



TULLEYS
SHOCKTOBER FEST

2020

THE BIG EVENT IS HERE. GET INVOLVED!



EUROPE'S BIGGEST, MOST EXCITING, MOST VISITED SCREAM PARK WITH TEN LIVE SCARE ATTRACTIONS.

PROUD WINNERS OF NUMEROUS INDUSTRY AND PUBLIC VOTED AWARDS.

SHOCKTOBER FEST HAS REPEATEDLY WON THE TITLE OF THE UK'S NO.1 HALLOWEEN ATTRACTION.

IN 2018 TULLEYS SHOCKTOBER FEST SAW OVER 80,000 ON SITE VISITORS.

FEATURING IN THE HIGHEST TIER PUBLICATIONS AS WELL AS TELEVISION AND RADIO.

THE BBC & ITV NEWS BROADCASTED THE HALLOWEEN WEATHER FORECAST LIVE FROM SHOCKTOBER FEST.

THE MASSIVE ATTRACTION SIZE AND VISITOR REACH AND MEDIA COVERAGE MAKES TULLEYS SHOCKTOBER FEST AN EVENT LIKE NO OTHER.

WWW.SHOCKTOBERFEST.CO.UK



*SEPTEMBER 2019- NOVEMBER 2019

TOTAL HITS 546,281 HITS

CELEBRITY ATTENDANCE



CELEBRITY ATTENDANCE



SOCIAL MEDIA



@TULLEYS_SHOCK 

FOLLOWERS:

14.4K

TOTAL IMPRESSIONS:

100K*



@TULLEYS_SHOCK 

FOLLOWERS:

26.5K

TOTAL IMPRESSIONS:

780K*



TULLEYS
SHOCKTOBER FEST
SCREAM 

LIKES:

67K

TOTAL IMPRESSIONS:

530K*

PRESS COVERAGE

IN 2019 TULLEYS SHOCKTOBER FEST GENERATED A £PRV OF £990K



DAILY STAR:
'BOW DOWN WITCHES
SHOCKTOBER IS THE
MOST FANTASTIC
EVENT OF THE YEAR'



BBC NEWS:
'THE NUMBER ONE
BILLED FRIGHT
NIGHT'SUN - 'THE
SCARIEST EVENT OF
THE YEAR'



OK:
'GHASTLY GHOSTS
AND GHOULS
EVERYWHERE'



DAILY MIRROR:
"LOUDEST SCREAM"
WORLD RECORD SET TO
BE SHATTERED AT
HALLOWEEN THEME
PARK

PRV OR PR £VALUE- FOR COVERAGE IS ESTABLISHED BY USING AN ATTRIBUTABLE PERCENTAGE OF A PARTICULAR ARTICLE TO THE RATE CARD SPECIFICATION FOR A FULL-PAGE COLOUR AD. IN ADDITION, THE CALCULATED VALUE IS MULTIPLIED BY 2.5, IN KEEPING WITH THE STANDARD PRACTICE OF ASSUMING THAT PR- GENERATED COVERAGE IS MORE VALUABLE THAN PLACED ADVERTISING. FOR EXAMPLE, AN ARTICLE ON DAILYMAIL.CO.UK IS ESTIMATED TO BE WORTH £35K, WHICH THEREFORE HAS A £PRV OF $2.5 \times £35K = £89K$.

PRINT COVERAGE WAS SOURCED BY ED HOPKINS PR. SCAN AND CLIPPINGS WERE LOGGED AND ANALYSED FOR THEIR APPROXIMATE SIZE AS A PERCENTAGE OF A PAGE, TO CROSS-REFERENCE WITH KNOWN RATE-CARD INFO PER PUBLICATION."

PUBLICATION DATA RELATED TO CIRCULATION, READERSHIP AND ADVERTISING RATES ALSO COME FROM ED HOPKINS PR.

