

CONTACT US

RMW Entertainment Pty Ltd
G02/78 Westbury Street, St Kilda East VIC. 3183
W: www.brisbanezombiewalk.com
E: zombie@brisbanezombiewalk.com
T: 0423 431 446 (Anthony)

Brisbane Zombie Walk 2016
NATION-Z (Cross Cultural Contamination)

BUSINESS PROPOSAL



ABOUT US



The **Zombie Walk** is a worldwide phenomenon that occurs annually in many countries all over the world. The Brisbane Zombie Walk have previously held unofficial records of the most participants in attendance; first in 2008 with figures over 1,500, in 2009 with over 5,000 and then again 2010 with an estimated 10,000 participants. Last year's event drew record crowds with over 22,000 participants.

OUR EVENT

A Zombie Walk is an organized public gathering of people with an affinity for the horror genre and celebrates the day by dressing up in zombie costumes with elaborate zombie makeup.

Taking place in an urban centre, the participants make their way around the city streets in a somewhat orderly fashion. Each year since 2006, The Brisbane Zombie Walk commences at a location in Brisbane Inner City with participants ambling their way through the CBD.

Everyone involved in the walk is encouraged to dress up and act like a zombie, to the shock and delight of the public. Participants then amble back to the Brisbane Zombie Walk festival to celebrate the completion of the Brisbane Zombie Walk and to dance the night away.

OUR AIM

The Brisbane Zombie Walk is an annual event and was first introduced to Queensland in 2006. In 2009, The Brisbane Zombie Walk became affiliated with The Brain Foundation of Australia, to raise awareness and funds whilst offering the public a unique and entertaining charity event.

Over 5,000 participants were recorded as being involved in The Brisbane Zombie Walk in 2009 – an unofficial world record. In 2010, the Brisbane Zombie Walk attracted a staggering 10,000 participants to actively join in the walk and raised \$13,000 for the Brain Foundation, \$3,000 above the target amount. In 2011 the

Brisbane Zombie Walk raised over \$25,000 with over 20,000 participants attending the event.

In 2016 the aim was to continue to raise in excess of \$10,000 for the Brain Foundation. We were delighted to announce that we raised in excess of \$35,000 for the Brain Foundation and had over 18,000 participants.



Our **TEAM**



Anthony Radaza
Director/Head Organizer
RMW Entertainment

“The Brisbane Zombie Walk brings a unique and quirky experience to the city of Brisbane.”

Utilizing his business acumen, **Anthony Radaza** took a chance on a crazy idea and re-structured its format to bridge the gap between pop conventions, music festival and charity fund raisers.

This bold move greatly appealed to a wider demographic, catering for all taste and interests, which led to the event becoming the biggest and most successful Zombie Walk in the world.

This format is now being utilized and imitated by other zombie walks nationally and internationally.



Jessie Cuerton
Marketing & Finance
RMW Entertainment

“Seeing the joy that this event brings to thousands of people makes the sleepless nights worth it.”

Joining the team in 2012, **Jessie Cuerton** has become an integral part of the team bringing with her 11 years of media and financial experience.

Very analytical and meticulous in her approach to all business matters, Jessie covers all contractual and financial matters as well as the proliferation of all promotional campaigns for the event.



Mathew Bryant
Operations Manager
RMW Entertainment

“I enjoy the challenge of working with the undead. We have created a unique event unlike any other in Brisbane.”

Mathew Bryant started with the Zombie Walk as an avid fan of the event. He later joined the team in 2012 and administered his strong work ethic and ‘hands on’ approach to all operational matters.

Considered by many as the backbone of the team, Mathew liaises with all stakeholders and contractors, to ensure the event runs with great efficiency.

His body of work brings a lot of pride, integrity and great sense of humour to the team.

