



SPIRIT[®]

HALLOWEEN SUPERSTORES

America's LARGEST Halloween Retailer



Actual 2009 "Zombie Nursery" in-store experience display.






SPIRIT®

Since the opening of its first store in 1983, Spirit has experienced tremendous growth. In 1999 Spirit Halloween operated 63 seasonal locations throughout the United States and was acquired by Spencer Gifts LLC. Since its acquisition, Spirit has expanded its store base to 723 stores in 2009 and plans are to expand to 850 stores for the 2010 season. Spirit is well positioned to become the leading national Halloween retailer. Spirit Halloween stores are situated in high visibility, high-traffic centers. Spirit Halloween is in 47 states and Canada.



IN-STORE EXPERIENCE



Spirit Halloween's stores are the most comprehensive one-stop destinations for everything shoppers can imagine for Halloween. Through the vast merchandise assortment and memorable visual presentation, Spirit stores provide a truly impressive, unique and unforgettable shopping experience. In addition to being a fun and interactive event for shoppers, the locations offer complete selections of costumes and accessories for infants/toddlers, children, tweens, teens and adults. A broad assortment of décor and party goods complete the Halloween story. A large portion of the selection is exclusive merchandise found only at Spirit Halloween.



Actual 2009 "Wicked Woods" in-store experience display.

LEASING OPPORTUNITIES



OUR GOAL IS
850 STORES
IN 2010!

Why let that space sit empty?
Let it earn cash for you and at the same time
bring added life to your center.

LEASING REQUIREMENTS:



WHAT:

Temporary leases for 3 months for Spirit Halloween Superstore locations.

WHEN:

Site selection January thru August. Leases finalized through August. Stores open on or about Labor Day and remain open through November 1. The ideal lease time is mid August through mid November.

WHERE:

We locate our stores in power centers, strip centers, free standing stores and in major downtown retail center locations as well as in major malls.

CRITERIA:

We situate our stores in communities with a population of approximately 50,000 in a 3-5 mile radius.

TRAFFIC COUNT:

We look for locations that have good street visibility with a car count of at least 25,000 cars per day.

SIZE:

We can merchandise our stores to fill any space, but our ideal locations are between 5,000 and 10,000 sq ft on the sales floor in strip centers and 3,000+ in malls. No space is too large.



CONSIGNMENT OPERATOR PROGRAM

HOW IT WORKS:

- Spirit takes a percentage of the sales. We pay for all freight in and out, throughout the season.
- The Consignment operator negotiates his/her own lease with the landlord, purchases all fixtures and supplies. Operates under the Spirit name and complies with our basic merchandising and marketing philosophies.
- Spirit will supply the operator with the best assortment of Halloween merchandise in the industry. Spirit will furnish the operator with POS terminals to ring sales and replenish merchandise during the season.
- You control your expenses and pay only for what you sell. Spirit takes back all unsold merchandise at the end of the season.
- Spirit looks for consignment operators in markets where we do not have company stores or already established operators.

OTHER REQUIREMENTS:

- Simple contract to sign by both parties.
- Deposit to be received at contract signing.
- Temporary lease site selected by August.
- Automated withdrawals of funds through credit card sales.
- Lease in operator's name. All lease payments sole responsibility of operator.
- Signed non-compete clause.
- Proof of insurance.
- Financial disclosure required.



As Featured On:



MODERN MARVELS



MARTHA
MARTHA STEWART LIVING RADIO



AP Associated Press



“SPIRIT HALLOWEEN MARKETING AND PR PROGRAMS”

Spirit Halloween Marketing and PR programs focus on building brand recognition throughout the year while reinforcing Spirit's leadership position within the Halloween space ultimately resulting in driving traffic and sales to Spirit Halloween stores and shopping centers.

Spirit Halloween Marketing Programs Include:

- E-mail campaign to home grown database—targeted e-mails are sent out throughout the year to over 1.5 million e-mail addresses. Campaigns focus on new store openings, in-store promotions, marketing campaigns as well as career opportunities.
- Billboard campaign—Spirit's brand can be found on billboards and bus shelters throughout the country directing customers to their local Spirit stores and shopping centers.
- National partnership—each year Spirit partners with a major national brand that has close ties to Halloween. Past partnerships have included Southwest Airlines.
- Direct mail catalog—Spirit Halloween distributes over 1 million catalogs to homes throughout the United States highlighting our merchandise assortment and driving customers to their local Spirit stores and shopping centers.

Spirit Halloween PR Programs Include:

- Local and National market outreach—relationships with local and national print and broadcast outlets position Spirit Halloween as the “go-to” resource for all Halloween needs while reinforcing our nationwide presence ultimately driving traffic and sales
- Spirit of Children—cause marketing program focused on bringing Halloween to hospitalized children throughout the country while raising money for Child Life Departments within the local children's hospitals.

2009 Highway Billboard and 48 page Direct Mail Catalog.



SUPPORTING OUR COMMUNITY IS THE HEART OF SPIRIT HALLOWEEN

Spirit of Children, the heart of Spirit Halloween is devoted to bringing the joy and fantasy of Halloween to pediatric patients everywhere. What started in 2006 as a Halloween party in 11 children's hospitals has exploded into a year-round national Cause Marketing campaign positively effecting thousands of children across the United States and Canada throughout the year, not just during Halloween.

For the 2009 season, in addition to hosting Halloween events in 50 children's hospitals, the Spirit of Children program surpassed its fundraising goals by collecting over \$1.0 million for 80 child life departments within the communities who have been supporting Spirit Halloween for over 25 years. 100% of the money collected is given directly to the Child Life Departments at participating hospitals whose main responsibility is to make the children's stay as comfortable as possible. Donations have been used to purchase such items as updated equipment, games specifically designed for children with physical challenges and toys that are fun, educational and therapeutic.

For more information visit us online at www.SpiritHalloween.com/SpiritofChildrenDay

2009 Spirit Of Children Donation and Event Signs.



SPIRIT®

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Reaper of Souls & Dead Light Zombie Exclusive Animatronic Proops

A DIVISION OF
SPENCER'S