

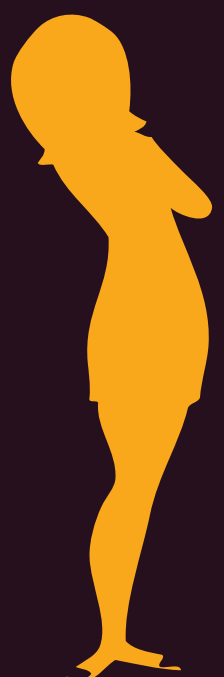


ONLY AT THEATERS IN 3D

Song Pictures
Animation

COLUMBIA
TRISTAR
PICTURES
PRESENTS
A
SONG PICTURES
ANIMATION
FILM
HOTEL
TRANSYLVANIA

CROWDTAP'S
HOTEL TRANSYLVANIA
BASH!





Welcome to the Hotel Transylvania, Dracula's lavish five-star resort, where monsters and their families can live it up, free to be the monsters they are without humans to bother them. On one special weekend, Dracula has invited some of the world's most famous monsters – Frankenstein and his wife, the Mummy, the Invisible Man, a family of werewolves, and more – to celebrate his daughter Mavis's 118th birthday. For Drac, catering to all of these legendary monsters is no problem – but his world could come crashing down when one ordinary guy stumbles on the hotel and takes a shine to Mavis.



LOOKING FOR A FANG-TASTIC NIGHT?
DON'T LET YOUR PARTIES STOP WITH THIS PARTY KIT
TAKE YOUR PARTY GUESTS TO THE
OPENING OF HOTEL TRANSYLVANIA!
IN THEATERS SEPTEMBER 28





BOO! YOU'RE INVITED!

Humans got you stressed? Enter the world of Hotel Transylvania, an exclusive resort run by the world renowned Dracula. Hotel T is a place where monsters and their families can come live it up in the lap of luxury without a care in the world. Only those with monster credentials can enter the hotel, but we've managed to cut a deal with Dracula, and he's agreed to let some humans in on the celebration of his daughter's upcoming 118th birthday. Because of your involvement in the Crowdtap community as a Hotel Transylvania Guest, you're one of the lucky few in on this MONSTER opportunity!

Here's the deal: Mavis, Dracula's daughter, wants you to invite your human friends and their kids over to celebrate. She's included some basic party planning ideas to make sure everything goes off without a hitch. This kit includes:

- Info about Hotel Transylvania and its cast
- Some freakishly fun word games to entertain the kids
- Coloring pages of scenes from the Hotel Transylvania movie
- A Monster Mask to pretend like you're one of Hotel T's guests
- A wildly addictive interactive collection of online games
- A scary good recipe for Make-A-Monster Cupcakes
- A breakdown of how throw a monster of a party!



Because of her dad's strict no-human policy, Mavis isn't allowed off Hotel Transylvania's property. She'd love to get out into the world and experience your party, but alas, she can't. That means she's going to need to see pictures, video, or other great content showcasing your party up on Facebook. She wants this party to be a smashing success so don't let her down! Her dad is a very powerful man!



HOTEL TRANSYLVANIA ON THE BIG SCREEN

Sony Pictures is proud to present *Hotel Transylvania*, an animated family movie packed with supernatural fun! *Hotel Transylvania*, Dracula's lavish five-star resort, is a place where monsters and their families can live it up, free to be the monsters they are without humans to bother them. On one special weekend, Dracula has invited some of the world's most famous monsters -- Frankenstein and his bride, the Mummy, the Invisible Man, a family of werewolves, and more -- to celebrate his daughter Mavis's 118th birthday. For Drac, catering to all of these legendary monsters is no problem -- but his world could come crashing down when one ordinary guy stumbles on the hotel and takes a shine to Mavis.

Hotel Transylvania's star-studded cast includes Adam Sandler as the voice of Dracula, Selena Gomez as Mavis, Kevin James as a clumsy and loveable Frankenstein, Cee-Lo Green as the musically talented Mummy, and Andy Samberg as the hotel's human intruder, Jonathan. Plus many more!





MAKE-A-MONSTER CUPCAKES

You didn't think Mavis was going to let you throw her birthday party without inviting some monsters, did you? **Not a chance!** Everyone at your party gets a cupcake to decorate for themselves. Using some basic candy decorations, have your guests transform their cupcakes into their own little monsters! Be sure to share pictures of these frighteningly tasty creations on Facebook and on Twitter with the hashtag #HotelTransylvania or by tagging Hotel Transylvania on Facebook! Mavis wants to see just how creative you and your guests can get! Plus, Mavis may be giving out excellent report awards to those that make the best monster cupcakes!

