

Corn Mazes America, LLC
2713 Hayner Rd.
Janesville, WI 53548
(608) 352-0175
sales@cornmazesamerica.com

Corn Mazes America Information Packet

Hello! My name is Scott Skelly, and I am the owner of Corn Mazes America. I am glad to see you are interested in our company. Enclosed you will find a variety of information about our prices and services to help you create a successful maze and be successful in the agritourism business.

How CMA Mazes Work

As you look through our information, you will notice that we have two levels of options. First, all of our customers will receive our maze design services. Some farms will choose from a maze we already have in our pre-designed portfolio, while others will want a custom maze design specifically for their farm.

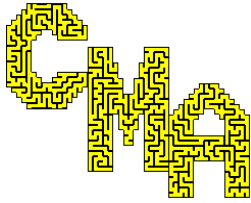
After a maze design has been selected, you have two options to put the maze in your field. Our lowest cost option allows you to cut the maze yourself using a cutting method based off a grid system that does not require any computer equipment. These farms only have the cost of the maze design. But some farms want more assistance from our professional staff, so we are happy to cut your maze for you. While this method does have more costs, we put our high tech equipment and skilled staff to work so that you will have a maze that looks just as great in the field as it does on paper.

Once the maze is cut, you are now ready to maintain and operate a successful maze. All maze customers receive a free copy of both of our books, [Corn Mazes: Is There a Pot of Gold in Your Cornfield?](#) and [Agritourism: A Beginner's Guide](#). Plus, by receiving maze services from us we are always available to answer questions or give advice related to your maze. Many customers find this to be just as valuable as the maze designs themselves.

About Our Company

We first started making mazes for our own farm in Janesville, WI in 1998. In 2004, we realized that it was very expensive for farms to make a corn maze if they did not have the skills to create their own. We approach all customers as a fellow farmer who wants to help them be successful with their corn maze. We believe there is much more to running a corn maze than just cutting paths into a cornfield. Farming is a tough industry, and adding a corn maze will most likely be a big change for your farm. We want to help you realize your dream and be successful in your corn maze endeavor.

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Beyond the Cornfield

To help you be successful, we offer many different free and paid resources to our customers, or anyone else involved in the agritourism industry. Our free monthly email newsletters provide information on hot topics in the industry. Our press release creation services offer professional skills for your farm. Our books are a great way for any new farm to learn about the business. We also offer webinars, maze products, and more to help farms be successful.

Next Steps

What do I do next? There are lots of questions to be answered when considering a corn maze as a business opportunity. While some companies will take any business they can get, this does not always benefit you as the maze owner. Corn mazes are not right for everyone. We are here to help you through that decision process. We are happy to answer your questions, even if you are still in that thinking stage.

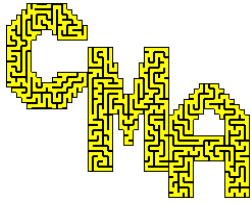
If you think a CMA maze may be in your horizon, your next step is to apply to be a customer. This is a very short three page application that gives us a little information about you and your business. We try to help as many farms as possible reach their goals, but we need to set our limits too so we serve our customers as best as we can. There is no such thing as a 'weak' application. This process just helps us organize and evaluate the farms that are interested in working with us. There is no commitment by applying, so please apply as soon as possible for the best chances of being approved if you decide yes. If you have any questions about applying or why we do this, please contact us.

Taking the leap to add a corn maze is scary, but it helps to have someone there to help. We know you have lots of questions, so feel free to call our offices at (608) 352-0175. I also welcome you to contact me directly with any questions by emailing me at scott@cornmazesamerica.com, or by calling my cell phone at (608) 322-1538.

I hope to hear from you soon.

Sincerely,

Scott Skelly



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Corn Maze Sales and Traffic Potential

Corn mazes can be a great source of revenue for a farm. The charts below will help you estimate how much income could be generated in a season and how many customers a maze will need each day to meet a target number of guests.

