



ZOMBIE ARMY PRODUCTIONS SPONSORSHIP PACKET

Contact:

John LaFlamboy

john@zap23.com

<http://www.zombiearmyproductions.com>



Sponsor the ZOMBIE ARMY!

Zombie Army Productions is Chicago's largest dark-themed production company. The Zombie Army has been bringing the highest quality to the darkest events for over 14 years. With over 300 members and tens of thousands of fans, we have built zombie-themed events for all four seasons of the year. These events enable the Zombie Army to keep their audience base engaged with the company and educated about all the dark events in the Chicagoland area. Although our focus is on the four main events, we have over twelve minor events that are interspersed throughout the year.



FEATURED EVENTS

Statesville Haunted Prison (Fall): This #1 rated haunted house is the nine-time recipient of “Best Haunted House in Chicagoland”, the destination of tens of thousands of patrons every October, and the focus of reviewers, critics and media outlets.

Zombie X-Mas (Winter): A perfectly festive blend of horror images and a celebration of all things X-Mas; Zombie Make-Over Teams, a Zombie Photo Booth with complete with Zombie Santa, Zombie Burlesque Dancers, Zombie Elves, Zombie Missing-Toe, Zombie Menu, and over 500 “Zombified” patrons dancing the night away to a live Zombie D.J. and Zombie funk band.

Zombie Prom (Spring): A ghastly, affectionate, cheesy blend of nostalgic high school Americana and the living dead; Zombie Make-Over Teams, a Zombie Photo Booth, Zombie Menu, the annual crowning of the Zombie Prom King & Queen and over 500 “Zombified” patrons dancing the night away to a live Zombie D.J. and Zombie rock band.

The Zombie Army Games (Summer): The games consist of a Zombie-Themed Obstacle Course, The Zombie Army Version of *La Venta*, Summer-Style BBQ, Zombie Make-Over Teams, a Zombie Photo Booth, an epic bonfire that features a giant wooden zombie, and over 300 “Zombified” patrons competing to be the King/Queen of the Games.

SUPPLEMENTAL EVENTS

Night of The Drinking Dead: The Zombie Army invades a Chicago bar and “zombifies” the patrons. This event features the Zombie Make-Over Team, Zombie Drink Specials, The Zombie Army Bus, and prize giveaways at “The Wheel of Pain”.

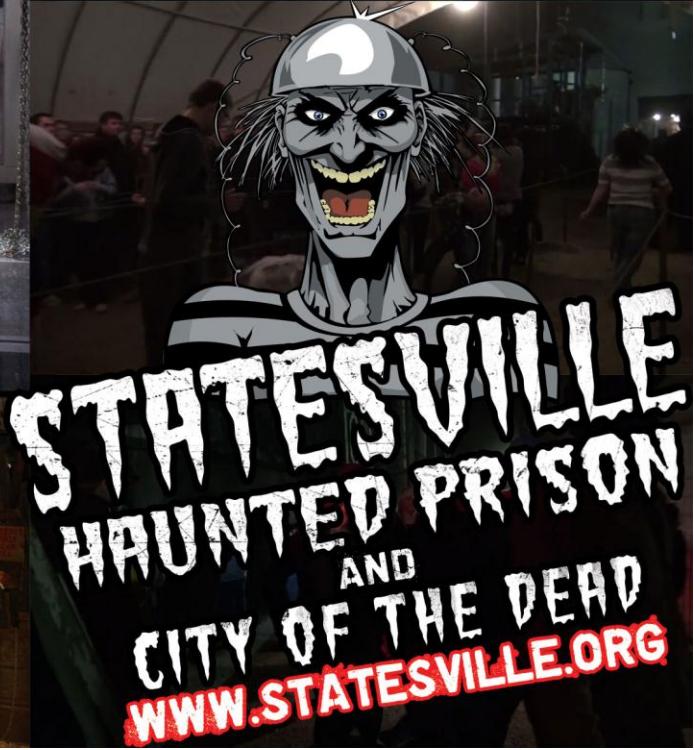
Flashback Weekend Chicago Horror Convention: The Zombie Army is a sponsoring partner of the largest Horror Convention in Chicago. The Army produces the after parties, assists with celebrity events, and sells merchandise on the tradeshow floor.