Ingredients:

Store bought boxed cupcake mix (enough so that each person at the party gets at least one cupcake), 2-3 different colors of packaged frosting (purple, green, black, or white), Candy decorations (see below for ideas)

Instructions:

Follow directions on the back of cupcake mix. Prepare cupcakes in advance and let chill. Apply colored frosting beforehand, or let guests frost the cupcakes themselves. Put out cupcakes and candy decorations, and allow guests to make their own monsters!

Candy Decoration Ideas:

Good and Plenty, Fruit Slices, Mike and Ikes, Pull and Peel Licorice, Gummy Life Savers, Candy Corn, Yogurt Covered Raisins, Jelly Beans, Sour Punch Straws, Mini M&M's, Mini Chocolate Chips, Candied confetti, Sprinkles, and Food Coloring Markers.





HOW TO HOST A MONSTER OF A PARTY

PLAN:

Invite 10-15 of your closest friends and their kids to your re-creation of Mavis' 118th birthday. Stock up on party supplies and suggest a time for everyone to go see Hotel Transylvania in theaters on or after September 28th.

PARTY:

The Hotel Transylvania is all about getting away from the real world and relaxing with friends. Follow our party guide but feel free to get creative and do things your own way. Just make sure your party sticks out! Dracula and Mavis are immortal so make your party memorable for years and years to come! If you throw your parties on or after **September 28th**, why not top the party off by going to **see the movie in theaters with your guests!** If you do, be sure to show us with wonderful photos!

SHARE:

Post photos from your party on Facebook and Twitter. Make sure to use #HotelTransylvania where appropriate. If you're a blogger, even better! Mavis is stuck at the hotel, but she knows her way around social networks! Include your photos, videos, and Hotel Transylvania Social Game progress in your Crowdtap Report to give you a better shot at more points and top awards!



TRANSYL-GAMES-IA!

(IF YOU CLICK ON THE IMAGES IT WILL TAKE YOU STRAIGHT TO THE GAME!)

HOTEL TRANSYLVANIA SOCIAL GAME:

Let Dracula get some much needed coffin-time by taking over Hotel Transylvania all by yourself! In the Hotel Transylvania Social Game, you're job is to create the most lavish hotel and resort possible. Log on to Facebook, and install the game app. Build away and share the progress you've made with your friends!



MURRAY'S MUSIC MIX:

Help Murray the Mummy mix some stellar tunes on his huge pipe-organ. Turn it up!

WAYNE'S WOLF PUPPY WRANGLE:

Taking care of baby Werewolves can be a real whirlwind sometimes. Help Wayne the Wolf get a leash on his mischievous little ones!



DRACULA'S MAZE:

Control Dracula through the creepy corridors and huge chambers of Hotel Transylvania!

MONSTER MATCH:

Flip the cards and match Hotel Transylvania's characters. Grab your thinking caps for this one!



SUITCASE SORT:

The Zombie Bellhops need your help sorting all the hotel's luggage on the graveyard shift! Get to it!

MONSTER QUIZ:

Answer some questions about yourself and find out what Hotel Transylvania character you are!





NO HUMANS ALLOWED

At Hotel Transylvania it's monsters only (sorry humans). To the right is a list of welcome guests! See if you can find their names in the frightening jumble of letters below!

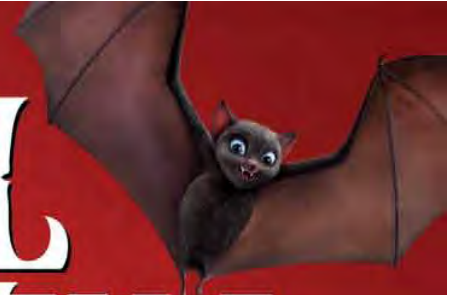
● DRACULA ●
FRANKENSTEIN
MUMMY
INVISIBLE MAN
BIGFOOT
WITCH
GHOST
ZOMBIE
● WEREWOLF ●

M	J	S	K	C	I	D	A	F
C	U	E	A	E	N	W	C	R
G	C	M	Z	S	U	S	G	A
B	D	C	M	G	I	C	B	N
N	U	B	E	V	S	D	N	K
I	T	H	D	U	I	G	I	E
W	I	T	C	H	B	H	W	N
J	U	U	G	N	L	O	B	S
Z	O	M	B	I	E	S	J	T
J	A	L	H	F	M	T	I	E
I	Z	P	N	X	A	X	P	I
P	X	K	I	S	N	S	T	N
A	B	I	G	F	O	O	L	R
Z	W	E	R	E	W	D	E	F
D	R	A	C	U	L	A		D





HOTEL TRANSYLVANIA

[illegible]