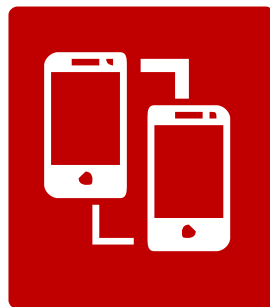
Achieving Our **AIM**

In 2016, The Brisbane Zombie Walk will be held in the inner city of Brisbane at the iconic **Roma Street Parklands**. Due to the continuing growth of the event, we will be changing from Sunday trading to Saturday to give our participants more reason to stay longer. There will be markets, food and beverage stalls, make up and special effects seminars, music stages and of course the walk itself. A variety of packages will be made available to members of the community and also to local and corporate businesses, to assist with the ongoing cost of the event and to also encourage donations towards The Brain Foundation.



PARTICIPANTS

Registration and Ticket purchase. Each participant in The Zombie Walk has the option to register on the website prior to the event. Initial registration for The Zombie Walk will require participants' providing their name, age and basic contact details and acknowledging their agreement with the rules of the Brisbane Zombie Walk. Each participant who registers will be encouraged to purchase a ticket to the Brisbane Zombie Walk festival from Moshtix. Alternatively, participants can purchase tickets online directly from Moshtix or at our E-store and bypass the registration method.



SOCIAL NETWORKING

The relationship between Brisbane Zombie Walk and Social Media goes back a long way. 'Word of mouth' advertising reached record numbers through Facebook, Myspace and Twitter. Today, our social media followers are numbering to the tens of thousands and we are continuously growing and reaching a wider audience. Sponsors have access to our audience via corporate sponsorships.

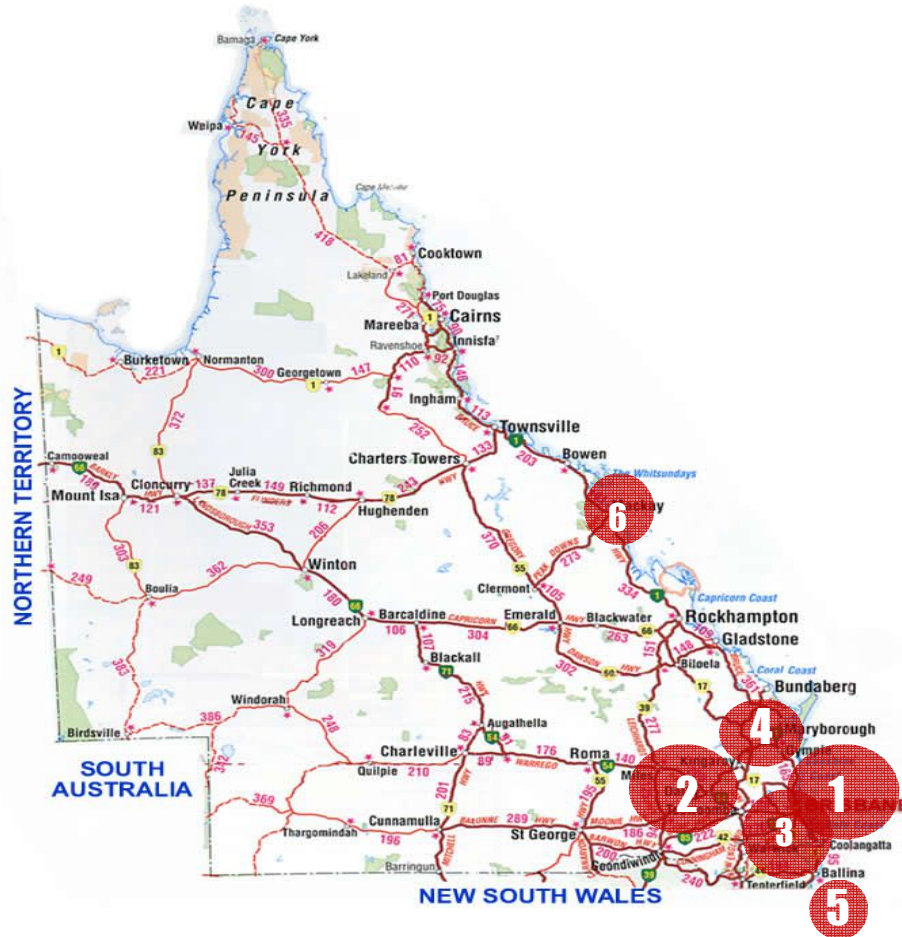


MERCHANDISING

The Brisbane Zombie Walk T-shirt is strictly limited edition with a unique custom design for the 2015 Brisbane Zombie Walk. The reverse side of the t-shirt will feature our sponsor's logos. The T-shirt retails for \$25 and can be bought from our e-store and at our merchandise stall on the day of the event (pending availability). The T-shirt comes in a "show bag" and includes: One t-shirt, One BZW sticker and Promotional material provided by sponsors.