Chicago Fear Fest: The Zombie Army is a producing partner of this Chicago independent film festival.



STATESVILLE HAUNTED PRISON

September 28, 2012 marks the opening day of Chicago's #1 Rated Haunted Attraction. Statesville Haunted Prison is back and meaner than ever! Statesville has not only won the award for "Best Haunted House in Chicagoland 2011" from HauntedHouseChicago.com, but has also won that award nine out of the past eleven years. Our customer base of tens of thousands per season is an even mix of men and women between the ages of 13 and 35, 70% of whom are between the ages 13 and 23. As a sponsor to the #1 Haunted House in Chicago, you will have an opportunity to bring your product directly to the tens of thousands of customers waiting in our queue line tent, as well as the hundreds of thousands that see our print, internet and social media ad campaigns.



STATESVILLE HAUNTED PRISON PACKAGES

Banners in our queue line tent: \$500-\$750

- The sponsor's 3' x 2' banner
 - The sponsor's 6' x 3' banner
- (All banners are provided by sponsor)*

Hand outs in our promotions booth: \$500

- The sponsor's postcard-size handouts with sponsor information or coupons
- (All hand outs are provided by sponsor)*

Photo Booth Package: \$2,500-\$10,000

All customers will be asked to pose in front of a Statesville set for a free photo. After the photo is taken, the customer is given a card with a web address on it. Once the customer retrieves the photo they are able to share it on all major social networking sites. Our goal is to obtain hundreds of thousands of impressions for both our haunt and our sponsor.

- Sponsor's logo on all Statesville Customer Photos
- Sponsor's logo on all Statesville Customer Photo retrieving cards
- The opportunity to include the sponsor's coupon or command to action on the photo
- The opportunity to include the sponsor's coupon or call to action on the photo retrieval card

Print Material Package: \$1,500

Statesville Haunted Prison distributes over 100,000 postcards and over 250 posters between September 23rd and November 1st. Our distribution targets are High schools, colleges, bars, restaurants, entertainment centers, festivals and concerts in the Chicagoland area.

- Sponsor's logo on postcards
- Sponsor's logo on posters

Internet Package: \$2,000

Statesville has an incredibly strong presence on the web and as our sponsor you will be able to reach our customers through several platforms.

- The sponsor's logo on our sponsor page at StatesvilleHauntedPrison.com (over 100,000 unique visitors in October alone)
- Statesville will post the sponsor's message 4 times on Statesville's Facebook Fan Page (over 20,000 fans)
- Statesville will send a custom email of the sponsor's message to our email list (over 30,000 customers)

Radio Package: \$10,000

Statesville will mention the sponsor on all of our radio commercials. Our campaign spans three separate stations and had a total add buy of \$40,000.



CHICAGO ZOMBIE PROM

Zombie Prom is Chicago's premier dark-themed event of the spring, and attracts one of the most diverse crowds of any of the Zombie Army's events, all decked out in killer costumes that get more elaborate and jaw-dropping with each year that passes. Zombie Prom features the Zombie Make-Over Teams, a Zombie Photo Booth, Zombie Menu, the annual crowning of the Zombie Prom King & Queen and over 500 "Zombified" patrons dancing the night away to a live Zombie D.J. and Zombie rock band. This is an opportunity for our sponsors to be forever remembered as a part of a truly unique experience.



ZOMBIE PROM SPONSORSHIP PACKAGES

TITLE SPONSOR \$3,500

- **Photo Booth Package:**

All customers will be asked to pose in front of a “Zombie Prom” set for a free photo. After the photo is taken, the customer is given a card with a web address on it. Once the customer retrieves the photo they are able to share it on all major social networking sites. Our goal is to obtain hundreds of thousands of impressions for both our event and our sponsor.