Mummy Maze

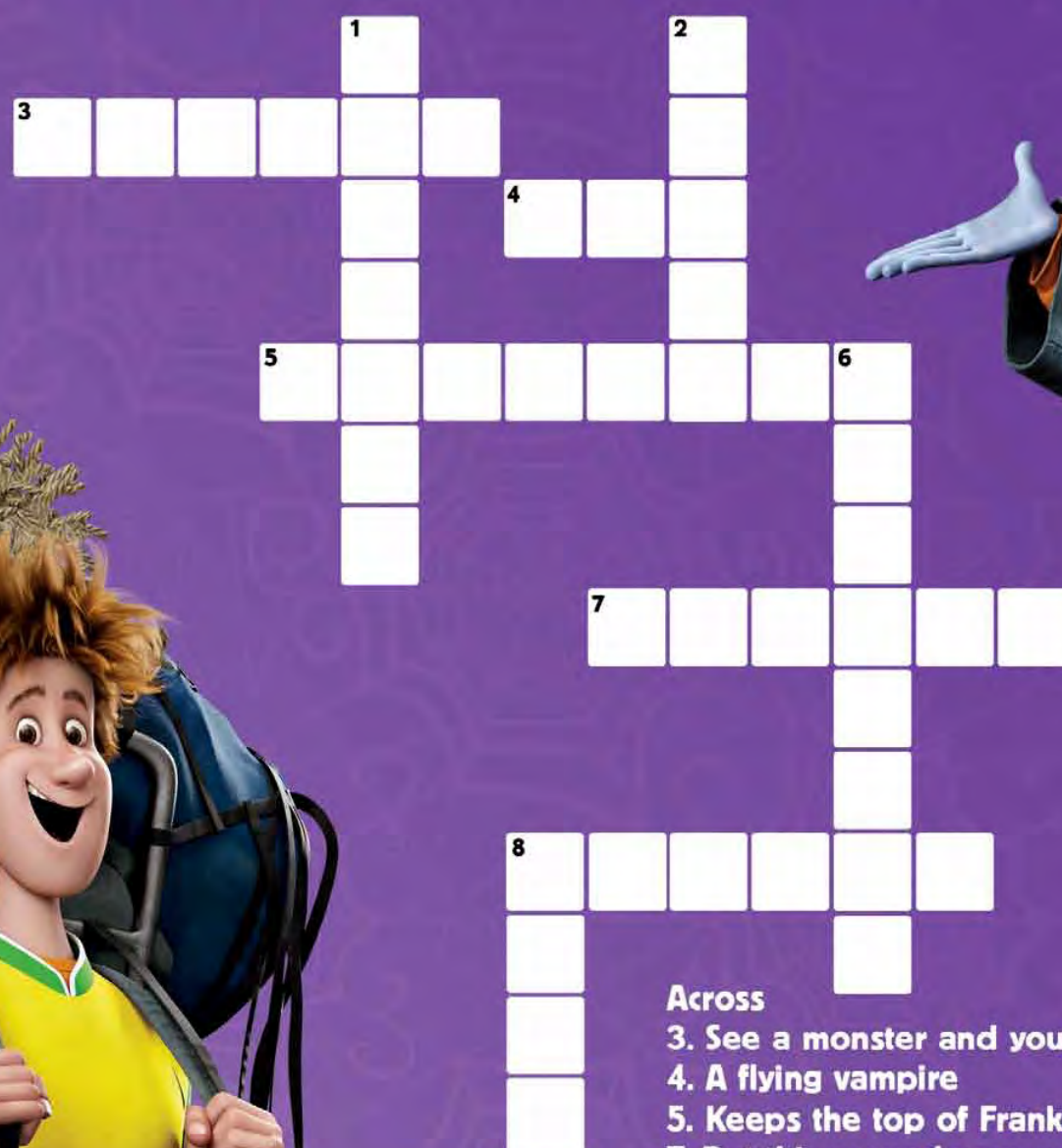
Murray is ready for a vacation! The only problem is he can't check into Hotel Transylvania until he finds his way out of his pyramid. Help a bandaged buddy out!





FROM JOHNNY TO JOHNNYSTEIN

If you're going to pose as a monster, you better know your monster facts! Use the clues below to fill in the crossword puzzle.



Across

- 3. See a monster and you might _____!
- 4. A flying vampire
- 5. Keeps the top of Frankenstein's head on!
- 7. Put this around your neck to keep vampires away
- 8. Vampires can't see themselves in these

Down

- 1. Ghosts in your house mean it's _____!
- 2. Uses a broom to get around
- 6. He's got no meat on his bones
- 8. What werewolves howl at

Answers: Across 3. Scream 4. Bat 5. Stitches 7. Garlic 8. Mirror Down 1. Haunted 2. Witch 6. Skeleton 8. Moon



PARTY LIKE YOU'RE 118!