OUR MARKET



55%
Brisbane Metropolitan

60% of Brisbane Zombie Walk participants come from the greater Brisbane Metropolitan areas. (2015 Ticket sale records)

10%
Toowoomba/ Downs

15% of Brisbane Zombie Walk participants come from Toowoomba and Darling Downs areas. (2015 Ticket sale records)

15%
Gold Coast/Tweed

12% of Brisbane Zombie Walk participants come from the Gold Coast and Tweed areas. (2015 Ticket sale records)

10%
Sunshine Coast/Fraser Coast

8% of Brisbane Zombie Walk participants come from Sunshine and Fraser Coast areas. (2014 Ticket sale records)

5%
Byron/Ballina

3% of Brisbane Zombie Walk participants come from Northern New South Wales areas. (2014 Ticket sale records)

5%
Other

2% of Brisbane Zombie Walk participants come from other cities/towns in Qld. (2014 Ticket sale records)

OUR MILESTONES

OCT
2006
1st Official
Walk

OCT
2009
Charity
Event

OCT
2011
Record
Breaker

OUR PROGRESS

2006 Saw the first Official Brisbane Zombie Walk march through the CBD. Between 200-300 participants lurched their way through Elizabeth Street and finishing at the Botanical Garden entrance.

OUR PROGRESS

This was the year BZW became affiliated with the Brain Foundation. Organizers introduced a higher purpose for the event and a commitment was made to raise funds and awareness for the Brain Foundation. Numbers increased significantly to 5,000 participants.

OUR PROGRESS

Due to the ever growing number of participants, the Brisbane City Council decided that the event could no longer go through the city and 2012 was our final year marching through the CBD. The turn out for this event was a world record breaking 20,000 participants. This cemented our event as the biggest in the world. We also raised over \$20,000 for our charity making us the most successful zombie walk in terms of funds raised.

“Brisbane today was overtaken by a sea of Undead. Thousands descended upon the city to help raise funds and awareness for the Brain Foundation and to celebrate the annual Brisbane Zombie Walk,” - Channel Ten (2011)



OUR MILESTONES

OCT
2012
Festival of
the
Undead

OCT
2013
Carnival of
the
Undead

OCT
2016
Melbourne
Zombie
Walk



OUR PROGRESS

An internal restructure was made by the team and a new format was implemented to cater for the ever growing crowds and to increase the entertainment aspects of the event. The BZW has now become a fully fledged Horror Festival with music, markets, Movies and workshops. The event was headlined by one of Australia's famous band, Regurgitator. 2012 raised over \$55,000 for the Brain Foundation.



OUR PROGRESS

The event hit national headlines due to a story regarding the G20 and the threat of closure due to the security issues implemented for the International summit, which was held in Brisbane. This brought our event to an even bigger demographic and in 2013 the BZW moved to the iconic RNA showground. The inner city location attracted over 22,000 participants making this the biggest one yet. The event raised \$53,000 for the Brain Foundation.



