

Last year, on an early Sunday morning in October, history was made when the undead took over the Monroeville Mall.



This year, it's going to happen again... only it's going to be even bigger!

The It's Alive! 2007 Zombie Fest

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Building on the success of last year's Guinness World Record-setting Monroeville Mall Zombie Walk, the producers of The It's Alive! Show, seen Saturdays at 10:00 PM on WBGN-TV Pittsburgh, will present the It's Alive! 2007 Zombie Fest on October 27-28, 2007 at the Monroeville ExpoMart. The Zombie Fest promises two full days of movies, music, merchandise, and pure monster madness!

Hosted by Professor Emcee Square and the cast of The It's Alive! Show, the Fest will include a 200-space vendor exhibit area, live demonstrations and seminars, film and video presentations, live music performances, celebrity guests, and more. Festivities will also include the Saturday night Zombie Ball, as well as a follow-up to last year's record-setting Zombie Walk at the Monroeville Mall.

Last year, the Monroeville Mall Zombie Walk—which took less than 4 weeks to plan, organize, and promote—drew over 1,000 people, 894 of whom participated in the event in full zombie regalia. This year, with the advantage of greater planning and promotion, and bolstered by the Guinness World Record title, the 2007 Zombie Fest is expected to draw more than 3,000 horror and rock and roll fans from around the tri-state area.

The people who attended last year's Zombie Walk represented all ages and all walks of life, from children and teens to parents and grandparents, from high school and college students to business professionals, and everyone in between. Though many learned about the event via the Internet, by word of mouth, and through a grass-roots poster and flyer campaign, most learned about it from the on-air ads run during The It's Alive! Show.

The It's Alive! Show, featuring classic horror and sci-fi movies, comedy, and live music, is broadcast on WBGN-TV out of Pittsburgh, PA. The station's over-the-air coverage area encompasses all of the greater Pittsburgh area, as well as parts of Ohio, Virginia, and Maryland, and includes over 1 million households. In addition to its Saturday, 10:00 PM television slot, the show can also be seen 24/7 via streaming video on the web at www.theitsaliveshow.com.

This year, event organizers plan to take advantage of these same marketing opportunities, plus additional TV and radio promotion, print advertising, and more. Companies who support the 2007 Zombie Fest through sponsorship will also be able to take advantage of these efforts, in addition to being represented at the event itself on bags, banners, and signage; in the on-site program; and on official event merchandise.

By sponsoring the It's Alive! 2007 Zombie Fest, your company's name will not only be delivered directly into the hands of every attendee, you'll also gain additional exposure through the event's various marketing and promotion efforts!

Estimated attendance over two days: more than 3,000 (including Saturday evening Zombie Ball and Sunday morning Zombie Walk attendees). Upper level sponsors gain additional exposure through on-air and print advertising, news releases, web banners, etc.

The Zombie Fest also offers table space for exhibiting vendors, in addition to sponsorship opportunities. It's Alive Show sponsors will receive a 20% discount on table rates.

Sponsorship Levels

Zombie King—\$5,000

- Top sponsor credentials—company name associated with event
- Sponsorship mentioned in all on-air and print advertising, news releases, etc.
- Full-page, full-color ad on back cover, inside front cover, or inside back cover of on-site program, plus enhanced sponsor listing with logo in program
- Sponsor banner on The It's Alive! Show website
- Company name and logo on all bags, banners, signage used at the event
- Brochure/catalog inserted into bags at registration
- Top sponsor credit on event merchandise, name and logo on front and back of T-shirt
- Complimentary exhibit space (up to 6 tables), discount on additional exhibit space
- 8 complimentary VIP and 6 single day passes, discount on additional passes
- Coverage includes Zombie Fest, Zombie Ball, and Zombie Walk