For Mavis's 118th birthday, she'd like to go into the world to see and experience new things... See if you can unscramble the unfamiliar looking words below. (Hint: They are birthday related.)

ufn

celdans

obloasnl

pahpy

ceak

mucsi

pesrrius

easmg

isrndef

radc

pentsesr

fevetsi

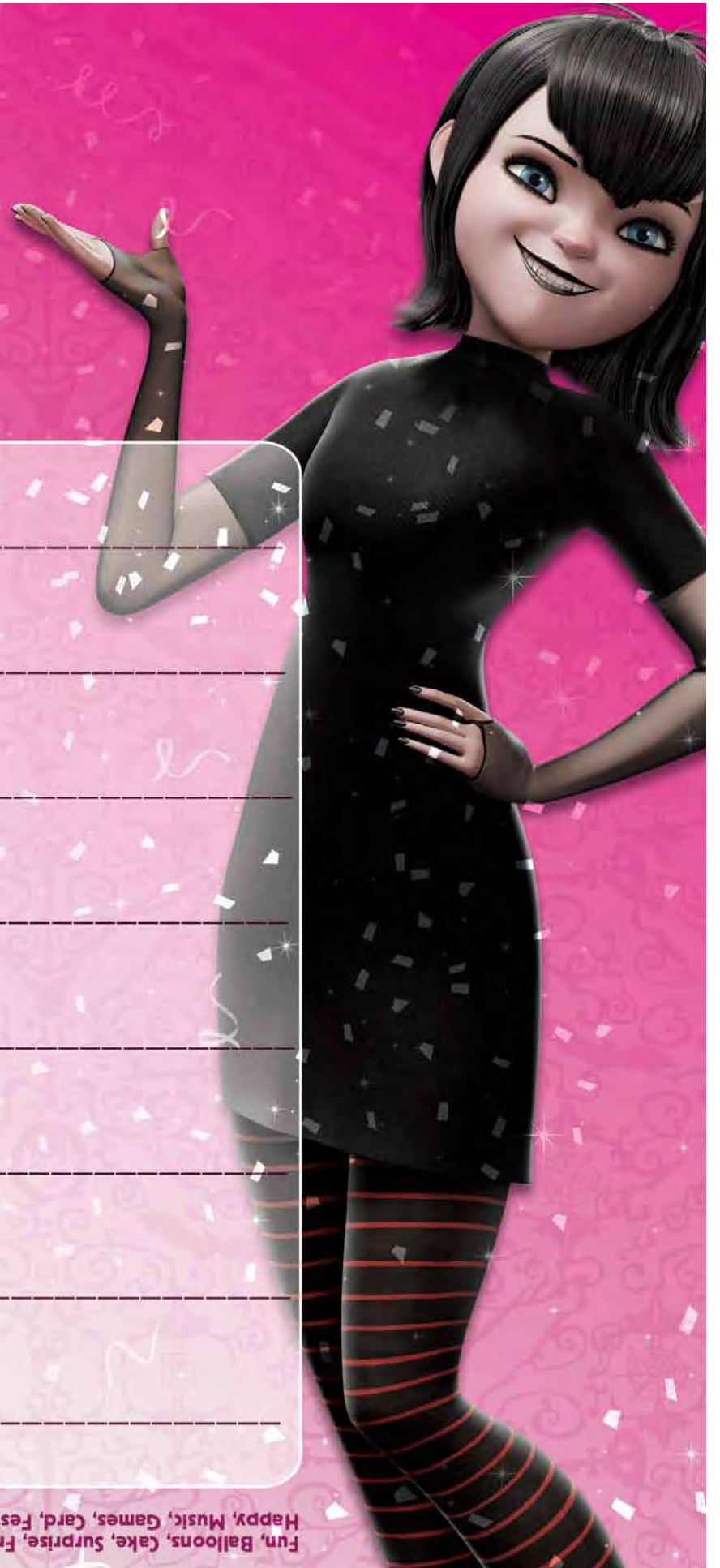
earhtglu

eic mrace

eetclrbae

yiflam

Fun, Balloons, Cake, Surprise, Friends, Presents, Laughter, Celebrate, Candles, Happy, Music, Games, Card, Festive, Ice Cream, Family





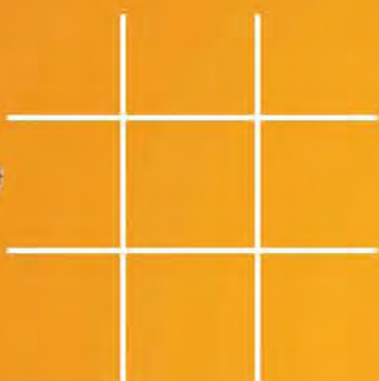
TICK PACK TOE

How do you keep a pack of werewolves busy? With a game as classic and timeless as monsters themselves!