- Sponsor’s logo on all Zombie Prom Customer Photos
- Sponsor’s logo on all Zombie Prom Customer Photo retrieving cards
- The opportunity to include the sponsor’s coupon or command to action on the photo
- The opportunity to include the sponsor’s coupon or call to action on the photo retrieval card.

- **Print:** Title sponsor will be represented on 10,000 promotional postcards and 100 posters hung throughout Chicagoland.
- **Website:** Title sponsor will be represented on Zombie Prom’s website at <http://www.zombiepromchicago.com>.
- **Facebook:** Title sponsor will be represented on a message to Zombie Prom’s Facebook Fan Page
- **Radio:** Title sponsor will be mentioned on all radio spots for Zombie Prom.
- **Radio Host:** Title sponsor will be mentioned on live promotions with radio host.
- **Banners:** Title sponsor will be represented on banners hung at the event, banners to be provided by sponsor.

ASSOCIATE SPONSOR: \$700

- **Print:** Title sponsor will be represented on 10,000 promotional postcards and 100 posters hung throughout Chicagoland.
- **Website:** Title sponsor will be represented on Zombie Prom’s website.
- **Facebook:** Title sponsor will be represented on a message to Zombie Prom’s Facebook Fan Page
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CHICAGO'S ZOMBIE X-MAS

Zombie X-Mas is Chicago's premier dark-themed event of the winter, a fun, festive and thoroughly gory Christmas party for those who don't want to take the holidays (or themselves) too seriously, and an absolute must-attend event for Chicago's horror fans. Zombie X-Mas features the Zombie Make-Over Teams, a Zombie Photo Booth with complete with Zombie Santa, Zombie Burlesque Dancers, Zombie Elves, Zombie Missing-Toe, Zombie Menu, and over 500 "Zombified" patrons dancing the night away to a live Zombie D.J. and Zombie funk band. This is an opportunity for our sponsors to be forever remembered as a part of a truly unique experience.



ZOMBIE X-MAS SPONSORSHIP PACKAGES

TITLE SPONSOR \$3,500

- **Photo Booth Package:**

All customers will be asked to pose in front of a “Zombie X-Mas” set for a free photo. After the photo is taken, the customer is given a card with a web address on it. Once the customer retrieves the photo they are able to share it on all major social networking sites. Our goal is to obtain hundreds of thousands of impressions for both our event and our sponsor.

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- **Print:** Title sponsor will be represented on 10,000 promotional postcards and 100 posters hung throughout Chicagoland.
- **Website:** Title sponsor will be represented on the Zombie X-Mas website.
- **Facebook:** Title sponsor will be represented on a message to Zombie X-Mas’ Facebook Fan Page.
- **Radio:** Title sponsor will be mentioned on all radio spots for Zombie X-Mas.
- **Radio Host:** Title sponsor will be mentioned on live promotions with radio host.
- **Banners:** Title sponsor will be represented on banners hung at the event, banners to be provided by sponsor.

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THE ZOMBIE ARMY GAMES

The Zombie Army Games are Chicago's premier dark-themed event of the summer. The games consist of a Zombie-Themed Obstacle Course, The Zombie Army Version of *La Venta*, Summer-Style BBQ, Zombie Make-Over Teams, a Zombie Photo Booth, an epic bonfire that features a giant wooden zombie, and over 300 "Zombified" patrons competing to be the King/Queen of the Games. This is an opportunity for our sponsors to be forever remembered as a part of a truly unique experience.



ZOMBIE ARMY GAMES SPONSORSHIP PACKAGES

TITLE SPONSOR \$3,500

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- **Website:** Title sponsor will be represented on the Zombie Army Games website.
- **Facebook:** Title sponsor will be represented on a message to Zombie Army Games’ Facebook Fan Page.
- **Radio:** Title sponsor will be mentioned on all radio spots for Zombie Army Games.
- **Radio Host:** Title sponsor will be mentioned on live promotions with radio host.
- **Banners:** Title sponsor will be represented on banners hung at the event, banners to be provided by sponsor.

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