Zombie Lord—\$2,500

- Sponsorship mentioned in on-air and print advertising, news releases, etc.
- Full-page, black and white ad plus enhanced listing in on-site program
- Sponsor link on The It's Alive! Show website
- Company name and logo on all bags, banners, signage used at the event
- Brochure/catalog distribution at registration
- Sponsor credit on event merchandise, name on front and back of T-shirt
- Complimentary exhibit space (up to 4 tables), discount on additional exhibit space
- 6 complimentary VIP and 4 single day passes, discount on additional passes
- Coverage includes Zombie Fest and choice of Zombie Ball or Zombie Walk

Zombie Master—\$1,000

- Half-page, black and white ad and sponsor listing in on-site program
- Sponsor link on The It's Alive! Show website
- Company name and logo on bags
- Brochure/catalog distribution at registration
- Name on back of T-shirt
- Complimentary exhibit space (2 tables), discount on additional exhibit space
- 4 complimentary VIP and 2 single day passes, discount on additional passes
- Coverage includes Zombie Fest only

Zombie Minion—\$500

- Quarter-page, black and white ad and sponsor listing in on-site program
- Sponsor link on The It's Alive! Show website
- Company name on bags, back of T-shirt
- Brochure/catalog distribution at registration
- Complimentary exhibit space (1 table), discount on additional exhibit space
- 2 complimentary VIP passes and 2 single day pass, discount on additional passes
- Coverage includes Zombie Fest only

Exhibit Space/Table Rates

The Zombie Fest also offers opportunities for exhibit space/tables for vendors:

- Tables are approximately 60 inches long by 30 inches wide by 30 inches high.
- Two VIP all-access passes included with first table, one for each additional table.
- Vendors and sponsors can purchase additional passes at a reduced rate.

Rates for tables are as follows. **Please note – active sponsors/advertisers of The It’s Alive Show will receive a 20% discount on table space.** If you are not currently a sponsor of the show but would like information on our affordable television advertising rates, please contact Mark Menold at (412) 953-0937 or sales@theitsaliveshow.com.

Table(s)	TIAS Advertiser	TIAS Advertiser	Non-Advertiser	Non-Advertiser
1	\$180.00	\$180.00	\$225.00	\$225.00
2	\$160.00	\$320.00	\$200.00	\$400.00
3	\$140.00	\$420.00	\$175.00	\$525.00
4	\$120.00	\$480.00	\$150.00	\$600.00
5+	\$100.00	\$500.00+	\$125.00	\$625.00+

The It's Alive! 2007 Zombie Fest Vendor and Sponsor Form

Company Name _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Web _____

Contact Name _____

Sponsorship Total _____

Total for Tables _____

Additional Passes _____

TOTAL DUE _____

Submit form along with payment to:

The It's Alive Show Fan Club
307 Murrays Lane
Pittsburgh, PA 15234

Questions? Contact zombiefest2007@verizon.net

Sponsorship Levels

- Zombie King -- \$5,000
- Zombie Lord -- \$2,500
- Zombie Master -- \$1,000
- Zombie Minion -- \$500

Number of Tables

Show Sponsors/Advertisers

- 1 -- \$180
- 2 -- \$160 ea = \$320
- 3 -- \$140 ea = \$420
- 4 -- \$120 ea = \$480
- 5 or more -- \$100 ea

All Others

- 1 -- \$225
- 2 -- \$200 ea = \$400
- 3 -- \$175 ea = \$525
- 4 -- \$150 ea = \$600
- 5 or more -- \$125 ea - # _____

Additional Passes

Show Sponsors/Advertisers

- _____ VIP -- \$21.00 ea
- _____ One Day (Sat) -- \$9 ea
- _____ One Day (Sun) -- \$9 ea
- _____ Zombie Ball -- \$9 ea

Vendors

- _____ VIP -- \$28.00 ea
- _____ One Day (Sat) -- \$12 ea
- _____ One Day (Sun) -- \$12 ea
- _____ Zombie Ball -- \$12 ea

All Others

- _____ VIP -- \$35.00 ea
- _____ One Day (Sat) -- \$15 ea
- _____ One Day (Sun) -- \$15 ea
- _____ Zombie Ball -- \$15 ea