

**Saw-Themed Escape House; Fundraiser with the American Cancer Society**

Phoebe Zaranski

Stevenson University School of Design, Arts, and Communication

CM-265: Event Planning

Dr. Leeanne Bell McManus

November 18<sup>th</sup>, 2024

## **Textbook Questions**

### **Attendees**

Any adults 18+ that are fans of horror, or specifically the Saw franchise, and wants to give back to those in need. Creating an atmosphere that appears straight out of a horror film will be ideal. The space will need to hold 5 people at a time per room, 15 attendees in total alongside 3 scare actors.

### **Event Overview**

This event is a Saw-themed escape house, serving as a fundraiser for the American Cancer Society. Players will embark on a story, role-playing as detectives, getting to move through a set of three escape rooms.

### **Location**

Industrial Office at 1821 Calveras St Fresno, CA. This is a wide open, rustic space that we can customize and build sets within the space. The rooms are connected by a series of doors, which is imperative to having customers move throughout the space.

### **Date and Time**

October 29, 2029. This will be the 25<sup>th</sup> anniversary of the movie's initial theatrical release. It will also be perfect timing before Halloween, so a big drive for horror fans. Knowing this far in advance would be imperative to start building/sourcing props, furniture, and sets appropriately

### **Intention for Event**

The purpose of the event is to provide entertainment while raising funds for the American Cancer Society. The main villain of the Saw franchise, Jigsaw, battles brain cancer. Teaming up with ACS is not only a great opportunity, but specifically relates to the films. Donors will pay a fee to enter the escape house, getting to experience their very own Saw traps (with safety precautions, of course). Fans of the film will get to interact with their favorite scenes and characters, celebrating the franchise while raising money for ACS.

Some companies, such as Six Flags, run movie-themed haunted houses annually. The Saw movies, however, focus on victims solving puzzles in order to escape and survive. I figure that haunted houses can fit other horror movies well, such as a Friday the 13<sup>th</sup> "escape the killer". Saw, however, would be best suited as an escape room, and would get fans more immersed in the world of the film.

### **Methodology**

#### ***Décor***

- All décor should feel old, worn, and something straight out of a crime scene
  - o Fake blood across the floors and props
    - Props/gore should feel real
      - Not look like a Spirit Halloween
  - o And metal should either BE rusted or have a rusted paint to them
  - o Spiderwebs in the top corners of the room, should feel like you should NOT be there

## ***Music***

- Ambient tone throughout the process of finding the clues, shouldn't be distracting but shouldn't be able to hear outside noise.
- Tobin Bell's voice over to give instructions at the beginning of each room, just as the films do
- For the last minute of each room, there will be a loud clock noise ticking down to create direness of the situation
- Every five minutes for room 1 and 2, the scare actors will interject with pleas of saving them
  - o Keeps time
  - o Keeps energy and motivation up
- For the end of the final room, the iconic "Hello Zep" theme will play as the killer is taken up through the glass coffin elevator
  - o Perfect timing with the movie, but would get old if played in every room

## ***Lighting***

- Intelligence lighting is key!!
  - o Using red to create an eerie feel in the rooms
  - o Not fully red, but accent lighting either the center of the room, the back, or the corpse (whatever the theme of the room is)
- Back lighting for scare actors
  - o When they appear, all other lights go black and a low/back light highlights the actors to gain the attention of the attendees
- Overall lighting in the rooms is dim and lowly lit

## ***Budget***

Rounding up from our estimate of \$20,642.75, the entire budget for this event is \$21,000. Most of our budget comes from paying workers to operate/reset rooms, scare actors, and decorators. Given the high budget only for a one-day event, it would be in our best interest realistically to make this a multi-day event throughout October. If 5 people come every hour, and we are open for 12 hours, tickets would need to be \$350 each, which is unreasonable. An average escape room ticket costs \$35, and if everyone makes it through without a \$10 continuance fee, we will need 120 hours of business to break even.

