

## Hearth Scares Ball has been changed to:

### “James White’s Fort Halloween Bash”

- It’s now on a Saturday night
- The ticket price is \$20 which includes 1 drink
- The 2 Cash bar(s) have 5.00 drinks (all alcohol donated)
- Additional serving areas by vendors if they join
- Costume contest operates as a photo booth to be uploaded online for votes
- The party is fluid so people can come and go all evening and party hop in and out if they choose
- Finger food mostly donated (no \$3500.00 food bill from the Fort’s own money)
- Same type décor and tent
- No band , music is played via app throughout the party all night, no breaks.
- The fort will be decorated the entire week before the party so “Hearth Scare Tours” groups can enjoy the Fort’s deco (and stimulate ticket sales for the Party)
- PBS is helping with spots and press
- Since the fort will be decorated for an entire week leading up, we will have local news spots onsite during the day and night leading up.
- We will still have sponsorships that will include multiple admissions and open bar for sponsors and guests with press exposure.  
100/500/1000 levels
- No silent auction
- Drink/event ticket table rather than cash at the bar.

## **JWF Halloween Bash Needs**

- **Sponsorships:** Sponsorships will be promoted via Fort social media and at the event on signs, etc.
  - Cash \$100 VIP passes available by 1, 5 or 10.
  - Beer

- Wine
- Liquor
- Signage
- Food
- PA
- **Promotion:** Everyone can help by sharing on FB, IG, etc.
  - Opportunities in social media
  - Traditional media, etc.
- **Volunteers:** We need a variety of volunteer help
  - Decorating in advance
  - Creating a “photo op” area
  - Bartending
  - Working the door
  - Working the photo booth, etc.