

**Halloween
House**

Christmas House



A Seasonal Pop-Up Franchise,
Unlike Anything Else!

FRANCHISE OPPORTUNITY

A Magical Experience for All Ages

Christmas House Franchising, Inc. has created two unique, immersive walk-through experiences for all ages that harness the power of these profitable industries in the U.S. — Christmas and Halloween.

Christmas House first launched in 2020, with Halloween House soon to follow the next year. Due to overwhelming demand and success, we expanded to 12 fully indoor attractions covering three states in 2022. By 2023, we beat out more than 3,000 companies to make the top 60 in *Pepperdine's Most Fundable Companies* competition.

Christmas House Franchising, Inc's founding team, which includes Michael Dessart who hails from decades of experience with HBO, has worked our magic to create some serious fun within a lucrative business model! It's easy to see why our 3 unique concepts make sense for ownership:

Strong Profit-Driven Markets: Did you know that Christmas spending reached upwards of **\$7 trillion** dollars in 2022? Halloween spending topped over **\$12 billion** in 2023, while general entertainment-related spending has reached **\$681.19 billion** globally.

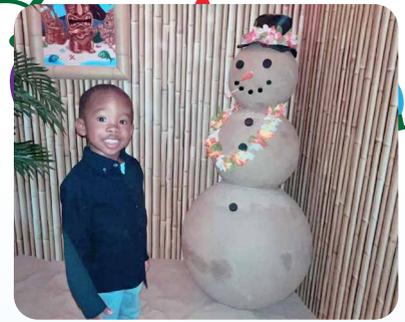
There's Nothing Like It: Our concepts are simply one-of-a-kind. We reach a massive audience of all ages and give families an experience not found anywhere else! Unlike our competitors, our visitors return again and again thanks to the value we offer. Our model has been proven to work in all population sizes.

Standout Profit Margins: Low upfront costs, seasonal demand, high volume, and quick ROI make for a fantastic investment! Once your location is set up, you can begin earning revenue fast. As an added profit driver, we offer our locations for private events and ample sponsorship opportunities!

Past sponsors include:



Seasonal Flexibility: Experience the work-life balance you have always dreamed of. Christmas House and Halloween House are seasonal pop-up events, so you have the rest of the year for everything else.



AS SEEN ON:



Take a Deeper Look at Our Experiences



Seasonal, Pop-Up Experiences

Christmas House is an indoor, one-of-a-kind Christmas experience. Visitors experience a walk-through of all things Christmas, with an average visit time of 45+ minutes. They enjoy their favorite Christmas sights, sounds, and smells coming to life. There are over 10 rooms including the famous Snow Room, The Elf Room, The North Pole, *and many more!*

At **Halloween House**, customers are transported to an all-Halloween world. Every one of our 10 impeccably detailed, fully-realized rooms is a different Halloween theme designed to make every Halloween lover's experience unforgettable. This isn't a haunted house, *it's so much more*. Visitors get to delight in each uniquely themed room, such as the Trick-or-Treat Room, the Glow in the Dark Room, the Illusion Room, and our indoor Pumpkin Patch! We are 100% family-friendly. *No actors. No jump scares. No gore.*



Permanent, Year Round Experience

If you'd like to scale to a year-round adventure, **Movie House** is a permanent experience set-up. Earn revenue year-round and build your audience of movie-lovers over time. Movie House takes our guests on a journey through movie magic. We've recreated some of the nation's favorite genres, allowing our guests to immerse themselves in a movie world! Our guests get to be part of cult classics and movie masterpieces all within our climate-controlled, comfortable indoor setting.



Experience a **Flexible & Fun Lifestyle!**

Get ready to have some fun and be the source of joy for hundreds of people every season! Our franchise partners must be ready to exhibit the same professionalism that Christmas House Franchising, Inc. is known for and be great at representing our brand. Here are some other qualities we look for:

- * *Passion for delivering great customer experience*
- * *Outgoing with great communication*
- * *Committed to customer satisfaction*
- * *Highly organized*
- * *Outstanding sales and marketing skills*



An In-House Support Team to Help Your House Grow

We pride ourselves on being accessible for you throughout your ownership. Reach our in-house support team by phone, email, or text 7 days a week! We provide several training and support components to ensure your business runs smoothly.



Comprehensive Training

Our goal is to ensure you kick off your franchise with confidence! Through our hands-on, dual-phase training program, you will be fully prepared in all areas of operations, marketing, and administrative processes.



Operational Support

Our operational support will keep your business operating at peak efficiency! Customer-service techniques, product ordering, suggested pricing guidelines, and more are all included in this support component.



Marketing that Works

Thanks to the nature of our business, our experiences produce organic social media posts and word-of-mouth buzz. Our team will also supply you with consumer marketing plans and materials for use within your local area, plus you will benefit from our network-wide campaigns. Neil Patrick Harris, Wyclef Jean, *South Park* Creator Matt Stone, Shauna Rae with TLC, Steve Schirripa (*The Sopranos* and *Blue Bloods*), *WWE*'s Bryon Saxton, and Nicole from *Big Brother* have all made our attractions a must-see, creating an organic buzz around the brand that cannot be bought and *generating millions of social media impressions*.



Purchasing Power

Christmas House Franchising, Inc. has worked to connect with trustworthy vendors. As a franchise partner, you not only gain these key connections, you all benefit from quantity discounts as applicable.

Let's Take a Look at the Investment...

Christmas House and Halloween House are incredibly simple-to-operate and allow for a quick return on investment.

FRANCHISE FEE

\$35,000

ESTIMATED INITIAL INVESTMENT RANGE

\$128,750 - \$381,000

(includes franchise fee)

ROYALTY FEE

7% of gross sales



Make the Magic Happen with Us

Christmas House



Halloween House



MOVIE HOUSE



Christmas House, Halloween House, and Movie House are incredible concepts with viable nationwide market reach. Where will you take them next? Connect with our team to get started by visiting our website:

www.ChristmasAndHalloweenHouseFranchising.com



Christmas House



HALLOWEEN HOUSE

Info@ChristmasHouseUS.com

ChristmasHouseUS.com | HalloweenHouseUS.com

www.ChristmasAndHalloweenHouseFranchising.com



This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.