

AN IMMERSIVE CHALLENGE

IN AID OF RAISE YOUR HANDS



MIDNIGHT
MADNESS

L O N D O N

18 MAY 2024



Midnight Madness is an interactive and immersive experience where the best of the best compete with one another to complete as many challenges/puzzles as possible within the given time.

Think The Crystal Maze meets the Da Vinci Code, with a whole host of immersive theatre and London as your stage.

It gives you the chance to have the experience of a lifetime whilst helping those in need. Midnight Madness is in aid of Raise Your Hands, who find and select exceptional small charities that improve the lives of children across the UK.



"YOU'RE NOT JUST BEHIND A DESK; YOU'RE NOT RUNNING SOME MARATHON COURSE THAT EVERYBODY ELSE IS RUNNING; YOU'RE NOT JUST SITTING AT A HIGH SOCIETY DINNER; YOU'RE OUT IN THE WORLD BEING AN INTELLECTUAL ATHLETE."

ELISHA WIESEL

FORMERLY CHIEF INFORMATION OFFICER, GOLDMAN SACHS

Elisha was the producer of Midnight Madness New York 2012 - 2015 and was an active co-creator of the game's content, including puzzle design.

He designed the fundraising model and was integral in raising the \$7.5m+ raised by MMNY over 3 years.



MIDNIGHT MADNESS

On 18 May 2024, the city of London will become a stage for an exhilarating challenge which will test the sharpest minds from the UK and abroad.

The Masterminds in Game Control will challenge your mental strength in the name of the unsung heroes of the charity sector.

The bravest intellects from across the land will compete.

WILL YOU JOIN THEM?



P A S T P A R T I C I P A N T S



LEAD SPONSOR



PDT PARTNERS

Morgan Stanley

BRIDGEWATER



T H E G A M E

Midnight Madness is a series of cleverly camouflaged, incredibly ingenious and devilishly difficult puzzles - the answers to which will provide you with information about the game, items that you'll need to collect and/or indicate the location of the next puzzle. Solving these puzzles will enable you to successfully reach the finish line.

The teams will have to contend with all the twists and turns of the immersive narrative that brings all the action together. The winning team is the team to have collected the most points/tokens during the night and made it back to the finishing line by the deadline.
Points will be deducted for latecomers!

Challengers will compete all night, hunting for, solving and executing puzzles embedded in the urban landscape of London.

THIS IS A SERIOUS MENTAL AND PHYSICAL CHALLENGE!





THE PURPOSE

Although participants in Midnight Madness are fiercely competitive with one another, they are united by a common cause: that all children across the UK - and the small charities that serve them - should not be forgotten and deserve a chance.

Midnight Madness enables incredibly smart and passionate city professionals to spend some of those IQ points for a good cause. These folks are committed to muscling through the thorniest of problems without any sleep while thriving on the adventure - this time, outside of the office.



GAME CONTROL

Game Control is stationed in a secret location.

From there they will communicate with you and your team throughout the event.

THE RULES

1. Do not tamper with the clues.
2. No private motorised transport.
3. Follow instructions from Game Control - these may be issued occasionally for safety or game flow.



T H E C R E A T O R S



MAT LAIBOWITZ

Mat Laibowitz, PhD is the original creative mind behind the massively successful Midnight Madness urban experience, which ran in NYC from 1996–2015. Mat is an inventor, artist, experiential content creator, product designer and the founder of Futurruption, whose mission is to design, develop, and deploy engaging experiences in the forms of augmented environments, reactive architecture, interactive installations and unique products.



MINDBLOWN

MindBlown was born from a love of treasure hunts, immersive theatre, games, escape rooms, and puzzles.

Directors Rob Blakemore and Simon Edwards have years of experience building and choreographing ground-breaking creative theatre, immersive experiences and escape rooms, including You Me Bum Bum Train, Secret Cinema and the Burning Man festival.

Simon and Rob also co-created the industry-disrupting Quest for Collective Intelligence (QCI) at Living-Systems.com - taking escape rooms and immersive theatre into the corporate world of learning and development.

mindblown.io

THE CREATORS



SHARKY & GEORGE

Charlie Astor and George Whitefield have been responsible for some of the most inventive events London has seen. They have pulled together a crack team of creatives, puzzlers and engineers to deliver the next chapter of Midnight Madness in London.

sharkyandgeorge.com



SARAH DODD

Sarah is something of an overachiever in the escape room and game industries and was lead designer on MM 2023.

She has also played the most escape rooms in the Western world (2,300 and counting!) across 18 countries. Sarah began working in the computer games industry, in both design and production, for companies such as Eidos and Atari. She has used her expertise in UX and game design to consult for a number of the largest escape room and immersive event companies in the UK. She organises the Escape Room Industry Conference, is a board member of various industry awards and a speaker on puzzle design at multiple international meets.

mindblown.io



2023 IN NUMBERS

 **£562,000**
RAISED FOR CHARITY

8 
ICONIC LOCATIONS IN LONDON


OVER
45
PUZZLES


45
ACTORS &
VOLUNTEERS


102
CHALLENGERS


10
HOURS OF
GAMEPLAY

WHAT THE PLAYERS SAID

*"A truly epic and unique experience
- looking forward to participating in every edition!"*

*"MM is like Christmas. The anticipation, the special event,
and then the sadness of realising you have 364 days to wait..."*

"Amazing production value, very ambitiously put together."