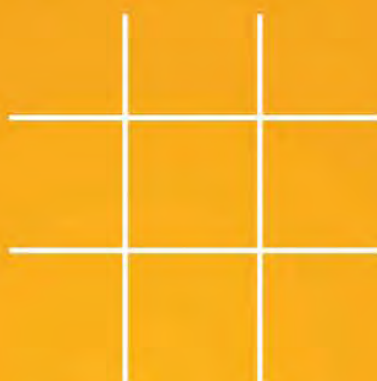
PLAYER 1 _____ PLAYER 2 _____



PLAYER 1 _____ PLAYER 2 _____



PLAYER 1 _____ PLAYER 2 _____



PLAYER 1 _____ PLAYER 2 _____



PLAYER 1 _____ PLAYER 2 _____



PLAYER 1 _____ PLAYER 2 _____



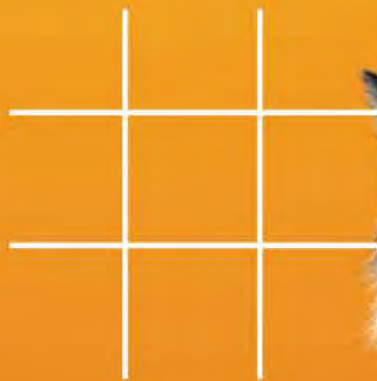
PLAYER 1 _____ PLAYER 2 _____



PLAYER 1 _____ PLAYER 2 _____



PLAYER 1 _____ PLAYER 2 _____





MONSTER MASK

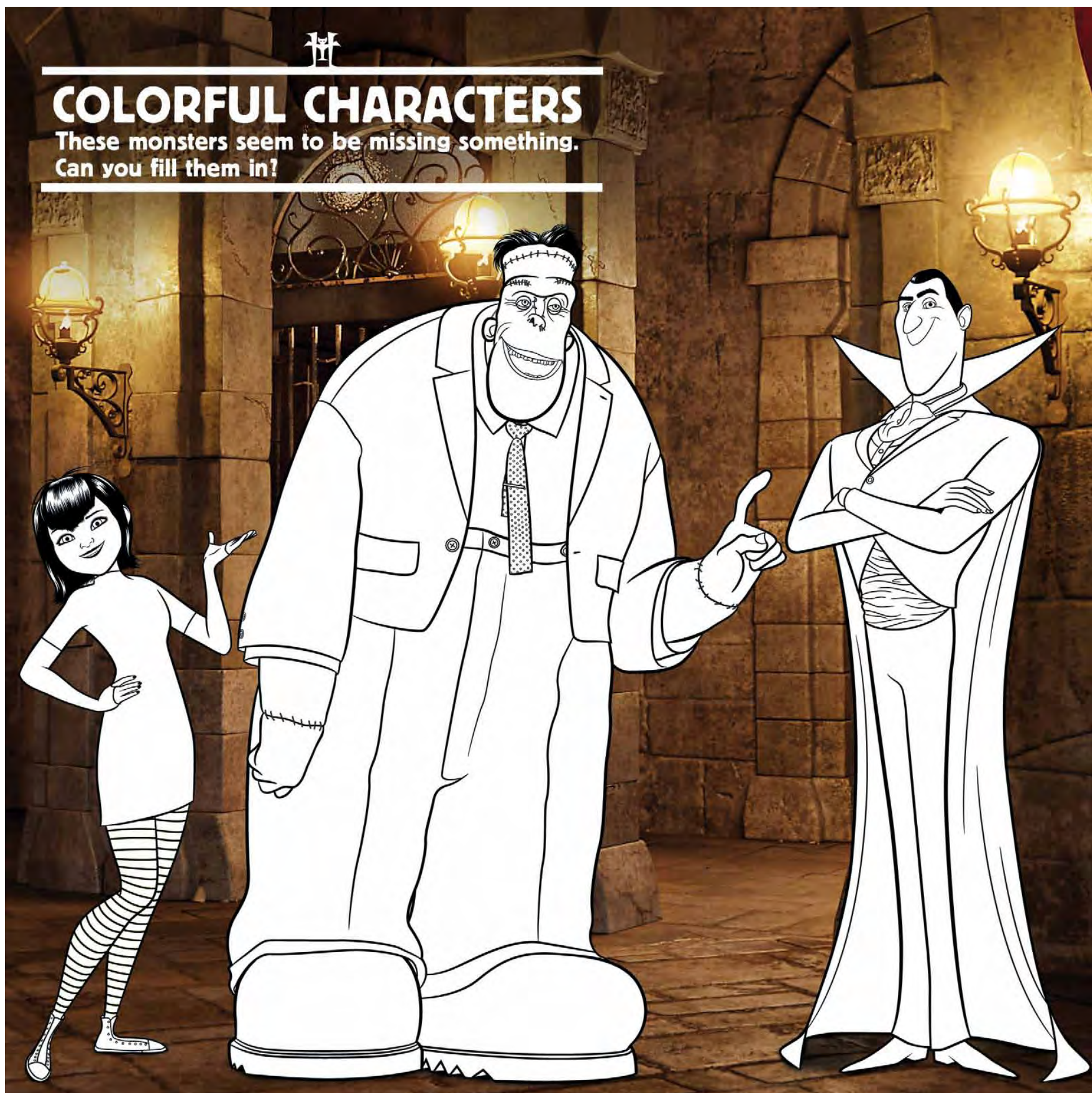
Visiting Hotel Transylvania?
Monsterfy yourself to get inside.
Simply get an adult to help you
cut this mask along the lines and
glue a popsicle stick to the back.
You'll fit right in!