## Presentation Outline

### Introduction

- Personal introduction
- Description of the Saw movies
  - o Puzzle-based
  - o Why not a haunted house? Comparing Six Flags
    - Segue into short description of event

### Event Overview

- Date/time and why
- Joint with American Cancer Society
  - o Connection to movie
  - o Gaining advertising/name rights
- Structure
  - o Rooms lead to one another
  - o Continuance fee to proceed if necessary

### Intended guests

- Horror fans
  - o Why 18+?
- Donors/people who like supporting charity

### Location

- Industrial Office
  - o 1821 Calveras St Fresno, California
  - o Contemplating pre-made sets
    - Renter limitations in sets
- California has great **drawing power**

### Ambience

- Décor
  - o Distress it ourselves!!
  - o Make others feel they have entered a crime scene
- Music
  - o Emphasizing the **monochromic** time with the periodic clock ticking and scare actor performances
- Lighting
  - o Low light for eerie atmosphere
  - o **Intelligent lighting** for when scare actors show up
    - Red, all other lights go out

### Room 1

- Describe the layout and feeling of the room

- Jigsaw's lair
  - furniture
- **Artifacts** from specific moments in the film
- Teaches the "detectives" to follow directions

## Room 2

- Short description of the layout and feeling of the room
  - Morgue
  - Where are all the scare actors located?
- Playing with morals and reinforcing their teamwork
  - Essential for room 3

## Room 3

- Description of transition/interrogation between rooms
  - This one becomes a social deduction
- Artifacts once again, but now utilizing personal touch
- Why social deduction in relation to the movies?
  - Glass coffin escape

## Photobooth

- Pose with props/characters from the film
  - No matter if they completed all three or not
- Additional day-of **advertising** as we sent the photos to their phones for social media

## Gantt Chart

- The rooms all have a similar structure
  - 45 minutes of solving, 15 for transition/resetting clues
- Setup and cleanup will be for 12 hours the day before and after

## Budget

- **Budget** is high
  - Recommendation to make this a multiple-weekend event
    - Holds 60 attendees MAX, should be more
- Most of the budget comes from hiring all the actors/stationed workers
  - Is eased by borrowing props/furniture from the production studio

## Invitation/Conclusion

- Thank you!!

Phoebe Zaranski

# SAW-THEMED ESCAPE HOUSE

Fundraiser with the American Heart Association



## EVENT OVERVIEW



This is a series of escape rooms based off the "Saw" movie franchise. We will team up with the American Cancer Society, donating all proceeds. The house will be open on OCTOBER 29TH, 2029 from 12pm-12am for the film's 25th anniversary.

The main villain, Jigsaw, battles cancer throughout the franchise

Fans can interact with their favorite characters and scenes from the movie

Upon an entrance fee, fans welcome to solve three puzzle rooms in a specific order

If they fail any room, they can pay a "continuance fee" to advance onto the next room

## INTENDED

## GUESTS



Adults 18+ who are:

- Fans of horror, or Saw movies
- People who value giving to those in need
- Each group should have 3-5 members to register



## LOCATION & CREATING SETS

**Industrial Office**  
1821 Calaveras St Fresno, CA 93721

Rent is \$5,250 for 1 month

- Worn down, open space to build rooms freely
- Connected rooms that guests can travel through
- Rent period is longer, so setup can span days



## AMBIENCE

### Decor

Feels worn, rusted,  
real, and disgusting



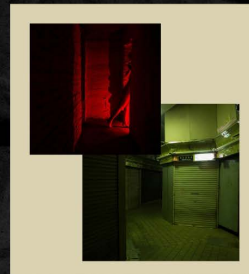
### Music

Using ambient sounds,  
clock ticking, then  
actor screams to  
create urgency



### Lighting

Low light vs  
Intelligent lighting



## ROOM 1

### JIGSAW'S LAIR

This is a game of following  
directions

- Artifacts of specific  
clues and mementos from  
the films







## ROOM 2

### THE MORGUE

This is a game of morals and teamwork

- Haptics for feeling the gore and reaching inside the corpse, searching through "guts"



