

Dear Sir/Madam

The Maidenhead Zombie Walk was first set up in the summer of 2013 as an answer to the cancellation of the Brighton Zombie Walk. Realising there was nothing like it in or near our community, founder Vicky Lunt decided to see if the Maidenhead community might embrace the fun of the horde. That Hallowe'en we took to the streets!

The MZW consists of a "gathering" of zombies at The Bell PKB in Maidenhead, with 2-3 hours of zombie makeup, provided by local makeup artists; fun, games and zombie magic from a local magician; a zombie "training" session by a zombie trainer from the movies; a zombie speech by the RBWM Town Crier, as well as plenty of laughs and photo opportunities.



We then take to the streets and slowly follow the lead zombie through the streets of Maidenhead Town Centre, to our final destination. There we have food, music and fun, and a zombie halloween party for all ages!

After 2 incredibly successful events we are now into our third year and growing from strength to strength. The Maidenhead Zombie Walk is an annual not-for-profit community event, organised by a committee of local volunteers. This year we hope to attach a local charity to our event. We have yet to chose one but it will be on the basis that any profit through such elements as the raffle will go to the charity. It will also aid to raise awareness of the charity, and we encourage charity volunteers to attend with donation buckets. Charity suggestions from our sponsors will be heavily considered.

This years MZW is on the 31st of October, and is only funded through grants, donations and sponsorship from local businesses, and would not be possible without the kindness and community spirit of so many supporters. The MZW is free for members of the public to attend and is shaping up to be one of Maidenhead's favourite community events.

In the first year the MZW attracted 150 people, in the second over 250, and is set to grow even further this year with a wider reach and even more community groups getting involved!

We are looking for sponsors to support the running of this event.

Funding is needed to help with the following:

- Marketing and promotion (social media, website, posters, flyers, banners, press)
- Sound and PA
- Venue hire
- Fee and refreshments for bands and entertainers
- Raffle tickets and prizes
- Decoration/Props
- Event coordinating

We estimate this total cost to be no more than £1500.

Any help you can provide in covering these costs would be greatly appreciated by the committee. Anyone supporting the event will be recognised through the extensive local publicity for the event. If you would like to discuss the proposal further, please contact us using the details overleaf.

Anyone helping the event financially as a sponsor is entitled to the benefits of these packages:

Gold – £1,000 and above

- Main event or equipment sponsor
- Opportunity for banner advertising*
- Your logo included on our website and social media with hyperlinks to your own website
- Announcement of support via a press release to local media and social media
- Weekly Facebook and Twitter mentions

Silver – £500 - £1,000

- Large logo on pre-event print media (posters/flyers)*
- Weekly Facebook and Twitter mentions

Bronze – £250 and below

- Small logo on pre-event printed media (posters/flyers)*
- Fortnightly Facebook and Twitter mentions

*If sponsorship submitted before Friday 28th August 2015 - Sponsors print deadline.

Yours Sincerely and with Kindest Regards

The Maidenhead Zombie Walk Committee

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Facebook.com/MaidenheadLive Facebook.com/MheadZombieWalk

Instagram: @MheadZombieWalk

Press Coverage for previous years

2013 Press Coverage/Articles:

Maidenhead Advertiser

Zombies set to take over Maidenhead Town Centre

<http://www.maidenhead-advertiser.co.uk/News/Areas/Maidenhead/Zombies-set-to-take-over-Maidenhead-to-wn-centre-02102013.htm>

Maidenhead's First Zombie Walk in Pictures

<http://www.maidenhead-advertiser.co.uk/News/Areas/Maidenhead/In-pictures-Maidenheads-first-zombie-walk-28102013.htm>

Video

<http://www.maidenhead-advertiser.co.uk/News/Video-News/VIDEO-Zombie-Walk-30102013.htm>

The Royal Borough Observer

Zombies set to hit Maidenhead in ghoulish Halloween celebration

<http://www.windsorobserver.co.uk/news/maidenhead/articles/2013/10/09/93855-zombie-walk-set-to-hit-maidenhead-town-centre-for-ghoulish-halloween-celebration/>

Zombies take over Maidenhead

<http://www.windsorobserver.co.uk/news/maidenhead/articles/2013/10/31/94559-zombies-take-over-maidenhead/>

2014 Press Coverage/Articles:

Town Crier's Blog Article

<http://www.windsortowncrier.com/maidenhead-zombie-walk/>

Maidenhead Advertiser

Maidenhead's Zombie Walk Returns for a Second Year

<http://www.maidenhead-advertiser.co.uk/News/Areas/Maidenhead/Maidenhead-Zombie-Walk-returns-for-a-second-year-15102014.htm>

MZW '14 in pictures

<http://www.maidenhead-advertiser.co.uk/News/Areas/Maidenhead/In-pictures-Maidenhead-Zombie-Walk-2014-27102014.htm>

Video

<https://www.youtube.com/watch?v=kSZCzAsxJU4>

Royal Borough Observer

Zombies Take Over Centre of Maidenhead

<http://www.windsorobserver.co.uk/news/maidenhead/articles/2014/10/29/104903-zombies-take-over-centre-of-maidenhead/?mode=print>