PRESS NIGHT



Red Carpet - Available as stand alone x3 - Branding on star-studded Red Carpet covered by all all major news, print and online channels. With media crews supplying national and international media coverage. Pictures are used extensively on the night and following the yearly Shocktober Fest. They are then available as stock photos for future media stories which appear regularly throughout the years.

Media Room - Available as stand alone x5

Once the Celebrity Guests have entered the Scream Park and completed the Red Carpet they will be led to a media room where they are interviewed, filmed and photographed by journalists, print and other media. As the Media room sponsor, your logo would appear exclusively on the branding boards.

Goodie Bag - Available as stand alone x6 (provide 200 gifts for the celebrity goodie bags, received on press night)

FOOD & DRINK SPONSORSHIP

BAR SPONSORSHIP (FULL SEASON/PRESS NIGHT ONLY)

PRESS NIGHT:

POP UP BAR FULLY BRANDED WITH YOUR COMPANY LOGOS.
BRANDING ON RED CARPET, LEAFLETS IN GOODIE BAGS.

SEASON:

OUR SALOON BAR IS ON SITE ALL SEASON AND CAN BE
FULLY BRANDED

FOOD SPONSOR (PRESS NIGHT ONLY):

BRANDING ON STAR-STUDED RED CARPET COVERED BY
ALL MAJOR NEWS, PRINT AND ONLINE CHANNELS.
WITH MEDIA CREWS SUPPLYING NATIONAL AND
INTERNATIONAL MEDIA COVERAGE. PICTURES ARE
USED EXTENSIVELY ON THE NIGHT AND FOLLOWING
THE YEARLY SHOCKTOBER FEST. THEY ARE THEN
AVAILABLE AS STOCK PHOTOS FOR FUTURE MEDIA
STORIES WHICH APPEAR REGULARLY THROUGHOUT THE
YEARS. LEAFLETS CAN ALSO BE PLACED IN GOODIE
BAGS.



LEVELS TO SUIT ANY BUDGET

PARTNERSHIP OPPORTUNITIES

LEAD SPONSOR

BE THE LEAD SPONSOR FOR TULLEYS SHOCKTOBER FEST 2020. AS THE SPONSOR YOUR LOGO WOULD APPEAR IN ALL ASPECTS OF THE PARK INCLUDING THE BELOW.

- TEN INTERACTIVE TV SCREENS
- ONE GIANT SCREEN
- E- TICKETS
- PARK MAPS/STAMP CARDS/WRIST BANDS LONDON UNDERGROUND/BUS POSTERS WEBSITE
- SOCIAL MEDIA HEADERS
- GENERAL PUBLIC PHOTO BOARD PRESS LAUNCH NIGHT PAP BOARD PRESS INVITE BOX
- PHOTO BOOTH TAKEOVER
- CELEB E-INVITES
- CELEBRITY SEEDING GOODIE BAGS MEDIA PHYSICAL INVITES



SCREEN ADVERTISEMENT

ADVERTISE ON OUR BIG SCREENS

GRAB A 30 SECOND SPOT ADVERTISEMENT
ON OUR BIG SCREEN.

APPROX. FOOTPRINT:
HEIGHT 7M X 2.2M DEPTH X 7.4M LENGTH

PRICES WILL VARY DEPENDING ON THE
HOURLY LOOP ROTATION YOU PURCHASE.

SCREEN LOCATED IN HIGH DWELL AREA

OPTIONS TO ADVERTISE ON QUEUE TIME
SCREENS LOCATED AROUND THE PARK



GET IN TOUCH

WE'D LOVE TO HEAR FROM YOU. IF YOU HAVE ANY QUESTIONS REGARDING ANYTHING REGARDING SHOCKTOBER FEST 2020 OR ANY GENERAL ENQUIRIES PLEASE DO GET IN TOUCH.

DROP US AN EMAIL: 

TULLEYS@EDHOPKINSPR.CO.UK

OR CALL US ON: 

02080128465



READY TO GET STARTED?