

FEAR^{THE} WINNIPEG DEAD

SPONSORSHIP DECK



BACKGROUND

Fear is a Winnipeg event that started in 2015. What was to be a small production, grew rapidly. The first year event was held at Fun Mountain Waterslide Park over 7-sold out nights, and tapped into the growing zombie apocalypse trend brought forth by Hollywood.

The promotion for the event went viral, and the event quickly sold out. Over 3,800 attendees ran, screamed, and feared the live action role play Halloween week event. Over 55,000 people interacted with the promotion for the event, and become customers as well as brand ambassadors.

In 2016, we look to grow the event, and to do so we need the help of partnership sponsors. The goal is to up the production value of the event, reveal a new venue indoors, and create an atmosphere that can't be found elsewhere in Manitoba.



FEAR THE SLIDING DEAD FEATURED A HUGE PRODUCTION NEVER BEFORE SEEN IN MANITOBA (FOR A HALLOWEEN EVENT). THERE WERE NO CHEESY PROPS. OUR ZOMBIES WERE REAL ACTORS, AND OUR SETS FEATURED REAL CARNAGE.



THE DATA

- FearTSD was promoted over a 28-day period.
- The feature video trailer was shared over 1,400 times.
- 55,000 people interacted with the event online through likes, comments, shares, posts, and check-ins.
- 3,800 attendees over 7-sold out nights.
- Winner of Innovative Event of the Year by Tourism Winnipeg.
- Most shared Manitoba promotional video by a brand in Facebook History.
- 400+ waiting list for 2016 tickets.
- 100+ actors and volunteers helped make the event a success.
- 11 people could not finish the tour in 2015.



2016 PROMOTION



Throughout 2016 the producers of Fear have been building a Facebook page simply called, “Winnipeg”. This page was developed to be a central hub for Winnipeggers, but also to give a unified platform for general event promotion. At the time of the 2015 FearTSD event, the available Facebook network was limited (avg. 2000 direct reach). In 2016, that network has grown to 17,896.

The 2016 event will be promoted online just as the 2015 FearTSD event was, although not exclusively. The total promotional network we have access to across all social medias sits at roughly 32,000. This is of course, before shares and virility are considered.

This year, Fear will have a promotional component in the real world as well. The producers will be staging zombie attacks throughout Winnipeg in September and October.

Combined, these efforts will reach hundreds of thousands of people, and once again make a major impact on Manitoba tourism.

FEAR^{THE} WINNIPEG DEAD

LAST YEAR WE FEATURED LIVE BLANK
AMMUNITION, FIRE, FLARES, TOUR
GUIDES, BLOOD & ZOMBIES

THIS YEAR, WE UP THE ANTE & THE
FEAR!

TARGET MARKET

- The 2016 event will be 16+.
- Promotion online will target fans of Halloween, zombies, etc.
- Target market is 16 - 35, Male & Female, Employed.
- Average Income of \$32,000.
- With support from tourism groups, we are expecting 12% tourists (outside of Winnipeg & surrounding area).
- Online, our targets will reach 285,000 people.
- Tapping into a market of roughly 80,000 attendees of Halloween events in Winnipeg.

SPONSORSHIP LEVELS

GOLD (PRESENTER): One Offering \$10,000

- All advertising will read "SPONSOR Presents Fear ...".
- Ability to put appropriate signage within tour.
- \$500 Boosted Facebook post from Winnipeg page exclusive for your brand.
- 1-month of growth for your Twitter & Instagram followers.
- 4 tickets to the event & ticket discounts.
- Demonstration of product or service on-site.
- Logo displayed on tickets sold.
- Brand listed as giver of moneys to chosen charity.
- Branding on live zombie attack promotions.
- Custom options available.

SILVER: Two Offerings \$5,000

- Branding on video trailer & zombie pics.
- Ability to put smaller appropriate signage within tour.
- \$100 Boosted Facebook post from Winnipeg page exclusive for your brand.
- 1-month of growth for your Twitter & Instagram followers.
- 4 tickets to the event & ticket discounts.
- Demonstration of product or service on-site.
- Branding on live zombie attack promotions.

SPONSORSHIP LEVELS

BRONZE: Three Offerings

\$2,500

- Branding on zombie pics.
- Ability to put smaller appropriate signage within tour.
- \$50 Boosted Facebook post from Winnipeg page exclusive for your brand.
- 1-month of growth for your Twitter & Instagram followers.
- 4 tickets to the event & ticket discounts.

PRODUCT: Unlimited Offerings

\$500

- Specific posts on social media as an official product of Fear.
- \$50 Boosted Facebook post from Winnipeg page exclusive for your brand.
- 4 tickets to the event & ticket discounts.

A woman with blonde hair, wearing a black coat and pants, is running away from a wooden house at night. In the background, three zombies are visible: one in a white shirt and dark pants, one in a black jacket and blue pants, and one in a camouflage jacket. A chain-link fence is on the right side of the frame.

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CONTACT US



THANK YOU