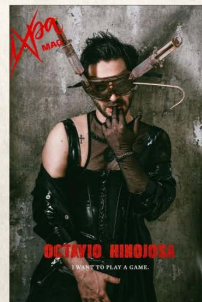
## ROOM 3

### CRIME SCENE

This is a game of social deduction

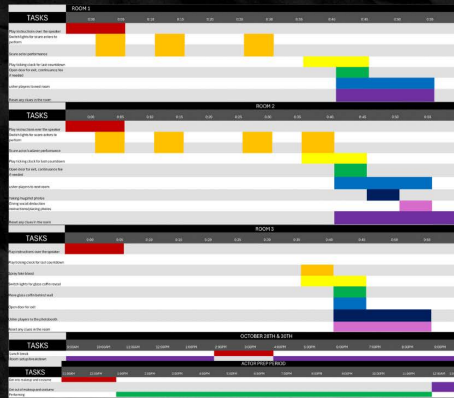
- Artifacts for making the game personable, memorable, and more involved

## PHOTOBOOTH





# GANTT CHART - ROOMS



# BUDGET

Our estimated budget is \$21,000

- Needs to be a multi-day event to break even

Budget Spent \$20,642.75		Room 1	Room 2	Room 3	Photobooth	Entire Space
		1,642.75	1,642.75	1,642.75	1,642.75	11,000.00
Room 1						
Room 2						
Room 3						
Photobooth						
Entire Space						

**SAW ESCAPE HOUSE**

OCTOBER 29TH, 2020, 12PM-12AM

FUNDRAISER WITH THE AMERICAN CANCER SOCIETY

1821 CALVERAS ST, FRESNO, CA

ROOM 1 JESSE'S LAIR

ROOM 2 THE MORGUE

ROOM 3 CRIME SCENE

\$35 / PERSON, MUST BE 18+, 3-5 PER GROUP

\$10 CONTINUANCE FEE TO CONTINUE IF FAILED

@saw\_escape\_house www.sawescapehouse.com/tickets

# ROOM 1 - JIGSAW'S LAIR

Hello, detectives, I want to play a game. Every day you scrutinize people's behavior at crime scenes. You play God for a living, banishing whom you deem vile to cell block hell. You and I both know you deserve more time than any of the criminals you dissect. Today, I am going to dissect you. In front of you is one of your colleagues, Kevin. The rules are simple. Place enough pieces of his cerebral tissue into the glass enzyme tank, and you win. If you complete your task in less than 20 minutes, the enzymes will dissolve the tissue, and close a circuit, saving his life, and setting you free. I'd give you a hint, but I'd rather keep that in the dark. Let the game begin.



**"I'D GIVE YOU A HINT, BUT I'D  
RATHER KEEP THAT IN THE DARK"**

By turning the lights out in the room, an "x" will appear in glow in the dark paint on the side of a cardboard box.

Inside will be the first piece of a brain, an unfinished jigsaw puzzle, a "knife", some tape recorders, a blacklight, and newspaper articles/photos about Kevin.



**THE TAPE RECORDER LABELED  
"KEVIN"**

When played, detectives hear a conversation of Kevin boasting about his latest case. It appears he is being recorded in secret.

At the end of the conversation, the phrase "I guess we will never know what happened to Jane Doe" is muttered.

**JIGSAW PUZZLE PIECES  
AND THE BLACKLIGHT**

Upon first glance, the jigsaw pieces just form a picture of tools. Very ironic. When using the blacklight on the back of the puzzle, however, there is a picture of the Freezer Trap from Saw 3.

A caption underneath reads "Don't freeze, maybe all you need is a little push"



## JAR OF TEETH LABELED "JANE DOE"

On a shelf stacked with named jars of body parts, detectives must find a corresponding one labeled "Jane Doe".

The jar is filled with teeth, and the second brain piece hidden amongst them. Three teeth have numbers written on them.



