

THE SAWMILL

HAUNTED HOUSE



THE SAW.NET



The SAWMILL: Where Terror Pays

Fundraising Opportunities

Fundraising Opportunities

The SAWMILL Haunted House is dedicated to helping those in the community. If your organization is looking for a fundraising opportunity, call and talk to one of our representatives or send an email to learn more about our options. Have your group or organization sell SAWMILL Tickets as a Fund Raiser. Earn up to \$5 per ticket your organization sells. No upfront costs. Schools, Frats, Scouts, Krewes, Military, Raffles... you name it. Call 504-483-2350 or email to contact@TheMortuary.net For Details

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High profitability with zero upfront product inventory. Unlike traditional fundraisers like cookie dough or chocolate bars, your group does not have to buy, store, or distribute physical items. Because tickets are digital and delivery is instant via custom promo codes, 100% of your efforts go directly toward promotion and pure profit.

High Profit Margins, Low Effort

- **No Upfront Costs:** You never risk losing money on unsold, expiring inventory.
- **Instant Returns:** Every ticket sold via your group's unique promo code tracks earnings automatically.
- **Excellent Value:** Offering a compelling deal—a \$5 donation back to your organization—creates a win-win that makes tickets easy to sell.

Natural High School Appeal

- **Built-in Target Market:** High school and college students are the primary audience for haunted attractions.
- **Peer-to-Peer Success:** Students do not have to guilt-trip relatives; they are selling an experience their friends already want to buy.
- **Social Activity:** Going to a haunted house is a group event, meaning students naturally buy tickets in clusters, multiplying your funding.

Zero Logistical Nightmares

- **No Delivery Days:** No sorting boxes, keeping items frozen, or chasing down missing orders.
- **Hands-off Transactions:** All financial transactions happen securely online through the ticketing platform, eliminating the risk of students handling loose cash.
- **Zero Overhead:** The attraction handles the event, staffing, and liability; your organization simply shares the link.

Capitalizing on Seasonal Demand

- **High Urgency:** Halloween entertainment has a fixed, highly anticipated calendar window.
- **Easy Pitch:** You are tapping into existing seasonal excitement rather than trying to manufacture demand for an unnecessary product.

To maximize sales, focus on groups that already have high-energy student involvement, a need for quick funding, or a natural connection to drama and entertainment. Here are the organizations most likely to jump at this fundraising opportunity:

Performing Arts & Creative Clubs

- **Drama Club & International Thespian Society:** They already love theater, costumes, and staging, making a haunted house a natural fit for their interests.
- **Marching Band & Color Guard:** These large groups have massive instruments and uniforms to fund, plus a strong culture of peer-to-peer teamwork.
- **Art Club:** Creative students who appreciate the design, makeup, and visual effects of a haunted attraction.

Large-Roster Sports Teams

- **Football & Cheerleading:** They have high student visibility, huge social networks at the school, and need constant funding for gear and travel
- **Track & Field or Cross Country:** These teams have massive rosters, meaning you get more students selling tickets simultaneously to hit goals fast.

Student Leadership & Honor Societies

- **Student Council / Student Government:** They are responsible for school spirit and love promoting high-energy, social events to the student body.
- **National Honor Society (NHS):** Highly organized students who need to meet group fundraising or service goals efficiently.
- **Senior Class Committee:** They are always looking for high-margin fundraisers to lower the cost of prom, senior trips, and graduation gear.

College groups are an absolute goldmine for this program because university students have their own disposable income, control their own schedules, and actively look for group weekend activities.

Greek Life (Fraternities & Sororities)

- **Philanthropy Chairs:** Every chapter is required to raise thousands for national charities each semester and needs fast, low-effort setups.
- **Social Chairs:** They can pitch the haunted house visit as an official "Greek Mixer" or date party, selling tickets to the entire chapter at once.
- **High-Volume Networks:** A single chapter can mobilize 100+ members instantly to blast their custom ticket link across social media.

Club Sports & Spirit Squads

- **Dance Teams & Cheer Squads:** Often underfunded by the university compared to varsity sports, they need to pay for travel and competition gear out of pocket.
- **Rugby, Lacrosse, & Ultimate Frisbee Clubs:** These tight-knit, highly social teams love high-adrenaline group outings and respond well to experiential fundraisers.

Frightening Facts About Halloween

Halloween is the second largest commercial holiday in the United States.

Approximately one hundred countries celebrate Halloween.

Over seven billion dollars is spent yearly on candy, costumes and activities in the United States alone.

Approximately 90% of all households with children will participate in a Halloween activity. The most common demographics for this season are teens and young adults 18-34.

Research shows that people enjoy being scared while in a safe environment such as attending a movie, on a thrill ride or at a haunted house, and they are willing to pay for the experience.

Haunted Houses are now the most popular way to celebrate Halloween in America and our attractions are on the top of Halloween enthusiast and media lists'. The Mortuary ranks amongst the top haunted attractions in the country. Approximately 5% of all haunted attractions have attendance figures reaching 30,000 guests like The Mortuary. In the initial year of The SAWMILL, we are estimating the first-year attendance to reach over 15,000 guests.

The SAWMILL is a Halloween event filled with fun, fright and thrills for the family. Encourage your organization to be a part of it by joining our Fundraising Program. Fear the Mill. Fund the Cause.

Haunted House - Campus Fundraising Program Rules

1. Overview & Objectives

This program allows student organizations to raise money by promoting our upcoming Haunted House season. For every ticket purchased using your group's unique promo code, \$5 is donated directly back to your organization.

2. Promo Code Setup via Interactive Ticketing



Your organization will be assigned a unique tracking promo code (e.g., LSUKAPPA26 or CENTRALHIGHSTUCO).



Buyers must input this code online at checkout through our official [Ticketing Platform at THESAW.NET](#)



Code usage applies to both General Admission (\$30 standard) and VIP Admission (\$55 standard) tickets.



Retroactive credits will not be issued; buyers must apply the code at the time of online purchase.

3. Minimum Performance Threshold

Qualify for Payout

To qualify for a donation payout, your organization must sell a minimum of 20 total tickets (any combination of General Admission or VIP).

Fewer Than 20 Tickets

If your group sells fewer than 20 tickets, then no financial payout will be issued to the organization.

4. Payout Schedules & Tax Compliance

Payout Schedule

Funds will be calculated and disbursed via a single corporate check within 14 business days of the Haunted House season closing night.

Tax Documentation

To receive a payout, college organizations or high school booster clubs must provide a completed Form W-9 (or school-sanctioned financial club document) prior to the distribution of funds.

Disbursement Entity

Checks will only be written out to official school club accounts, Greek chapters, or booster names. Checks will never be made out to individual students.

5. Restricted Blackout Dates

To balance high-capacity event nights, your organization's promotional discount codes will be active for all operational nights EXCEPT the following peak event dates:



Friday, October 30 through Saturday, October 31

(Note: Tickets sold for blackout dates do not count toward your ticket totals or fundraising payouts.)

6. Marketing and Conduct Rules

On-Campus Promotion

High school and college groups must comply with their specific campus flyering, email, and social media guidelines.

Prohibited Behavior

Students are strictly prohibited from standing at our physical ticket booth or venue entrance gates to hand out their promo codes to general public walk-ups. Any group caught doing this will be immediately disqualified from the program, and all accumulated payouts will be forfeited.

Program Discount Hours

Program discount on tickets are not available before 7pm.

A Nightmare with Benefits



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FROM THE TWISTED MINDS AT

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HAUNTED MANSION