OUR PROGRESS

Due to the success of the Brisbane Zombie Walk, we have now expanded the event to the 'Entertainment capital of Australia. Melbourne. We are excited to announce this event as we expect the Melbourne Zombie Walk to surpass the success of the Brisbane Zombie Walk

"It's amazing to see so many people from different backgrounds, religions, ethnicity and political affiliation congregate in one area and watch everyone have a great time and getting along....And of all things to bring them together... A Zombie Walk!" –Karl Stefanovic

OUR SPONSORSHIP PACKAGES

Local corporations and businesses are invited to sponsor the Brisbane Zombie Walk. A number of packages are on offer to suit many budgets and can be negotiated based on the requirements of the sponsor and the Brisbane Zombie



BRONZE

\$1,000

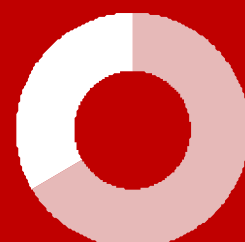
- 3m x 3m site reservation
- First priority allocation within the venue
- Placement of the company's logo on The Brisbane Zombie Walk's website, which has an average of 11,390 visitors per month, and 35,937 page views per month (*based on a 6 month average from May – October 2015*).
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk
- Exclusive advertising rights for the sponsor including distribution and insertion of pamphlets on the day of the walk and in all our official BZW show bags
- Includes Marquee Hire (bump in and out fees)



SILVER

\$3,000

- 6m x 3m site reservation
- First priority allocation within the venue
- Placement of the company's logo on The Brisbane Zombie Walk's website, which has an average of 11,390 visitors per month, and 35,937 page views per month (*based on a 6 month average from May – October 2015*).
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk
- Exclusive advertising rights for the sponsor including distribution and insertion of pamphlets on the day of the walk and in all our official BZW show bags
- Fortnightly promotion and advertisement of your company on all our social media pages (Facebook, Twitter, Instagram) with a potential organic reach of 50,000 to 140,000 views
- Includes Marquee Hire (bump in and out fees)



GOLD

\$5,000

- Full Exclusive rights for your product to be sold at the venue with no other competing brands permitted.
- The placing of company banners around the venue and your company logo projected over the main stage during the festival for maximum exposure
- 6m x 3m or bigger, site reservation
- First priority allocation within the venue
- Placement of the company's logo on The Brisbane Zombie Walk's website, which has an average of 11,390 visitors per month, and 35,937 page views per month (*based on a 6 month average from May – October 2015*).
- Fortnightly promotion and advertisement of your company on all our social media pages (Facebook, Twitter, Instagram) with a potential organic reach of 50,000 to 140,000 views
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk
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- Includes Marquee Hire (bump in and out fees)



OUR MARKET STALLS PACKAGES



\$100 STALL PACKAGE

Budget Small Market Stall Layout

- 3 x 3m (site fee/reservation) Second Priority allocation within the venue
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk

\$200 STALL PACKAGE

Budget Large Market Stall Layout

- 6 x 3m (site fee/reservation) Second Priority allocation within the venue
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk

MAKE UP BOOTH \$200

Budget Small Make Up stall Layout

- 3 x 3m (site fee/reservation) Second Priority allocation within the venue.
- 1 to2 artists max per booth

MAKE UP BOOTH \$300

Budget Large Make Up Stall Layout

- 6 x 3m (site fee/reservation) Second Priority allocation within the venue.
- 1 to 3 artists max per booth

It is the stall holder's responsibility to bring their own Marquees, tables, and chairs. You must also provide a current public Liability Insurance cover:

The standard restrictions for marquees are:

- Each leg to be weighted with a minimum of 7kg (use sandbags or specialised marquee weights)
- No pegging or securing marquees to trees/infrastructure, ie – each marquee to be freestanding
- No broken or bent marquee legs
- No ripped walls or marquee roofs

Stall holders need to be aware that if their marquee do not meet these requirements that they will not be permitted to set up their marquee within the parkland. There will be no refund on site fees.