## A LOCKED PAIR OF SCISSORS

A pair of scissors on the back table has a combination lock around its handles. The detectives must test different arrangements of the numbers on the teeth to unlock them.

Upon opening the scissors, on the inside of the blade reads "it isn't fun being someone's puppet, is it?".



## BALLOONS ATTACHED TO BILLY THE PUPPET'S BIKE

The clue on the inside of the scissor blades should lead the detectives to the Billy the Puppet doll near the exit door. There are five balloons attached to the bike he is sitting on.

When using the scissors to pop the balloons, two of them will have the remaining two brain pieces.



## PIPES BEHIND THE FRIDGE

Detectives should relate the word "freeze" to the fridge or freezer. The fridge is next to Jigsaw's desk, decorated with photos held up by magnets.

By giving the fridge "a little push" to uncover the wall behind it, they will find the final brain piece hidden between a set of pipes.



**ALL 5 BRAIN PIECES IN THE TRAY**

By placing all 5 of the previously gained brains into the silver tray near the front display window, the door to the right of it will unlock, leading them to room 2.



# ROOM 2 - THE MORQUE

Well, well, detectives. Seems you are capable of saving a life. Let's focus on what you do best: appointing your victim. I have two criminals in front of you. One is a drug addict, wearing a device that will permanently rip open her jaw if she isn't given a key within 20 minutes. Think of it like a reverse bear trap.

The other is a drug dealer. He is heavily sedated with a hallucinogen poison that only you can find the antidote for. One anticipates being ripped apart, the other vividly hallucinating being ripped apart. You only have time to save one, which will you find? The key, or the antidote? Who will live, and who will die? Think with your gut, or your heart. Make your choice.

**"THINK WITH YOUR GUT, OR YOUR  
HEART"**



**JIGSAW'S NOTEBOOK**

in the middle of the room, a notebook full of Jigsaw's trap sketches lays open. Beside each illustration is a description of what it does and the name of the intended victim.

A spread demonstrates a gutting trap and a heart-removal trap with respective code-like symbols next to them.





## PLAQUE ON A CABINET

The back wall of the room is covered with cabinet-drawers that would hold bodies in a real morgue.

Finding the name card matching the stomach trap, detectives can remove the plaquard and reach into the hand-sized hole in the wall.



## OPENING IN THE CABINET

The opening has no light, and shining a light inside cannot reveal anything. Detectives must reach into it with their hand to see if they find anything.

The back of the plaque reads "remember, you need concrete evidence", hinting to find something solid among the slime-filled hole.



## FILM CANISTER

Once the canister is open, out rolls a film strip with different autopsy photos. These photos will be of the actor in the reverse bear trap.

Every other photo depicts the iconic puzzle piece scar. Detectives should be lead to investigate the corpses laid out around the room, looking for one with a matching scar.



## TAG ON A CADAVER

Along the middle of the room, there are aisles of tables with cadavers. One will be sitting in a bag half-zipped.

The tag has a matching symbol to the heart trap within Jigsaw's journal. On the back of the tag reads "Find it deep within their heart to forgive them".



## "DEEP WITHIN THEIR HEART"

When reaching into the open-wounded chest of the cadaver, detectives will find a tube with the anecdote to put into the solving tray.

The scare actors will perform their respective deaths/survivals, and an audio will play explaining the intricacies of the stomach puzzle if they would've picked it.



## "REAL" CADAVER WITH A PUZZLE PIECE SCAR

Once finding the matching scar, there will be a string hanging out of it, almost as if someone tried to give the wound stitches. The end has a tag labeled "unveil the missing piece".

When pulling on the string, the key comes out of the scare actor disguised as a corpse, causing them to erupt into screams and "die"



## KEY GOES INTO THE TRAY

Placing the key into the tray at the front of the room will solve the puzzle and grant the detectives' escape. The scare actors will reenact their freedom/death.

