

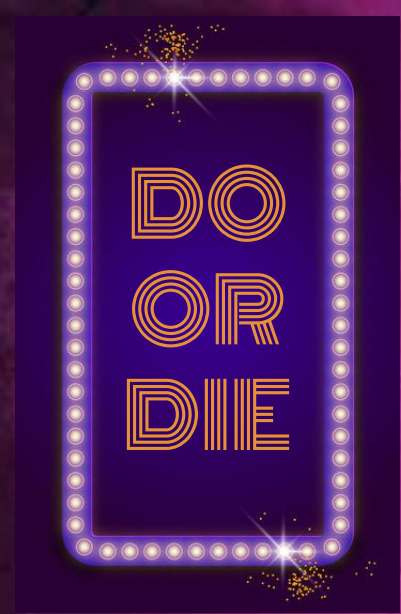
Halloween Horror Nights Pitch Portfolio

Shane Joseph

Do or Die

Join the audience on the studio set of a twisted game show where the stakes are life and death. The ever-popular game show Do Or Don't has been on the air for decades, and you were finally chosen to be in the audience. However, today may not be your lucky day. The Host and his loyal crew members reveal that once a year, they must sacrifice audience members in order to keep the show on the air.

As you walk through the soundstage, face the show's games which have been rigged to become fatal. See the Loyal crew attack other crew members, and even pull fellow guests into the battle. The Host watches on as the games unfold, and classic game show tropes like giant wheels, feuding families, and podium buzzers become deadly tools in this ritual. It's up to you and your fellow audience members to make it out alive. Escaping backstage through the control room may be your only hope, but The Host isn't going to like it if you don't play fair.





- Enter into the studio audience and see the set of Do or Don't, with The Host's podium in the center of the once bright studio lights.
- The Host's Loyal crew members emerge and take out the unloyal crew, announcing that the games have begun.
- The first room has a large Price is Right style wheel with dead bodies attached, as it spins and even detaches slightly to lurch forward towards you.
- The second room contains rows of podiums on either side of you, with hooded crew members ducking behind them, some real, some mannequins. The real actors jump out and buzz their buzzers, proclaiming, "What is, you're dead!"



- Next up is Minute to Skin It, where an audience member must completely remove the skin of a fellow fan, and a large countdown clock counts down from 1 minute, as a crew member looks on to make sure the job is done.
- The final game room is a large open space with two long desks on either side, and this Family Feud show has turned into a battle royale where only one family can make it out alive, and you are caught right in the middle of it.
- Amid the chaos, you are able to enter a narrow door labeled Control Room, and you enter to see the monitors showing the various games.
- The Host does not like that you broke the rules, and summons his crew to go after you. The TV monitors drop down with a blast of air and the crew hiding behind the screens lunge out, giving you one last scare as you exit the soundstage.

Why Do or Die Works

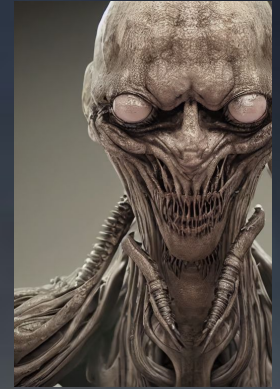
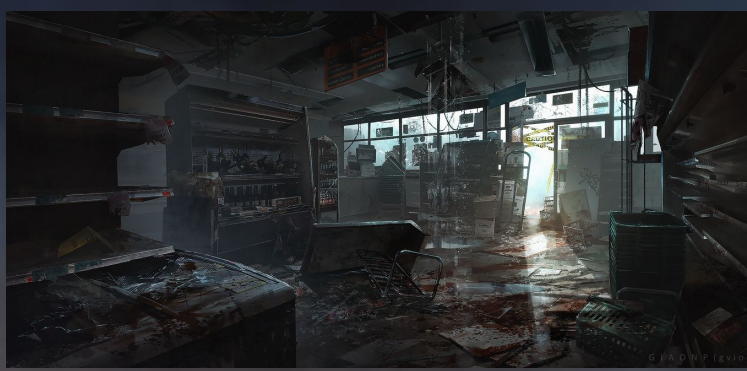
- Preying on the familiar: this house uses game show concepts that are universally understood and puts a twisted take on them that will stay with guests.
- The game show already takes place on a soundstage, so the real world setting is easily integrated into the story.
- The narrative of the house is wickedly fun, and The Host will be a memorable character for his sleazy charm mixed with murderous instincts.
- Through the use of bright colorful lights within the games, this house will stand out because instead of hiding in dark corners, this house puts its gory scares out in the open.
- The guests are a character in the story, they are all audience members chosen for the sacrifice. They have a reason for being there.
- Comparable to survival game stories such as *Saw* or *Escape Room*, but with a unique spin.

Drive-In 51

Visiting Drive-In 51 has been a favorite summer pastime for the citizens of this quiet suburb town, the ideal visage of picturesque 1950s life. However, during this double feature of horror flicks, the theater gets some extraterrestrial visitors, and they didn't turn their headlights off.

As you wander into Drive-In 51 in the midst of their invasion, you'll walk through the lot of parked cars and the victims fighting for their lives inside. Take cover inside the snack shack where you will use the aisles for cover from the creatures, who are looking to find a snack of their own- you. Now that you know they've spotted you, unknowingly stumble upon the aliens' hideout, the projector room. Make a final run for your life back outside, underneath laser fire from the alien craft.





