

AN IMMERSIVE CHALLENGE

IN AID OF RAISE YOUR HANDS



MIDNIGHT
MADNESS

L O N D O N

20 MAY 2023



20

23

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 MMNY 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 20 May 2023, 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?



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.



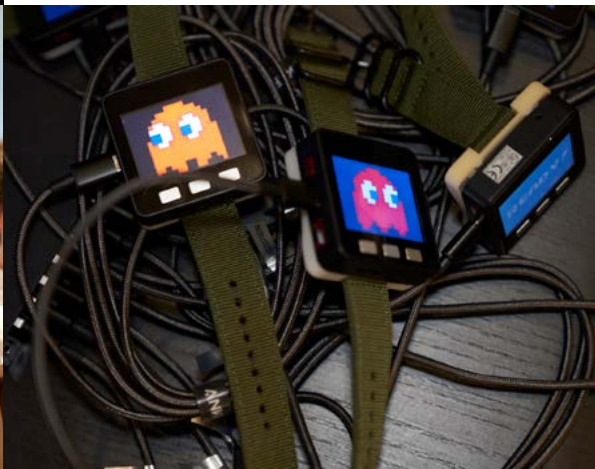
GAME CONTROL

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.



THE CREATORS

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 Futuruption, whose mission is to design, develop, and deploy engaging experiences in the forms of augmented environments, reactive architecture, interactive installations and unique products.

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

ADVENTUREFUL

Adventureful are a company who provide quality creative and adventurous experiences in the great outdoors. From family friendly yacht flotillas in Croatia to immersive corporate spy games in London, they work with all ages and groups to bring out the adventurer in everyone!

adventureful.co.uk

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

CHARLIE PARTRIDGE

Charlie Partridge has written and directed immersive theatre and alternative night life events for over 10 years specialising in complicity and play. His work has appeared on BBC Three, Radio 4, 6 Music, he has written for The Sunday Times, was a resident artist at The Tate Britain and he has had sell out shows in New York, Paris, London and... Preston. He has written bespoke events for many brands including Facebook, Instagram, Red Bull, Visa, Volkswagen, Fosters and of course Raise Your Hands. On stage, he is also a beatboxer and host of many events from bingo to mud wrestling, from story telling for The Moth to apocalypse preparation for The New Scientist.

charliepartridge.wordpress.com

WILLIAM REYNOLDS

Will Reynolds is a Simulation Engineer in his day job, and a puzzle lover and maker in his free time. He's just left his position as Senior Simulation Engineer at McLaren Applied Technologies where he created simulations of complex systems, such as mountain bikes and road cars, so that their designs could be optimised. He's now moved on to a position as Lead Simulation Engineer at Babylon Health, where he'll be modelling the human body in order to infer risks of diseases for individuals. Back to the puzzle world, Will's passion is to merge exciting technology concepts with engaging puzzle formats for escape rooms and puzzle races.

linkedin.com/in/reynoldswilliam





2022 IN NUMBERS

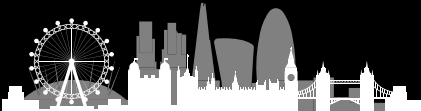


£618,000
RAISED FOR CHARITY



PUZZLES

11



ICONIC LOCATIONS IN LONDON



ACTORS &
VOLUNTEERS

10:58

HOURS MINUTES

FASTEST TIME



CHALLENGERS

12:25

HOURS MINUTES

SLOWEST TIME

WHAT THE PLAYERS SAID

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

*"Midnight madness (both in NYC and now London) is truly my
favorite activity in the world. It is an irreplaceable experience
in its totality."*

"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 worst thing about Midnight Madness?
It's only once a year :)"*

*"Awesome as always.
Great work all and looking forward to 2023."*





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

[VIEW PAST EVENT VIDEOS](#)





TEST YOUR METTLE

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

Test yourself against one of the puzzles from MM22.
Teams took on average 15 mins to complete the puzzle.

WHAT TIME CAN YOU GET?

Challenge your colleagues and friends!

SOLVE THE PUZZLE



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



LEAD SPONSOR

Ox**F**ORD
ASSET MANAGEMENT



DE Shaw & Co

J.P.Morgan
Asset Management



G | A | M
Investments

PDT PARTNERS

Morgan Stanley

BRIDGEWATER



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

Ed Wethered 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 12 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.

M O R E W A Y S T O W I N

FUNDRAISE

Donations from players, colleagues and your company's match giving scheme will be added to our bespoke leaderboard.

See where your team stands in the MM 2023 Hall of Heroes.

Another way to smash the competition!

NO	TEAM NAME	RAISED
1	Emergers - Goldman Sachs	£82,340
2	Exospheric Supercyclists - Goldman Sachs	£79,211
3	0441529852 - Goldman Sachs	£75,622
4	QEQW - Quadrature	£30,306
5	Brisk Reversals - Goldman Sachs	£29,875
	WAGMI - Goldman Sachs	£25,638

DONATE

Put your money where your mouth is and get behind your team's fundraising mission with your own cash!

Let's come together and smash our target of £618k raised! None of our charities raise more than £2 million in a year so you can only imagine what a huge boost this is going to give to the children across the UK that they support.

**ON THEIR BEHALF, WE SEND YOU
A HUGE THANK YOU FOR BEING PART
OF RAISE YOUR HANDS**



MIDNIGHT
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L O N D O N

madnessuk.com

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