An audio will play, complimenting their choice. However, it will be revealed that if they chose to save the man, the antidote could have been HERE

# ROOM 3 - CRIME SCENE

Hello again, detectives, I am impressed. You completed your tests faster than I anticipated, but there is still the biggest and most important one in front of you. I expect one of you will find this crime scene familiar. They say imitation is the most sincere form of flattery, but I think your fellow detectives would rather give you a death sentence than gift you a reward. I'll make it easy on you, in front of you is a glass coffin. Upon closing my apprentice inside, its bulletproof shell will lock indefinitely and 911 will be called to arrive. Don't worry, those of you mighty enough to point the finger will escape free of charge, although you would have bent the rules in your favor either way. And don't go framing anyone in there. Samples of the victim's blood is loaded into the sprinklers above you, and you'll be drenched in the biggest piece of evidence detectives use to find the killer. Be careful where you point the finger, you wouldn't want to frame yourself with the wrong decision. Let the game begin.

## MUG SHOTS AND GETTING CAUGHT

Upon exiting the second room, detectives will be stopped by "police", as if they are being investigated for a crime. They will have to take mugshots and be given a pin with a serial number.

These photos will be used in the room as props with suspect folders.

The cops will take each of the detectives in to "interrogate them". They are each fed pieces of evidence against each other. The killer will be given their instructions, asked to hide evidence and/or bait the others. They will also record a "victory message" that will play when they inevitably step into the glass coffin to escape.





## SOCIAL DEDUCTION ROOM

### SERIAL NUMBER PIN

The cop will tell the detectives "Do not share any of your pin information, as that is now confidential under US law. Anything you say can and will be used against you. You WILL have the right to an attorney if you can't afford one yourself."

Two pins will have instructions written on the underside. One telling them they will be the killer in the next puzzle, but to keep it a secret and feel free to hide any clues, pictures, or hidden messages. The other pin will tell them to be suspicious of their fellow detectives, and not to let them examine their hands.



**"BE CAREFUL WHERE YOU POINT THE FINGER, YOU WOULDN'T WANT TO FRAME YOURSELF WITH THE WRONG DECISION."**



Along the floor at different sections of labeled evidence, there will be prop severed fingers with spirals engraved onto them.

At another particular spot in the room will have a corkboard with red string pointing through all different newspaper clippings and photos of the crime scene.

## DETECTIVE 1 (SECRET KILLER)



### WEIGHT LIFTING ABILITIES

In the file folder with their photo attached, there will be several different attributes listed such as date last seen, fingerprints, and weight they can carry.

There will be a large string board listing facts of the case, to which the carrying weight matches.



### BULLET WITHIN THE JAR OF THE MACHINE

The bullet, much like the film, has fingerprints to match the one on file of the killer.



### NUMBERED EVIDENCE

Each of the detectives are labelled by a number on the string board. The numbers correspond to random labelled pieces of evidence across the floor.

On the back of each corresponding number is a message written in a made-up code.

## DETECTIVE 2 (TOLD TO BE SPECULATIVE, BUT STORY-WISE IS AN INVESTIGATOR)



### MATCHING FINGERPRINTS

On the tape player, and some of the photos on the string board, there will be fingerprints.

These will match the fingerprint on file for the detective. This does not make them the killer, as it indicates they have investigated the crime scene before, and therefore accidentally tampered with evidence.

**DETECTIVE 3 (NO EXTRA  
ASSIGNED ROLE, BUT STORY-WISE  
IS A WITNESS)**



**ABANDONED HANDBAG**

At one of the number stops, there is an abandoned handbag holding a small pocket knife, and a wallet of money/photos of the other detectives.

The fingerprints on the wallet and handle of the purse match this detective's file.

However, the handbag is meant to imply they saw the scene, got scared, dropped the bag, and ran.



**CALL FOR HELP**

By the deceased victim, there is a flip phone on the ground, implying they tried to make a call before they died.

The last four digits of the number on the screen match to the pin number of this detective. This is just a coincidence to get detectives arguing.



**THE KILLER INEVITABLY ENTERING  
THE BOX**

When entering the box, the door will shut behind them and blood will spray the others regardless. A message will be written on the inside of the box, telling the detective this is a secret elevator.