Income Potential

Admission Price

		\$4	\$5	\$6	\$7	\$8
Total Customers	500	\$2,000	\$2,500	\$3,000	\$3,500	\$4,000
	1,000	\$4,000	\$5,000	\$6,000	\$7,000	\$8,000
	2,000	\$8,000	\$10,000	\$12,000	\$14,000	\$16,000
	5,000	\$20,000	\$25,000	\$30,000	\$35,000	\$40,000
	10,000	\$40,000	\$50,000	\$60,000	\$70,000	\$80,000
	20,000	\$80,000	\$100,000	\$120,000	\$140,000	\$160,000

This chart shows how much revenue a set number of guests would generate at various pricing levels. Remember that this is just income, and you will also incur expenses to create and run your maze.

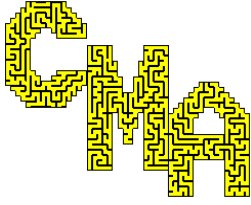
Estimating Average Guests Per Day

Weekend days open

		6	8	10	12
Total Customers	5,00	83	63	50	42
	1,000	167	125	100	83
	2,000	333	250	200	167
	5,000	833	625	500	417
	10,000	1667	1250	1000	833
	20,000	3333	2500	2000	1667

This chart shows how many customers a farm needs on an average weekend day to reach their target number of customers. It **does not** account for rainy days or weekday traffic such as fieldtrips.

This data is for informational purposes only and is not a guarantee of sales, revenue, or customers. For more information about owning your own corn maze, visit www.cornmazesamerica.com or call (608) 352-0175.



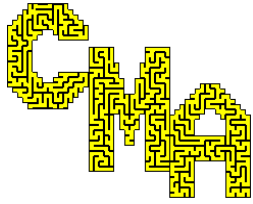
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What's included with a Corn Mazes America services plan?

- Maze design on graph paper
- A free copy of Corn Mazes: Is There a Pot of Gold in Your Cornfield?
- A free copy of Agritourism: A Beginner's Guide
- Free support via telephone and email
- Cutting tips and ideas
- One free page on www.cornmazesamerica.com dedicated solely to your farm that you can update anytime
- Recognition as a quality maze designed by a respected company
- A resource for problems that may occur with any aspect of operating a corn maze
- Free access to other resources, tips, support groups, and specials offered only to Corn Mazes America members
- A free printed and electronic version of your map that can easily be reproduced in maps and other handouts to promote your maze
- Product purchasing suggestions

Other possible resources options:

- Cutting of the entire maze
- Maze Master Trivia™, the only maze game that makes money
- Online web-based training and seminars
- Web designing and hosting
- Advertising assistance
- Facebook Setup & Management
- Farm consulting
- Artificial Aerial Imaging (AAI) creation to create an aerial image without ever flying over the maze



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Corn Maze Publicity Package

A maze will not be successful unless you can get people to your farm. It is an initial investment with very little variable costs. This means that there are little expenses for each individual visitor, so the number of customers you have has a direct impact on how much income you can make. People need to know about you, so you need a strong marketing plan.

You do not always need to buy advertising. Your corn maze can be a great way to publicize your farm, and we have the tools to help you market it to the media and get free publicity. Let our public relations experts write a press release that gets your message across and catches the media's eye. With our Complete Coverage package, we will even find the media sources and mail out the releases for you! How much advertising can you purchase for this price?

Package	Basic	Advanced	Complete Coverage
Custom press release in early summer to inform media about your maze		X	X
Custom press release for just before season opening	X	X	X
Custom press release during the early season			X
We research 10 local media sources to contact*		X	
We research 15 local media sources to contact*			X
We mail all releases and provide paper, envelopes, and postage**			X
Aerial photo included in release (if available)			X
Web hosting of press releases and up to three print quality digital photographs		X	X
CMA phone support to help put your plan into action	X	X	X
	\$200	\$400	\$700

*Owner may approve list or suggest media contacts

** CMA can mail you the prepared sealed envelopes so you can mail through your local post office.

Please note: All releases need at least a two week preparation time to ensure a quality release.

For more information or to sign up your farm, please call (608) 352-0175 or email sales@cornmazesamerica.com today! Do not wait until the last minute for this great package.