

Zombie Hunt 2021



Emerging from a pandemic

In support of St. John Ambulance

October xx 2021

Introduction

In 2019 St. John Ambulance volunteers came up with the idea to create a fundraising event to help support our volunteer community service programs offered throughout York Region while also partnering with other local organizations and the communities we serve. We discovered that the hugely successful Toronto Zombie Walk had been cancelled and not run in several years. This helped spark the idea to recreate a Zombie walk in the local community, creating an engaging event that would help St. John Ambulance build stronger community partnerships and raise funds that are needed to support our community services, including Medical First Response, Therapy Dogs, Youth Leadership and Car Seat Safety.

In 2020 as we began planned to host the first Zombie Walk, everything was rapidly changed by the pandemic that forced our volunteers to decide between cancelling the event and modifying it into a virtual experience. The decision was made to go Virtual to help support some of the local businesses that were impacted by the effect of the pandemic.

We were able to create 31 challenges sponsored by 31 community partners. These challenges would help provide exposure for the local businesses in a fun and engaging way that would also allow participants to win incredible prizes. Every challenge was created and designated to a date in October, with a video explanation of the challenge released on the morning of that date.

This year our team is looking to return to the original plan of hosting an in-person Zombie Walk while still working with the local community and businesses. While our top priority is to raise funds for St. John Ambulance, we also want to work with the local community to support organizations and companies that have helped make the town the great place it has become.

Social Media from the 2020 Zombie Hunt

<https://www.facebook.com/YRZombieHunt>

<https://www.instagram.com/explore/tags/yrzombiehunt/>



2020 Virtual Zombie Hunt Success

Some of the successes we had with the 2020 Zombie Hunt:



Over \$2,000 cash and 3,000 lb of food
Collected for
Newmarket & Aroura Food Pantries



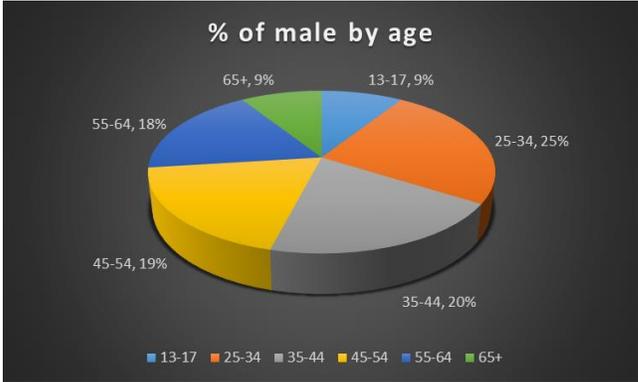
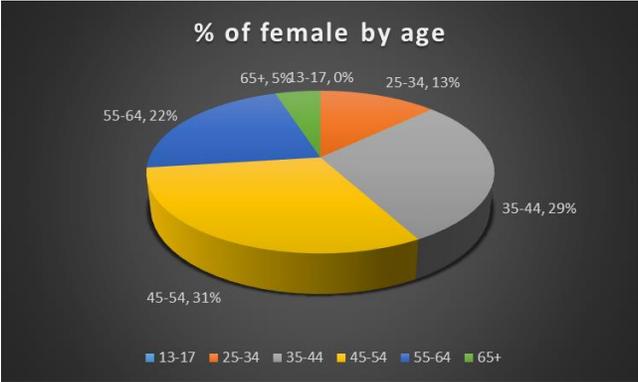
Over \$5,000 worth of
Prizes awarded



31 videos in 31 days
85,000 unique video views
Over 150,000 total video views
14% of people clicked through to
sponsor links

