

RADIOLEX

WLXU 93.9FM ENG | WLXL 95.7FM ESP | RADIOLEX.US

ZOMBIE CRAWL

VIRTUAL SCAVENGER HUNT & RADIO SPECIAL

SUNDAY

OCT 27, 2024

1PM-6PM

PRIZES
BRAINS

FUN
BRAINS

AND MORE
BRAINS

AROUND LEX
BEFORE THE
THRILLER
PARADE



SPONSOR US IF YOU DARE

RADIO LEX

WLXU 93.9FM *ENG*
WLXL 95.7FM *ESP*



CLASSIFIED

On Sunday, October 27, hordes of zombies will descend on Lexington, KY.

The Zombie Crawl is a team-based virtual scavenger hunt played throughout the community on players' mobile devices.

The scavenger hunt features several zombie-related 'quests.' Players will collect brains (points) and compete for prizes.

RADIOLEX will simulcast a radio special with Halloween music, zombie invasion news alerts, and 'tune-in-now' scavenger hunt announcements.

The Zombie Crawl will take place from 12pm to 6pm and end in front of the Kentucky Theatre just in time for the Thriller Parade.

The 2024 Zombie Crawl is being marketed as a major regional tourism event for Lexington. RADIOLEX wants you as a sponsor! There are lots of potential touchpoints for your business and/or brand. Plus there will be lots of media attention around the event.

To sign up as a sponsor, please contact Mark Royse at: zombie@radiolex.org

SPONSORSHIP OPPORTUNITIES



Presenting Sponsor \$10,000 (1 available)

- Title sponsor of the Zombie Crawl
- Logo on app loading screen
- Top billing on all promotional materials
- Top billing on online registration page
- Announced as presenting sponsor throughout 'news' broadcast on RADIOLEX.
- Old-time radio ad during 'news' broadcast
- Prominent recognition on social media platforms.
- Top billing on swag given to participants

Quest Sponsor \$5,000 (6 available)

- Logo on in-game mission screen on app.
- Custom quest tailored to your business or brand
- Logo on all promotional materials
- Logo on online registration page
- Announced as mission sponsor on 'news' broadcast on RADIOLEX.
- Old-time radio ad during 'news' broadcast
- Featured recognition on social media platforms.
- Logo on swag given to participants

Crawl Sponsor \$1,000

- Logo on in-game app banner.
- Logo on all promotional materials
- Logo on online registration page
- Announced as mission sponsor on 'news' broadcast on RADIOLEX.
- Old-time radio ad during 'news' broadcast
- Recognition on social media platforms.
- Logo on swag given to participants

Broadcast Sponsor \$500

- 'Sponsored by' recognition on promotional materials and online registration page.
- Old-time radio ad during 'news' broadcast
- Recognition on social media platforms.
- Listing on swag given to participants.

Prize Sponsor \$cash/or in-kind

- Sponsor team prizes with cash or in-kind goods or services from your business
- Listed as prize sponsor
- Logo on your prizes presented to participants
- Logo on all promotional materials
- Logo on online registration page
- Announced as prize sponsor on 'news' broadcast on RADIOLEX.
- Recognition on social media platforms.
- Logo on swag given to participants



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