



DOWNTOWN HIGHLAND'S  
**HAUNTED HIGHLAND**

**Throughout October**

Elevate your business this Halloween season by hosting our life-size skeleton selfie installation!  
Join us as we transform Downtown Highland into a spooky spectacle, with these captivating displays set to adorn ten municipal locations and five lucky business locations.  
Want to participate? Secure your spot now! Availability is limited and granted on a first-come, first-served basis.



# JOIN IN THE EXCITEMENT OF #HAUNTEDHIGHLAND

## **Promotion**

Haunted Highland aims to create an enjoyable experience, curating a delightful adventure for residents and visitors alike. We invite them to indulge in the excitement of capturing selfies and photographs while making a special excursion to Downtown Highland to witness and engage with our intriguing skeletal displays firsthand. In turn, this initiative is poised to not only attract new patrons but also rekindle the interest of returning shoppers, injecting a renewed vitality into the small businesses that define Downtown Highland.

Encouraging residents to snap and share pictures of Highland's skeletal selfie spots on social media platforms using the hashtag #hauntedhighland is a versatile initiative. It fosters community engagement by creating a common interest, promotes local heritage and culture, and enhances social media visibility. Moreover, it can indirectly boost tourism, educate residents about their community, and provide a fun and interactive way for individuals to participate in a communal activity. The campaign also offers the potential for community growth by attracting outsiders interested in Highland's unique offerings. Additionally, feedback garnered from this initiative can aid in refining and improving future community engagement efforts.



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# HAUNTED HIGHLAND

## LET'S GET STARTED!

### Rules & Considerations

Before you commence, please thoroughly examine the rules and considerations provided. Familiarizing yourself with these guidelines is essential to ensure a smooth and successful undertaking.

- Exhibitors will receive two, 5' skeletons installed (and later removed) by township staff.
- Exhibitors are welcome/encouraged to add additional halloween decor and/or additional skeletons at their expense.
- No permanent alterations to skeletons are permitted (eg. paint, glue, glitter, etc.)
- Skeletons may need dressed at the time of installation, as limbs may require securing prohibiting the ability to dress after.
- Haunted Highland Selfie Spot sign to be delivered at the time of installation, including a Haunted Highland hashtag.
- All exhibits are to be displayed outdoors only.
- Displays must be appropriate for residents of all ages.

*\*Highland Downtown Development Authority retains the right to remove displays that do not observe the above rules and considerations.*

## EVENT TIMELINE

BRAINSTORM

STEP  
01

Brainstorm and research ideas for your display. Need help? Scan the QR code on the back page.

INSTALLATION

STEP  
02

You will be contacted by the HDDA the week of 09/18 to schedule installation.

DECORATE

STEP  
03

Now for the fun part... Dress skeletons and add accessories and props.

Enjoy the season and the influx of business and social media exposure throughout October.

ENJOY!

STEP  
04

## FOR REFERENCE



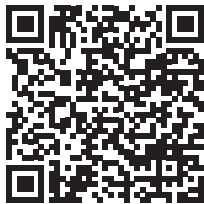
### **Set of Two, 5' Posable Skeletons**

A pair of flexible, life-sized skeletons can be arranged in an endless array of poses, empowering you to breathe life into your eerie vision.



### **Haunted Highland Selfie Spot Signs**

Upon installation, signage will be supplied to inform the public about the promotion and to promote community-wide sharing with a designated hashtag, #hauntedhighland



### **Need Ideas or Inspiration?**

Running low on creative ideas? Simply scan this QR code to access the HDDA Pinterest board dedicated to Haunted Highland. You'll discover a vast array of inspiring images to spark your imagination.

**FOR QUESTIONS OR CONCERNS  
PLEASE EMAIL CATHY TIDERINGTON  
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### **Highland D.D.A.**

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