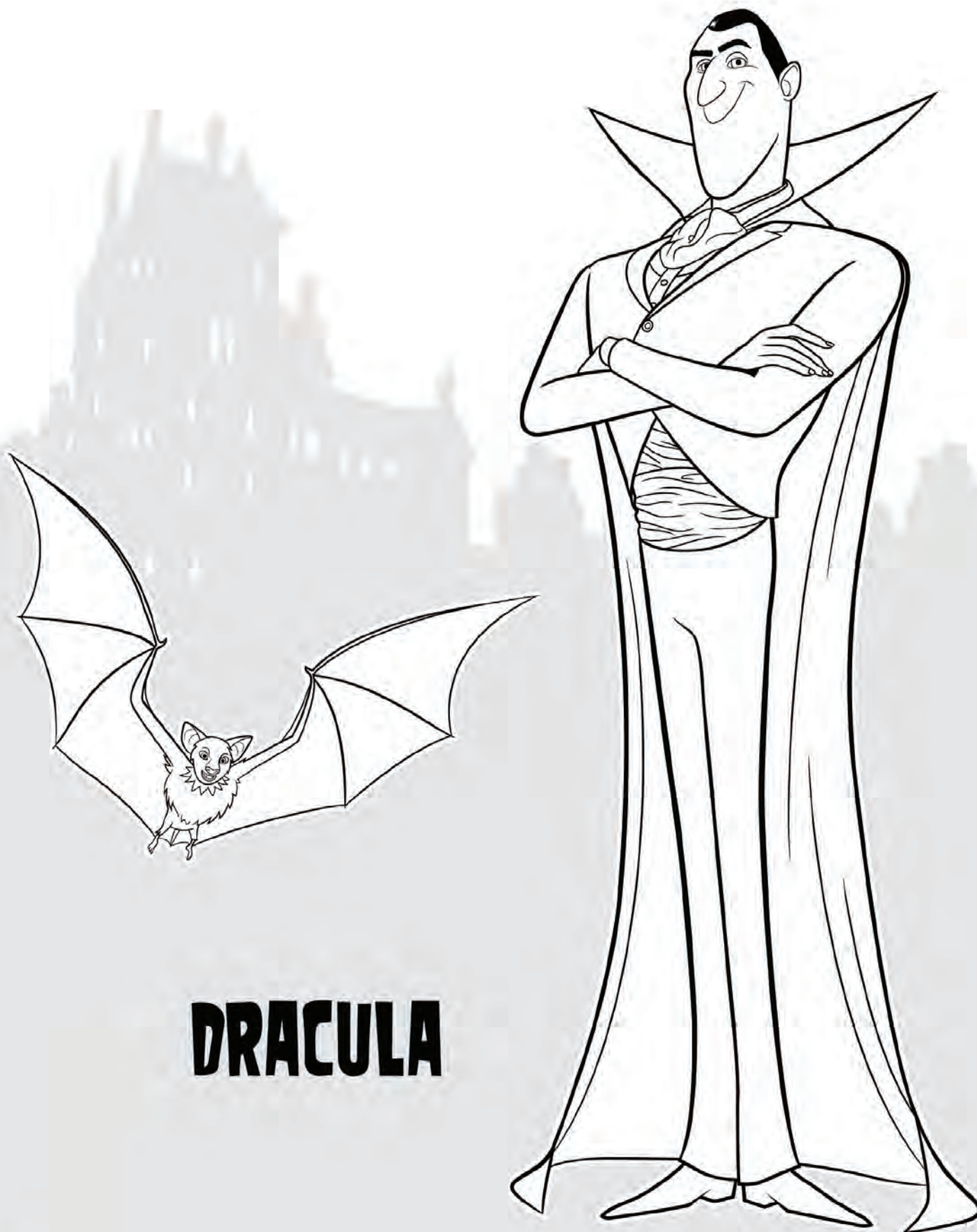
COLORFUL CHARACTERS

These monsters seem to be missing something.
Can you fill them in?



