

BLOOD OVER TEXAS
PRESENTS

AUGUST 2026

HORROR FOR THE HOLIDAYS

— HOLIDAY HORROR EXPO —

SINCE 2014 • AUSTIN, TEXAS

BLOOD OVER TEXAS

WHO WE ARE Blood Over Texas (B.O.T.) is a horror event company located in Austin, Texas. Started in 2011 as a horror community group, B.O.T now produces high quality and heavily curated horror events throughout the year.

Our events are "unique horror experiences."

OUR MISSION To unite horror enthusiasts by bringing together local artists, businesses and horror fans to share the love of the horror genre.

OUR AUDIENCE Our audience are horror fans. With horror film being their main influence. They enjoy getting out into the community and experiencing the genre with like-minded people. They take pride in embracing their individuality and their dedication to the genre make them a strong and loyal audience.

GENDER: 57% WOMEN • 43% MEN • AGES: 35-54 (65%)

LOCATION: PREDOMINATELY FROM AUSTIN WITH SAN ANTONIO
BEING THE NEXT CITY OF FOLLOWERS



REACH

SOCIALS

11.5K FOLLOWERS



438.8K FACEBOOK
VIEWS
LAST 365 DAYS

62.5K INSTAGRAM
VIEWS

FB GROUP: TEXAS HORROR EVENTS | 2.3K MEMBERS



WEBSITE

LAST 365
DAYS

20.6K UNIQUE
VISITORS

EMAIL NEWSLETTER: 1,700+ SUBSCRIBERS

ALL EVENTS RUN UNDER THE BLOOD OVER TEXAS BRAND

HORROR FOR THE HOLIDAYS



HISTORY Started in 2014 as a Christmas market for horror fans, HFTH is now the biggest and longest running horror-themed holiday market in Austin.

FEATURES 100+ Vendors (primarily from Austin), Special Celebrity Guests, **2nd annual B.O.T. Film Festival**, Guest Q&A's, Panels, Evil Santa, Krampus Parade, Craft Classes, Cosplay Meetup, kid activities and more.



SHOPPING:
"BEST NIGHTMARE IN TIME
FOR CHRISTMAS!"

ATTENDANCE Approx. 2,000. Most of the crowd is Austin-based with some coming into town from neighboring cities; such as, San Antonio. The crowd includes die hard horror fans and those interested in the spooky culture. The event is all ages and has become a family tradition for horror families.

GOAL FOR 2026

Our biggest goal is to reach a bigger audience with an expanded marketing plan and a goal to double our attendance this year. With our move to the Hilton Austin, we hope to attract more horror fans that want to enjoy an immersive experience. We are modeling the event to be similar to other successful national horror cons, but with our own unique holiday twist. HFTH is destined to become one of the only events of its kind in the country.

HORROR FOR THE HOLIDAYS

HOLIDAY HORROR EXPO

SUPPORT OUR COMMUNITY

Our events support local artists and businesses throughout the year. With Horror For The Holidays often being their biggest opportunity to showcase their talents to a large audience. Your support helps us offer them even more exposure.

REACH HORROR FANS

Connect with a dedicated and loyal group of people. They support brands that recognize and appreciate them. Highlight your brand and make them your next customer.

BE A PART OF SOMETHING SPECIAL

Horror For The Holidays **is** what makes Austin Weird. As Austin's only, large scale and longest running local horror event, it has become a tradition for our community. As a sponsor, your brand will be a part of this special Austin experience.

CONTACT

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FIND US

MAIN SITE:

www.bloodovertexas.com

DIRECT EVENT LINK:

www.horrorfortheholidays.com

FACEBOOK @BloodOverTexas/ATX

FG Group: Texas Horror Events

INSTAGRAM

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