VIP event tickets

Welcome Experience Partner

1 available

Own the first major guest-facing moment as attendees enter the world of *Shadows & Rivalries*.

Distinctive benefits:

- **Welcome Experience – In Partnership with [Partner Name]**
- Featured recognition at check-in and guest arrival
- Opportunity for an approved welcome interaction, giveaway, or guest item
- 4 VIP event tickets

Finale & Awards Partner

1 available

Association with the evening's shared Grand Finale, winner reveals, and major recognition moments.

Distinctive benefits:

- **Finale & Awards – In Partnership with [Partner Name]**
- Featured recognition in the Finale/awards environment
- Opportunity for an approved representative to participate in an award presentation
- 4 VIP event tickets

Featured Experience Partner – \$2,500

4 available

Featured Experience Partners connect with highly visible guest touchpoints used, enjoyed, or shared throughout the event.

Signature Drink Partner

2 available – Welcome Drink and Pre-Finale Drink

Association with either the Welcome or Pre-Finale signature beverage experience.

- **[Drink Experience] Made Possible by [Partner Name]**
- Recognition at the applicable beverage service point
- Opportunity to collaborate on the drink name/theme within SIE and venue parameters
- Souvenir cup logo placement for partnerships paid in full by September 15, 2026
- Equivalent recognition on the zero-proof experience
- 2 VIP event tickets

The partnership supports the guest-facing beverage experience only. Beverage selection, preparation, alcohol service, staffing, and operational control remain with the venue and Social Impact Experiences.

Challenge Card Partner

1 available

Repeated visibility on the primary participation tool guests carry and use throughout the event.

- **Challenge Card Provided by [Partner Name]**
- Logo recognition on every 2026 Challenge Card
- Opportunity to support one approved bonus challenge or interaction
- 2 VIP event tickets

In-Kind Option: Approved professional printing valued at \$2,500 or more may fulfill this partnership.

Photo Experience Partner

1 available

Association with one of the event's most visible and shareable guest experiences.

- **Photo Experience Provided by [Partner Name]**
- Partner logo incorporated into the official photo environment
- Opportunity to provide an approved photo prop or interactive element
- 2 VIP event tickets

In-Kind Option: Approved professional photography services valued at \$2,500 or more may fulfill this partnership.

Spotlight Partners – \$1,000

7 available

Spotlight Partnerships connect organizations with recognizable House, competition, and recognition moments.

House Partners

4 available – one per House

Exclusive 2026 association with **House Phantom**, **House Obsidian**, **House Spectre**, or **House Wraith**.

- **House [Name] – In Partnership with [Partner Name]**
- Partner recognition at the House gathering area and on the House recognition pennant
- Recognition when the House is acknowledged during the event
- Additional recognition if the partner's House wins the Annual House Championship
- 2 General Admission event tickets

Costume Competition Partner

1 available

Exclusive 2026 association with the event's Costume Competition and finalist recognition.

- **Costume Competition – In Partnership with [Partner Name]**
- Recognition associated with finalists and winners
- Opportunity to provide an approved competition prize or enhancement
- 2 General Admission event tickets

Grand Champion Partner

1 available

Exclusive 2026 association with the highest individual competitive honor of the Halloween Experience.

- **Grand Champion – In Partnership with [Partner Name]**
- Recognition associated with the award and Grand Finale presentation
- Opportunity to provide an approved additional prize or commemorative item
- 2 General Admission event tickets

House Champion Partner

1 available

Exclusive 2026 association with the Annual House Championship and the crowning of the winning House.

- **Annual House Championship – In Partnership with [Partner Name]**
- Recognition associated with the championship reveal and presentation
- Opportunity to support an approved prize or celebratory element for the winning House
- 2 General Admission event tickets

Additional Ways to Support the Experience

Supporting Partner – \$500

Visible event recognition for businesses and organizations supporting the guest experience.

Includes logo recognition on the partner webpage and shared event signage, collective social and post-event acknowledgment, and the opportunity to provide an approved giveaway.

Community Partner – \$250

An accessible way for local businesses and organizations to help make the inaugural experience possible.

Includes business or organization name recognition on the partner webpage and shared signage, plus collective social and post-event acknowledgment.

Founding Supporter – \$100

For individuals, entrepreneurs, and small businesses who want to be recognized as part of the beginning of Social Impact Experiences.

Includes name or business-name recognition among the **2026 Founding Supporters** and collective event thank-you recognition.

How Partnerships Come to Life

Every partnership is tailored to the selected opportunity, but named partnerships may include a coordinated mix of visibility, guest-facing recognition, event access, and interactive presence.

Before the Event

Website recognition, applicable social media, selected promotional materials, and pre-event communications tied to the partnership opportunity.

During the Event

Experience-specific recognition, event signage, verbal acknowledgment where appropriate, event tickets, and approved on-site partner presence or guest interaction.

After the Event

Applicable social media acknowledgment, post-event recap recognition, partner thank-you communications, and recognition tied to event results or photography where appropriate.

Depending on the Opportunity

Partners may also receive:

- Naming association with a House, experience, competition, or recognition moment
- Branded guest touchpoints or experience-specific signage
- Opportunities for approved giveaways, prizes, samples, or interactive elements
- VIP or General Admission tickets
- Recognition connected to winners, House results, photography, or other memorable moments

Specific benefits, ticket allotments, recognition, and on-site opportunities vary by partnership and are confirmed in the final partnership agreement.

Looking Ahead

Shadows & Rivalries is the beginning of a growing annual series of immersive social experiences designed to become recognizable traditions over time.

Social Impact Experiences plans to build on this inaugural event with future experiences throughout the year, including Mardi Gras, Kentucky Derby, summer community programming, and the return of Halloween.

For partners, that creates opportunities to begin with one event and grow into multi-event or annual relationships as audience fit, engagement, and shared value develop.

2027 Signature Experiences

January	Escape to Bourbon Street — A Midwestern Mardi Gras Experience
May	Roses & Reins — A Kentucky Derby Experience
July	Back to School — Battle for the Baton
October	Shadows & Rivalries — A Halloween House Experience

Social Impact Experiences is building a growing portfolio of recurring experiences designed to become lasting local traditions.

Start a Partnership Conversation

Partners interested in current, future, multi-event, or annual opportunities are invited to connect with Social Impact Experiences.

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