- Begin by walking through the parked cars as the giant screen flickers above.
- Moviegoers yell for help and grab at at you from the inside of their cars, but are pulled back by the aliens.
- Make your way into snack shack and kitchen where aliens have helped themselves (to the employees). They lunge out from behind the counter, in between the food racks, and even emerge out of the freezers.
- In the projector room, the creatures have made camp in the dim and warm space. The strobing effect from the projector and mirrored walls make it seem like the aliens are coming from every direction.
- After escaping the projection booth, walk underneath the hovering alien spaceship, which fires lasers directly at you.



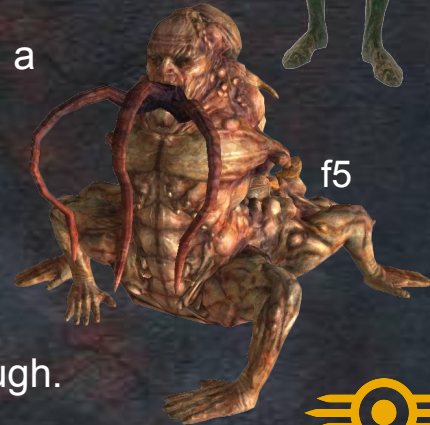
Why Drive-In 51 Works

- Indoor and outdoor settings make for varied environments that capitalize on wide open area scares as well as confined spaces.
- The sci-fi theme is not as often explored in haunted attractions, so this will provide a refreshing addition.
- 1950s setting allows for more “camp” style fun, which can also catch guests off guard with horrifying alien creatures.
- This concept welcomes cutting edge special effects as well as classically made physical costumes and props.
- Lots of opportunities for unique costumes and makeup.
- Large scale scenes like the outdoor Drive-In and hovering UFO will be memorable and generate conversation.

Fallout

Enter the post-nuclear world of *Fallout*, inspired by the best selling video game series. You'll start your journey in one of the Vaults, as you make your way through an abandoned science lab, school, bunk room and dining hall. The creatures of the Wasteland have invaded the Vault, and they are lurking around every corner. While inside, you'll get to see the idyllic, 21st century life that was promised to Vault-Tec's customers, now overrun with the nightmares of the outside. After escaping the Vault, you'll enter the Wasteland and see what's left of the world above. Walk amongst retro-futuristic vehicles and architecture as you come face to face with feral ghouls, super mutants, human raiders and even a Deathclaw.





- Ambient doo wop tunes play as you enter the vault (f1).
- Walk through a bunk room to see the Vault lifestyle and avoid the sleeping Ghouls.
- In the classroom, creatures like giant radroaches, mutant hounds and bloatlflies have taken up residence.
- The science lab has become the home of a particularly nasty Centaur (f5) and a glowing Ghoul (f4) hiding behind a suit of Power Armor.
- Raiders (f3) are pillaging the dining room for any edible food.
- In the Wasteland (f2), you'll traverse under decrepit skyscrapers and an overtaken city street riddled with Raider traps.
- Narrowly escape becoming a camp of Super Mutants' next meal.
- A pack of feral ghouls try to drag you into a subway station.
- Dodge a near-miss swipe from a Deathclaw, ending your Wasteland walkthrough.



Why *Fallout* Works

- The claustrophobic, dark nature of the Vault and the cluttered openness of the Wasteland are tailor made for maximum scares.
- Great variety of creatures: perfect mix of mutant, zombie-like, human, animal/insects.
- Retro-futuristic atmosphere is what hooks fans into the games, and it will look beautiful when brought to life.
- Feeling of exploration. Not just moving from room to room, but traversing a whole world, inside and out.
- Plenty of opportunities to include nods and easter eggs to all six games.
- Familiar yet unique premise, even if you've never heard of *Fallout*, the world-building of the atmosphere is instantly immersive.



IP Marketing Statistics

- Would coincide with the massive growth in popularity of the franchise thanks to the live-action *Fallout* series, similar to 2023's *The Last of Us* house.
- The video games have a massive fanbase, and the role playing open world nature of the games encourages longevity of play so that the games remain popular while sequels are in development.
- *Fallout 4*, the newest game in the main series, made \$750 million on its first day and shipped 12 million copies at launch, a record-breaking number. The game remains popular, and will receive a next-gen update this year.
- The sinister, satirical humor and ambience would fit perfectly in the Halloween Horror Nights repertoire.



Scare Zone: Killing Time

After a failed test of a time machine leaves Lead Scientist Dr. Chronos' laboratory in shambles, his team of technicians become melded with horrors from the past, present and future. This scare zone features all of these horrors having broken out of the laboratory and set loose on the streets. In the center of the scare zone, you will see the remains of the destroyed time machine, including Dr. Chronos, who has become fused with pieces of the machine. Since the scientists decided to run this experiment with animal test subjects, the team have become twisted with creatures from across time, such as saber-toothed tigers, dinosaurs, futuristic tech-inspired concepts, and even beasts believed to be mythological.



Live Stage Show: *Undead Tonight*

Attend the taping of this late night show inside of a haunted house. The undead host of this nightly comedy program will comment on pop culture news of the week and invite special guests on the air, living and dead. The satirical show will be updated every week to comment on current pop culture happenings.



The show has the opportunity to be very improvisational in addition to changing with the news every week to encourage multiple visits. The show's host would be an irreverent, undead human who never achieved their dream of being a comedy star in life, so they figure it can't hurt to try it in death. The show could also invite audience participants to join as one of the show's guests. The format would be very similar to classic late night structure: open with a monologue reviewing entertainment and pop culture news, then move into the guest segments featuring notable names from modern day as well as historical figures of the past.