

Zombie Charge 5K

November 5th, 2016

Houston, TX

The annual Zombie Charge 5K is an obstacle course race with a cause and one of a kind experience that provides a real world challenge in a fantasy scenario where survival is more important than competition. The obstacles on the course will test physical strength and team building skills in a world where a fictitious zombie virus has infected the population. The experience is made to bring people together, encourage better health, contribute to partner charities and receive free information on disaster readiness—just in case!

At the post race festival, music and vendors will highlight the theme of survival by providing products and services to help with our campaign to focus on disaster education.

Zombie Charge is an opportunity to showcase your company's products, services and commitment to our motto: Be Fit, Be Prepared!

Attendee Profile

Over 2,000 - 3,000 participants & attendees

Active, community minded adults between 18-37

Average time spent at event 2-3 hours

*Open minded individuals with hobbies like
running, camping, outdoor sports and hunting*

Event Purpose

The Zombie Charge started because let's face it, a zombie virus is probably the worst emergency scenario imaginable and we want to put a fun spin to surviving in such a world. Currently, the Greater Houston area has faced a series of floods and we are dedicated to solving the problem of fitness and readiness in a creative way.

We decided the best way to solve this problem is to create an event that challenges the runners (survivors), promotes team building and communication and a fun way to provide products and information to help with emergency preparedness.

We have built a memorable and attractive experience but we still need your support. Your generous contribution will help us extend our commitment of providing an interactive, safe and challenging event that also provides people necessary tools to be best prepared for any disaster.

Event Video



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832-896-6072

Sponsorship Packages

Presenting Sponsor	Premier Sponsor	Gold Sponsor	Event Supporter
Naming Rights to title of event			*Specify support if applicable *
Live plugs on event day and at any opportunity in the marketing plan to include events, media interviews and flyers	Live plugs on event day		1. Stage Sponsor 2. Logistics Sponsor 3. Best Use Sponsor (At the discretion of Zombie Charge OCR Company)
Brand promotion on Swag and print materials like posters, banners, etc.	Brand promotion on Swag and print materials like posters, banners, etc.	Business card placement in bags	
5 VIP tickets			
Booth Space	Booth Space		
Website Presence under Presenting Sponsor, live link and largest logo	Website presence and logo	Promotional mentions	
All Available Digital Exposure (e.g. web, email, video)	All Available Digital Exposure (e.g. web, email, video)	All Available Digital Exposure (e.g. web, email, video)	Promotional mentions
Brand marketing throughout course even on obstacles and main event areas	3 entry tickets	2 entry tickets	1 Entry ticket
\$ 5,000	\$ 3,000	\$ 1,000	\$ 500

Feature Johnson & Johnson at Zombie Charge !

Sponsorship Additional Options

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Name	QTY	Subtotal
Event Supporter \$ 500 This event will reach out to the public and we will make sure your company's efforts are mentioned on event day. This sponsorship level will help offset costs incurred for event specific expenses to include food for volunteers, water for finishers or even entertainment at the festival area	0	\$0.00
Vendor / Exhibitor \$ 250 As a vendor, your products are front and center with the crowd. We expect 2,000-3,000 people and the exposure and experience are worth the buy in!	0	\$0.00

Subtotal **\$0.00**

Total \$0.00

Sponsor Signature: _____

Date:

Event Host Signature: _____

Date:

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