The glass box will be raised up through the roof of the room and an audio will play revealing the true killer.

**DETECTIVE 4 (NO EXTRA ROLE)**



**NO EVIDENCE!! TO HOPEFULLY  
MAKE OTHERS THINK THEY  
REMOVED ANY EVIDENCE TO SAVE  
THEMSELVES**

**DETECTIVE 5 (NO EXTRA ROLE)**



**NO EVIDENCE!! TO HOPEFULLY  
MAKE OTHERS THINK THEY  
REMOVED ANY EVIDENCE TO SAVE  
THEMSELVES**



[illegible]

sprinkler system (3 heads, can be hung from ceiling)	\$	40.00			
Backdrop poles	\$	18.00			
mugshot sign	\$	10.00			
chalk for mugshot sign	\$	1.00			
instant camera	\$	15.00			
film for camera (40 pics)	\$	92.00			
Worker Fees (17/hour. 13 hours, 12 for acting/on the clock and 1 for getting ready/doing prep)					
5 cop actors (17/hr)	\$	1,105.00	Worker Fees (20/hour. 13 hours)		Decorator/Breakdown Fees (20/hour. 12 hours the day prior and after)
			photographer	\$	260.00
5 cop costumes	\$	175.00	computer (for sending photos to phones)	ask photographer to bring	
angel trap with body	from production studio				Room 2 (3 people)
person to print and place photos from database	\$	221.00			Room 3 (3 people)
2 people to move glass coffin					Photobooth/interrogation rooms (1 person)
person to cue music/lights	\$	221.00			Lobby space (1 person)
Room usher	\$	221.00			Person running front of house day of
Sound			Sound		General Decor (unrelated to clues)
Speakers to play messages (rents in a pair)	\$	125.00			Speakers to play audio
computer for playing audio	use one of staff's				
Room Layout					computer for playing audio
vinyl room divider (6 x 8)	\$	178.00	Bloody backdrop	\$	40.00
black divider for either side of					check in table
vinyl (need 2)	\$	80.00	Backdrop poles	\$	18.00
					bathroom for staff
					included in property

Lighting				Lighting		Lighting	
aperture bi color led light (per day) (need 2)		70		2 pack aperture light (per day)		80	
overhead lights	included in property						included in property
Furniture				Furniture			
glass coffin	from production studio			props table	included in property		
pneumonic track	from production studio						
moving wall	from production studio						
tables for interrogation (5)	included in property						
Chairs for interrogation (5)	included in property						

Budget Spent		\$ 20,642.75		
Room 1			Room 2	
\$		1,655.70	\$	
Props for Puzzles			Props for Puzzles	
Glow in the dark paint	\$	10.00	Jigsaw's notebook	\$ 11.69
Cardboard boxes (30)	\$	30.40	Printings of Jigsaw's drawings traced onto notebook Plaques for cabinet names (for 12)	
Pack of old tape recorders (7)	\$	17.25		\$ 48.00
An old tape player	\$	20.00	Film canister with pullout film	\$ 9.00
Jigsaw puzzle (12-piece)	\$	20.00	Key (puzzle answer)	\$ 7.00
Custom-made newspapers regarding Kevin	\$	11.36	Chemistry tube (puzzle answer)	\$ 7.00
Blacklight	\$	7.00	Cadaver Tags	\$ 7.00
Invisible Ink	\$	7.00	Cadaver bag	\$ 18.00
Large glass jars (pack of 6)	\$	47.00	hanging chains (19ft)	\$ 19.00
Fake body parts (6 pcs)	\$	14.00	reverse bear trap	from production studio
Fake teeth (100)	\$	22.44		
Sharpie (pack of 5 for labeling props)	\$	5.00		
Pair of scary-looking scissors	\$	21.00		
Multiple combination locks (pack of 4)	\$	17.00		
Billy the Puppet Replica	\$	83.00		