*"Like nothing else.
A combination of a race, sightseeing and team building."*

"Everyone did an amazing job, the actors, game controller, designers and everyone involved. Super enjoyable experience for a great cause. Thank you."

"The best thing about Midnight Madness is literally everything!"

"You can't find something this well thought out anywhere else."

"It is my favourite evening of the year: an intellectual and physical challenge that promotes teamwork. "





20  24

Watch past editions of Midnight Madness, in all their glory:

[VIEW PAST EVENT VIDEOS](#)





DO YOU HAVE WHAT IT TAKES?

Midnight Madness is a challenge like no other. It takes a special set of characteristics to make these rare and brilliant people!

THE SMARTS

MM is an intellectual test above all else. You don't have to be an expert but enjoying a puzzle or escape room helps.

TEAM PLAYER

You'll need to work quickly together, communicate well as a team, play to all of your strengths.

RESILIENCE

There's no way around it: MM is a full-on, overnight challenge! For most players, it's all the more rewarding for it.

PUSHING THE ENVELOPE

MM is a night that stretches the boundaries of players' experience, develops new skills sets, reset horizons of what is possible.



TEST YOUR METTLE

Think you've got the nous to play Midnight Madness?

Test yourself against one of the puzzles from MM23. Teams took on average 15 mins to complete the puzzle.

WHAT TIME CAN YOU GET?

Challenge your colleagues and friends!

[SOLVE THE PUZZLE](#)



ON THE NIGHT

Teams of up to 6 people will compete with one another to complete as many challenges/puzzles as possible within the given time.



EVENT TIMINGS

- 7pm Meet at a secret location in London
- 7.30pm Pre-race briefing
- 8pm Midnight Madness begins
- 6am Teams to finish to avoid penalties



T H E N E X T S T E P S

I

Team Captains distribute this booklet to prospective team members

II

Slaney Wright arranges team entry and donation

III

Team Captains recruit up to 5 masterminds to join their team

IV

Team Captains and team members decide on name for their team

V

Team Captains design team emblem with our designer

VI

Team fundraising page created to feed into our Hall of Heroes dashboard

VII

Register all players online

VIII

Be prepared to receive further instructions

G E T R E A D Y
F O R T H E M A D N E S S

Mousetrap



CHIVA



Little Village



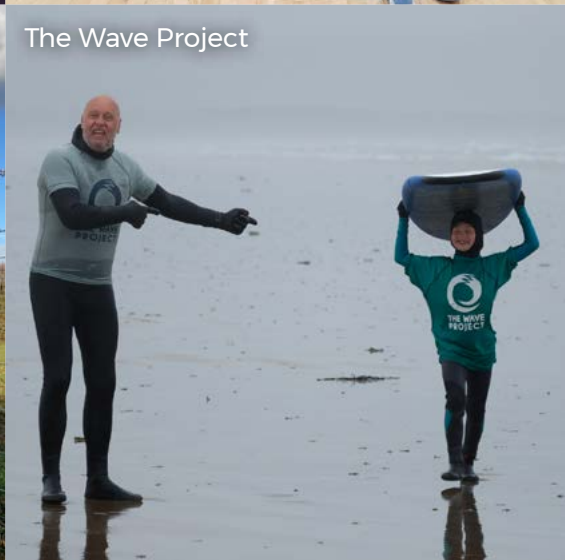
Create



Action For Conservation



The Wave Project





THE PURPOSE

Midnight Madness is in aid of Raise your Hands.



We select, monitor and promote a platform of 15 effective small charities working with children and young people.

These charities are based across the UK and many work nationally. They all have a turnover of less than £2m and are not household names. Each charity has an interesting and innovative approach to tackling the issues facing the children they work with.

Our charities are led by capable, committed, driven leaders who all have a strategic mindset. They have evidenced the need for their work and they monitor and evaluate their outcomes and are able to effectively demonstrate the impact they have on the children they work with.

We see an injustice in the charity sector: small charities struggle for funding, but not due to a lack of efficacy; they are simply not able to reach donors in the same way as larger charities or invest in more creative methods of raising funds.

We are correcting this imbalance. We innovate in the philanthropic space by giving donors positive experiences tailored to them. We back this up with the evidence donors need to have confidence that they are supporting some of the most exceptional, hidden charities in the UK.



20



24

MIDNIGHT
MADNESS
L O N D O N

madnessuk.com

Raise Your Hands is a registered Charity (CIO) in England & Wales, charity no. 1174956.