
Terror on Turkey Mountain Haunted Trail 2020



Why

Fundraiser for WSA:

-Super Y players

-Teams

-Club

ALL FOR THE KIDS!

Design/Coordinate/Complete:

-Developing an atmosphere and environment for our club and community

-Future vision for Westbank (RPA)

-Possible annual fundraiser

-Give back to the community

-Players to give back to the club

Fundraiser Goals:

- \$80K to \$90K

- Proceed breakdown

50% Super Y Teams-\$45K

25% WSA/Westbank-\$22K

10% RPA-\$9K

15% Miscellaneous-\$13K

What-Turkey Mountain Haunted Trail 2020

- Haunted trail to raise \$80K
 - 9 nights
 - Format- 0.8 mile trail (Red Trail)
 - Approx-20 minute tour
 - 1 hour time slots for ticket sales
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Haunted Trail Explanation

- Red Trail takes less than 20 minutes to complete
 - Three 20 minute segments in an hour
 - 10 groups in 20 minutes (groups of 8-10)
 - 100 customers every 20 minutes
 - 300 customers per hour @ \$7.00 per person
 - \$7.00x300 customers=\$2,100/hour
 - \$2,100x5 hours=\$10,500 \$2,100x6 hours=\$12,600
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Concessions:

-Goal is \$4k (\$500 per night)

-Free popcorn

-Sell water, soda/pop, hot cocoa, coffee, and candy

Merchandise-Glow sticks, bracelets, and necklaces

-6" glow sticks at \$0.37/each (1000=\$370) \$2K

^sold for \$2.00/each

-8" bracelets at \$0.12/each (3000=\$360) \$2K

^sold for \$1.00/each

-22" necklaces at \$0.34/each (1000=\$340) 2K

^sold for \$2.00/each

(1000 6" sticks needed for trail illumination) cost \$370

Who-Staff Needs and Customers

STAFF:

- Super Y teams:
players/coaches/parents **20-25 people**
- WSA teams:
players/coaches/parents **20-25 people**
- Volunteers: possible ultimate frisbee, RPA, food bank, and church groups

TARGET CUSTOMERS:

- WSA Club
 - Turkey Mountain social media followers
 - RPA social media followers
 - Tulsa Metro citizens
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When and Where

-Turkey Mountain main
parking lot (Red Trail)

-Weeknights (5 total) 6-
11pm

-Oct 23rd (Friday) through
Oct 31st (Saturday-
Halloween)

-Weekend nights (4 total) 6-
midnight

Important Dates/Timeline

-October 1st-press release (with video) and online ticket sales begin

-Cost per person- \$8.25 (WSA makes \$7/ticket)

-Sept 28th-Scare station selected, where to be built

-Collection of materials and costumes

-Oct 5th-Scare station built

-Select location on the trail

-Oct 12th-Scare station presentation with instruction

-Oct 21st-Thursday- All stations delivered day time/night time dry runs

-Oct 23rd-31st-Haunted trail run dates

Job duties

-Scare stations-30 people total

-Bathroom cleaning
rotation

-Tour guides-15

-Parking-10

-Registration/Ticket sales/waiver-5

-Concession-5

Merchandise-5

-No shows-5 extra

75 per
night

Items needed

- | | | |
|-------------------|---------------------------|-----------------------|
| -Walkie talkies | -10 large marking flags | -Backdrop for selfies |
| -5 wheel barrows | -Table and chairs | -1 storage container |
| -2 hand trucks | -Firepits | -1 food truck/night |
| -Traffic vests | -Staff T-shirts (150-200) | -2 porto johns |
| -5 tables | -Head lamps | -1 dumpster/barrels |
| -3 tents (1 main) | -15 flashlight | -2 light carts |
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Items needed (continued)

- Small generators 3-5
 - Christmas light strands (LED)
 - Hand sanitizer bulk
 - Face masks (each volunteer)
 - Extra face masks
 - Bug spray for volunteers
 - PA system
 - Fuel cans
 - Any other items needed
 - Popcorn machine x2
 - Solar LED (Puck lights)
 - Parking cones/markers
 - Suggestions?
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Concession needs

-Water

-Pre packaged candy

-Water for volunteers

-Soda/pop

-Coffee

-Hot cocoa

-Popcorn

Concerns and Ideas

- Team Snap/team app
 - COVID-19 plan
 - Cleaning bathroom rotation
 - Need for porto johns
 - Donations
 - Sponsorships
 - Suggestions
 - URL for Turkey Mountain Haunted Trail 2020
 - FaceBook ads
 - Social media ideas
 - Paid security
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Scare Station Ideas

- Pumpkin patch
- Scarecrow
- Campers
- Bigfoot
- Mannequin
- Graveyard
- Zombie
- Witches
- ROUS's
- Clown
- Ring (movie)
- Texas Chainsaw/Jason/Kruger
- Hill Billy
- Shack
- Blair Witch Movie
- Coffin
- Hazmat barrels
- Shadow sheet
- Train Horn
- Jeepers Creepers movie
- Nun
- Clear plastic faces
- Metal plates
- Air compressor
- PVC sound makers
- Game calls
- Game speakers
- Runners
- Trail Boss takeover