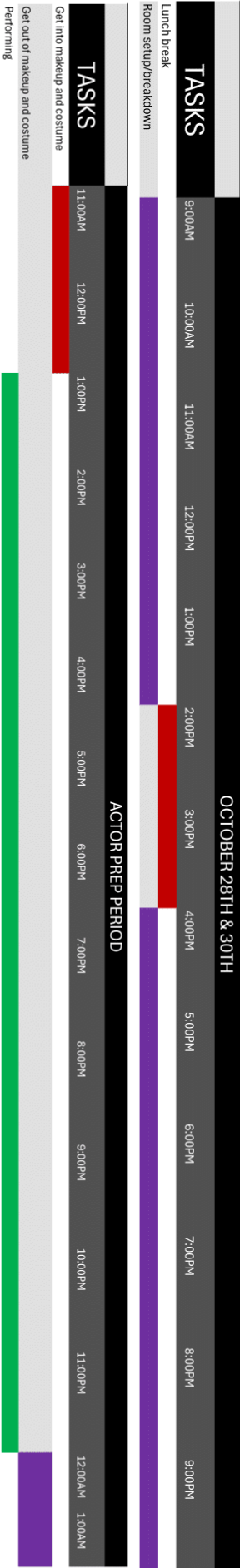


Pack of red balloons with string (100ct)	\$	7.00		
Helium for balloons (to fill about 150 balloons)	\$	75.00		
Brain pieces (for 5)	\$	43.25		
Magnets w/pictures	\$	17.00		
PVC pipes for behind the fridge	\$	5.00		
Worker Fees (17/hour. 13 hours, 12 for acting/on the clock and 1 for getting ready/doing prep)			Worker Fees (17/hour. 13 hours, 12 for acting/on the clock and 1 for getting ready/doing prep)	
Male actor	\$	221.00	Male actor	\$ 221.00
machinery to look like surgical machine			Female actor	\$ 221.00
SFX makeup			Actors for cadavers (2)	\$ 442.00
SFX makeup artist (17/person)	\$	51.00	sfx fake stomach	\$ 25.00
person to cue music/lights	\$	221.00	sfx skin	\$ 4.00
Room usher	\$	221.00	SFX makeup artist (17/person)	same as room 1
			reverse bear trap for actor	from production studio
			person to cue music/lights	\$ 221.00
			Room usher	\$ 221.00
Sound			Sound	
Speakers to play messages (rents in a pair)	\$	125.00	computer for playing audio	use one of staff's

computer for playing audio		use one of staff's
Room Layout		
vinyl room divider (6 x 8')	\$	178.00
black divider for either side of vinyl (need 2)	\$	80.00
Lighting		
aperture bi color led light (per day) (need 2)		70
overhead lights	included in property	
Furniture		
2 large storage racks	from production studio	
jigsaw's desk	from production studio	
chair for desk	from production studio	
table for scale model (2)	from production studio	
fridge	from production studio	
Table for tools	from production studio	
Tray for dropping the clue in (pack of two)	\$	9.00

computer for playing audio		use one of staff's
Room Layout		
vinyl room divider (6 x 8')	\$	178.00
black divider for either side of vinyl (need 2)	\$	80.00
Lighting		
aperture bi color led light (per day) (need 2)		70
overhead lights	included in property	
Furniture		
Wall of cabinets	from production studio	
Cadaver tables (4)	from production studio	
Tray for dropping the clue in	use other from room 1	







# SAW

## ESCAPE HOUSE

OCTOBER 29TH, 2029, 12PM-12AM

FUNDRAISER WITH THE  
AMERICAN CANCER SOCIETY

1821 CALVERAS ST, FRESCNO, CA



**ROOM 1**  
JIGSAW'S LAIR



**ROOM 2**  
THE MORGUE



**ROOM 3**  
CRIME SCENE

**\$35 / PERSON, MUST BE 18+, 3-5 PER GROUP**  
**\$10 CONTINUANCE FEE TO CONTINUE IF FAILED**



@saw\_escape\_house



www.sawescapehouse.com/tickets