HOTEL TRANSYLVANIA™

IN THEATERS SEPTEMBER 28TH



DRACULA

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HOTEL TRANSYLVANIA™

IN THEATERS SEPTEMBER 28TH

FRANK

GRIFFIN

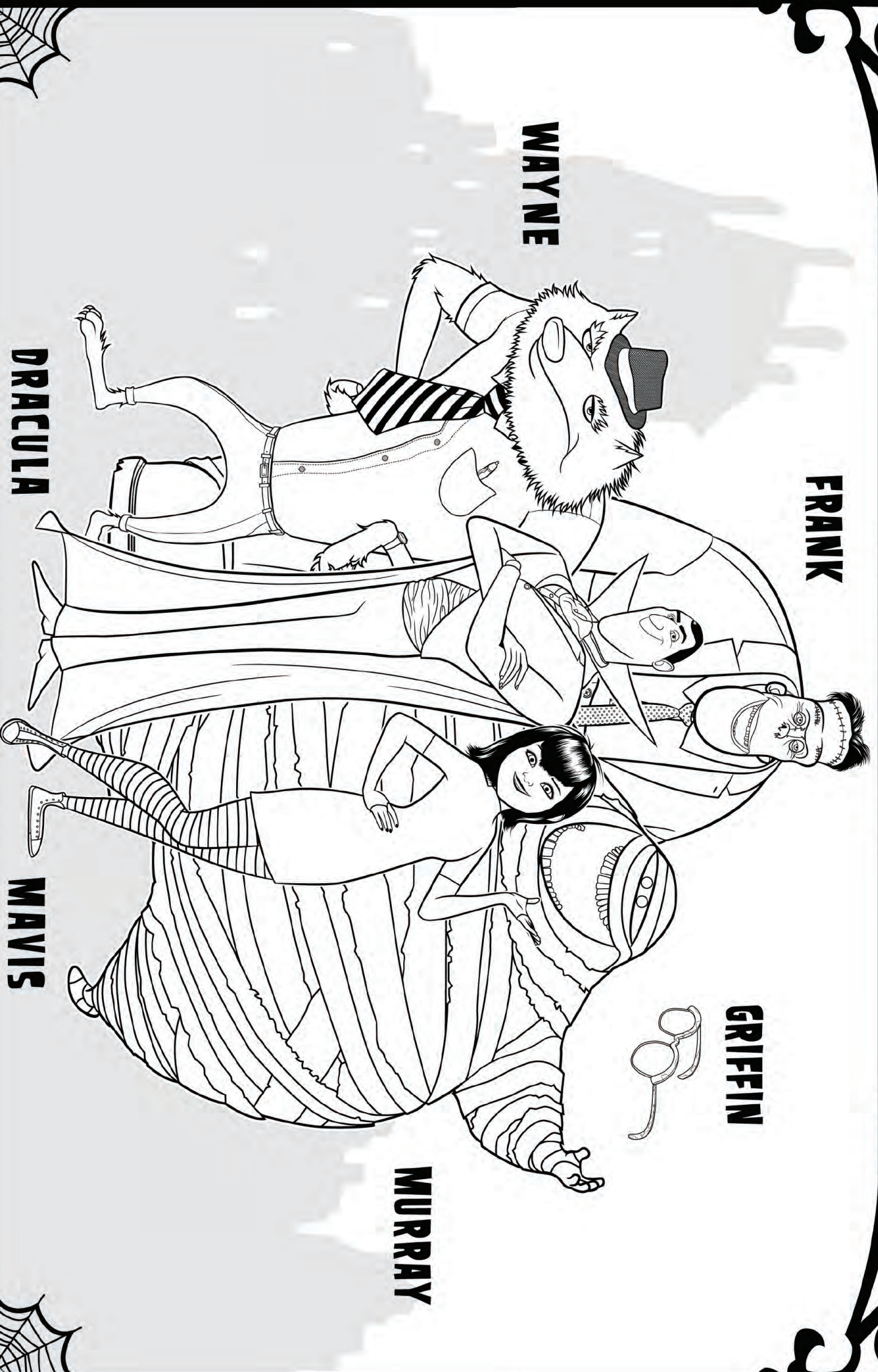


WAYNE

MURRAY

DRACULA

MAVIS



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HOTEL TRANSYLVANIA™

IN THEATERS SEPTEMBER 28TH



JOHNNYSTEIN

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HOTEL TRANSYLVANIA™

IN THEATERS SEPTEMBER 28TH



MAVIS

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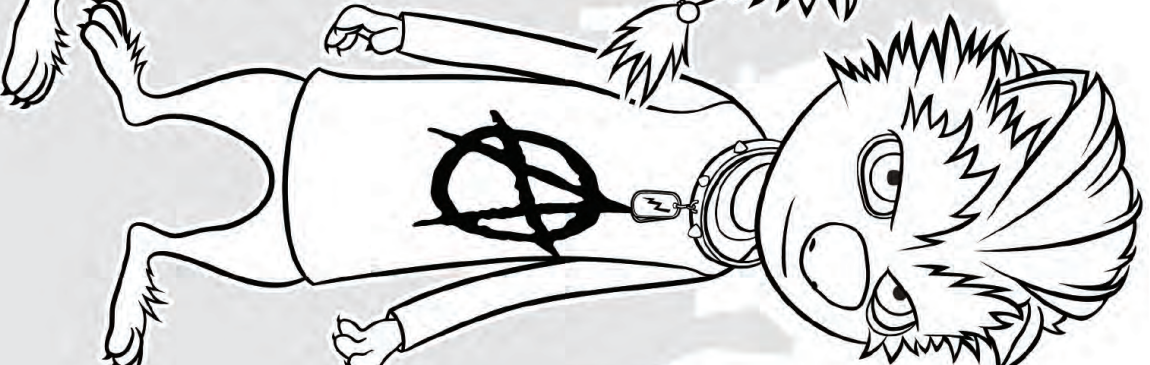
HOTEL TRANSYLVANIA™

IN THEATERS SEPTEMBER 28TH

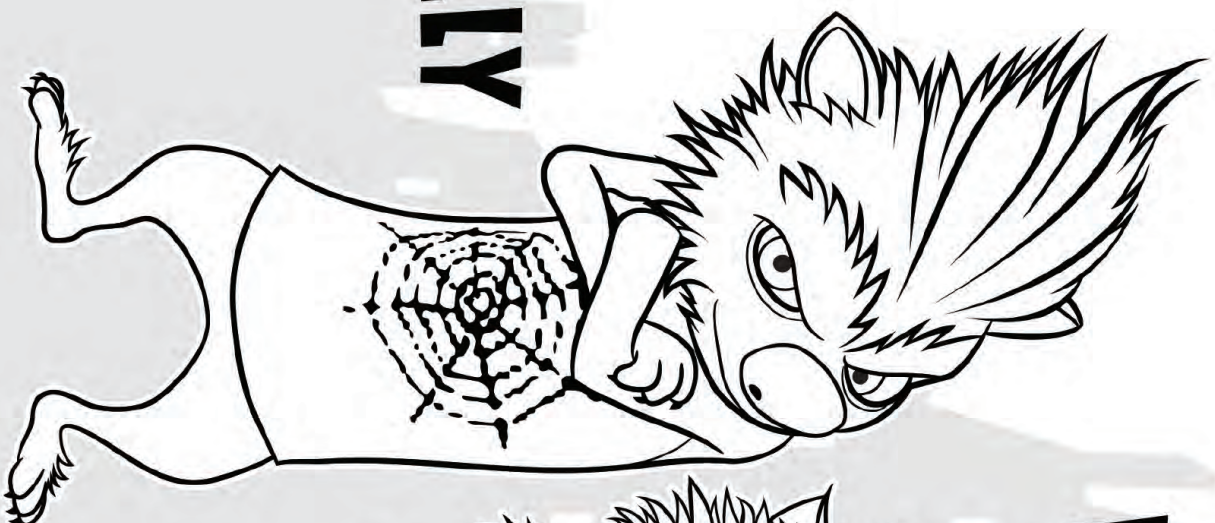
WINNIE



WILBUR



WALLY



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REWARDS & PRIZES

The guests have left and the Hotel Transylvania is vacant, but the party isn't over yet! Now it's time to head to Crowdtap and fill out your report for your shot at the following awards and points. Here's the breakdown:

- Top Award: 90,000 points
- Excellent Report: 10,000 points
- Approved Report: 4,000 points

Include photos of you and your guests at the theater, as well as snaps of your Make-A-Monster Cupcakes in your report for extra credit! We want to see some BOO-tiful party shots!

THANK YOU!

Thanks for participating in our Hotel Transylvania party! It's important to have fun while always following the Crowdtap code...

Crowdtap is a member of The Word of Mouth Marketing Association (WOMMA) and adheres to its Code of Ethics. As a Crowdtap member and participant you agree to:

- **BE OPEN**- tell others of your relationship with Crowdtap and the brand, including if you have received any incentives as part of your participation
- **BE HONEST**- provide your honest opinion to us and others on anything you share
- **BE RESPECTFUL**- be considerate of people's time and personal boundaries



HOTEL TRANSYLVANIA

WHERE MONSTERS GO TO GET AWAY FROM IT ALL



THANK YOU!
FROM CROWDTAP