OUR **FOOD STALLS & STAGE** **SPONSORSHIP PACKAGES**

**\$500 FOOD
STALL
PACKAGE**

**\$1,000 FOOD
STALL
PACKAGE**

**\$500 DJ
STAGE
PACKAGE**

**\$2,000 DJ
STAGE
PACKAGE**

\$500 FOOD STALL PACKAGE

Budget Small Food Stall Layout

- 3 x 3m Second Priority allocation within the venue (electricity/power for \$50 extra)
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk

\$1,000 FOOD STALL PACKAGE

Budget Large Food Stall Layout

- 6 x 3m Second Priority allocation within the venue (electricity/power for \$50 extra)
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk

\$500 DJ STAGE PACKAGE

DJ Stage Sponsorship

- Prominent placement of promotional posters, banners etc on and around stage
- Placement of the company's logo on The Brisbane Zombie Walk's website, which has an average of 11,390 visitors per month, and 35,937 page views per month (*based on a 6 month average from May – October 2014*).
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk

\$2,000 MAIN STAGE PACKAGE

DJ Stage Sponsorship

- Exclusive naming rights of sponsored stage (i.e. The Brain Foundation Stage.)
- Prominent and exclusive placement of promotional posters, banners etc on and around stage.
- Placement of the company's logo on The BZW's website, which has an average of 11,390 visitors per month, and 35,937 page views per month (*based on a 6 month average from May – October 2014*).
- A Certificate acknowledging the company's contribution towards The Brisbane Zombie Walk
- Exclusive advertising rights for the sponsor including distribution of pamphlets on the day of the walk and in the all official show bag



OUR CLIENTS



Brain Foundation
www.brainfoundation.org.au



FX AUSTRALIA
www.fxtv.com.au



CRAZY CONTACTS
www.crazycontacts.com.au



MADMAN ENTERTAINMENT
www.madman.com.au



AACM
www.aacm.qld.edu.au



BESERK
www.beserk.com.au/



DOMINO'S PIZZA
www.dominos.com.au



SUBWAY
www.subway.com.au

SPONSOR TESTIMONIAL

Brain Foundation
Gerald Edmunds -
Secretary General

“Brain Diseases and disorders count for 45% of the death and disability in Australia. Raising funds for research leads to earlier diagnosis and effective treatment of these diseases.

The Melbourne Zombie Walk helps raise funds and awareness on the importance of brain health and research funding“

SPONSOR TESTIMONIAL

FX AUSTRALIA
Jamie Zarzycki
- Marketing Manager

“The BZW events run by Anthony & his team are some of the most well organized and executed, that we have had the pleasure of being involved in. We look forward each year to see where they are taking the event and continue to be an active supporter of their work.”

OUR SPONSORSHIP FORM

Thank you for helping raise money for the 2016 Brisbane Zombie Walk and the chosen charity The Brain Foundation. All sponsorship money raised will go directly towards the costs of the walk and the Foundation. Please fill in this form and return via email to zombie@brisbanezombiewalk.com or post **G02/78 Westbury Street, St Kilda East VIC 3183.**

Name: _____

Address: _____

Phone Number: _____

Email: _____

Company Name: _____

ABN/ACN: _____

Please tick the appropriate investment amount:

BRONZE PACKAGE: Low Tier Deluxe Sponsorship

SILVER PACKAGE: Mid Tier Deluxe Sponsorship

GOLD PACKAGE: Top Tier Deluxe Sponsorship

Market Stalls: \$100/\$200 Investment – Includes 3x3m or 6x3m site fee (\$50 extra for electricity)

Food Stalls: \$500/\$1000 Investment – Includes 3x3m or 6x3m site fee (\$50 extra for power)

Other Amount – Please nominate an amount: \$ _____

Someone from the Brisbane Zombie Walk will contact you to arrange the particulars of your investment amount and to discuss the terms.

Please specify how you would like to pay for your investment:

Cheque (to be made out to “Brisbane Zombie Walk”)

Paypal (link on zombie@brisbanezombiewalk.com)

Direct Deposit:

RMW Entertainment Pty LTD (Trading as Brisbane Zombie Walk)

BSB: 484-799

Account: 503648591

To discuss your investment in more detail, please contact us via email at zombie@brisbanezombiewalk.com or call Anthony Radaza on 0423 431 446. We appreciate any sponsorship received and are happy to negotiate the terms of your investment as required.

Signed: _____ Date: _____

Brisbane Zombie Walk 2016

NATION-Z (International Zombie Day)

BUSINESS PROPOSAL

RMW Entertainment Pty Ltd

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