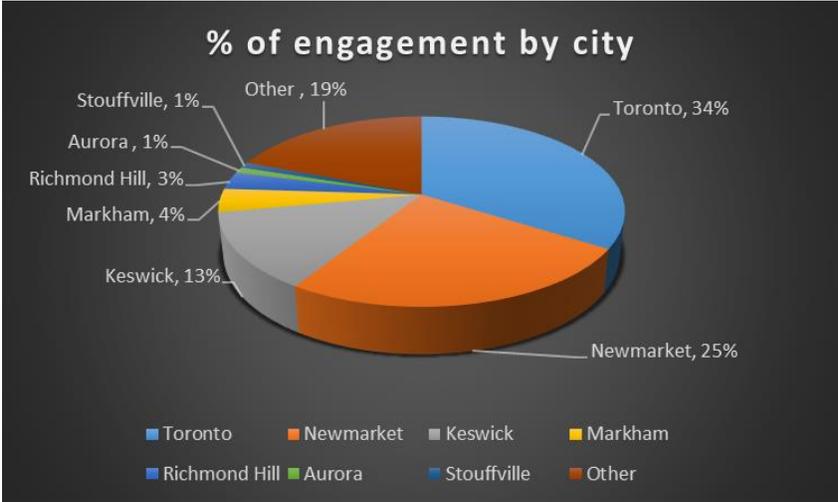
2020 Demographics

86% of Participants were females with families



Location stats

Exposure in 55 countries with over 99% of engagement from Canada



2020 Sponsors

The 2020 Zombie Hunt partnered with 31 local organizations and companies and received public sponsorships from the following partners. We anticipate that many of these sponsors would be interested in returning if the opportunity is made available.



Proposed Plans for the 2021 Zombie Hunt/Walk

The 2021 Zombie Hunt/Walk will be organized by the volunteers from St. John Ambulance, with opportunities available for community partner participation and advisement. Our goal is that each of the community service programs offered by St. John Ambulance will have representation throughout the event. These Programs include Medical First Responders, Youth Leadership, Therapy Dogs and Car Seat education.

Our goal is that this year's event will be in person with various activities for participants to be involved in. The main highlight of this year's event will be the Zombie Walk. In addition, we plan to have a pet-friendly walk, Family activities and a street festival type of atmosphere as we encourage the local businesses to participate by creating some engaging ways to have participant visit their establishments.

The proposed dates for the Zombie walk are October 23rd or October 30th. These dates are on Saturdays leading up to Halloween and should help capture the Halloween spirit as this holiday approaches. Hosting the event on a Saturday would allow the event to start at roughly noon and run through till 7 or 8 pm.

With one of the key focuses for this event being to support the local businesses, we will work with the companies within the event area to help add to the event and feature their business. For example, as the main event winds down, we hope that local establishments will create an "after-party" at their business to encourage individuals and families to remain on Main Street. Thus, once again helping support those local businesses.

If we find a need for additional products or services, vendor space may be available to fill those needs. This space would be made available for a fee, with proceeds going to offset event costs and generate funds for St. John Ambulance.

Family Activities

We are working to create various family-friendly activities that will help keep the entire family entertained and excited to be part of this event. Some examples of activities that are being considered include

Zombie Makeup Tutorials
Zombie Survival Scavenger Hunt
Costume Contests
Zombie Mask creator station
Social media photo booths

Meet a Therapy Dog
Zombie Dance Lessons
Bandaging a Mummy races
Spooky Storytime
Gravestone creators

Fund Raising Aspects

With the 2021 Zombie Hunt being proposed as an in-person event in a public space, attendance at the event will be available at no charge. However, an Official Zombie Walk Insider registration will be offered where participants pay a registration fee that will provide front of the line access to announcements and unique opportunities available during the event. Zombie Hunt Insiders will also receive a Zombie Survival kit filled with special event swag to remember the event.

With General Admission to the event being free, some attractions or activities may have a fee associated with them. Payment for this may be made on an individual basis, or passes will be able to be purchased that will provide access to all activities/attractions available within the pass. For individual activities, tokens/tickets will be provided, and for pass holders, a Zombie Hunt bracelet will be provided. Additionally, Zombie Hunt insiders will receive a bracelet through their survival kit.

As with any community event, St. John Ambulance will rely on our partners and sponsors to help make the 2021 Zombie Hunt a success. For this reason, we will be creating event sponsorship opportunities that will benefit the event and the sponsoring organization. The option will include a Name Sponsor, Feature Sponsors, Activity Sponsors, Survival Kit Sponsor and event participant sponsorships. Each sponsorship level will receive specific benefits, including appropriate marketing materials and mention on all event platforms at a level and frequency that matches the sponsorship opportunity.

Contact

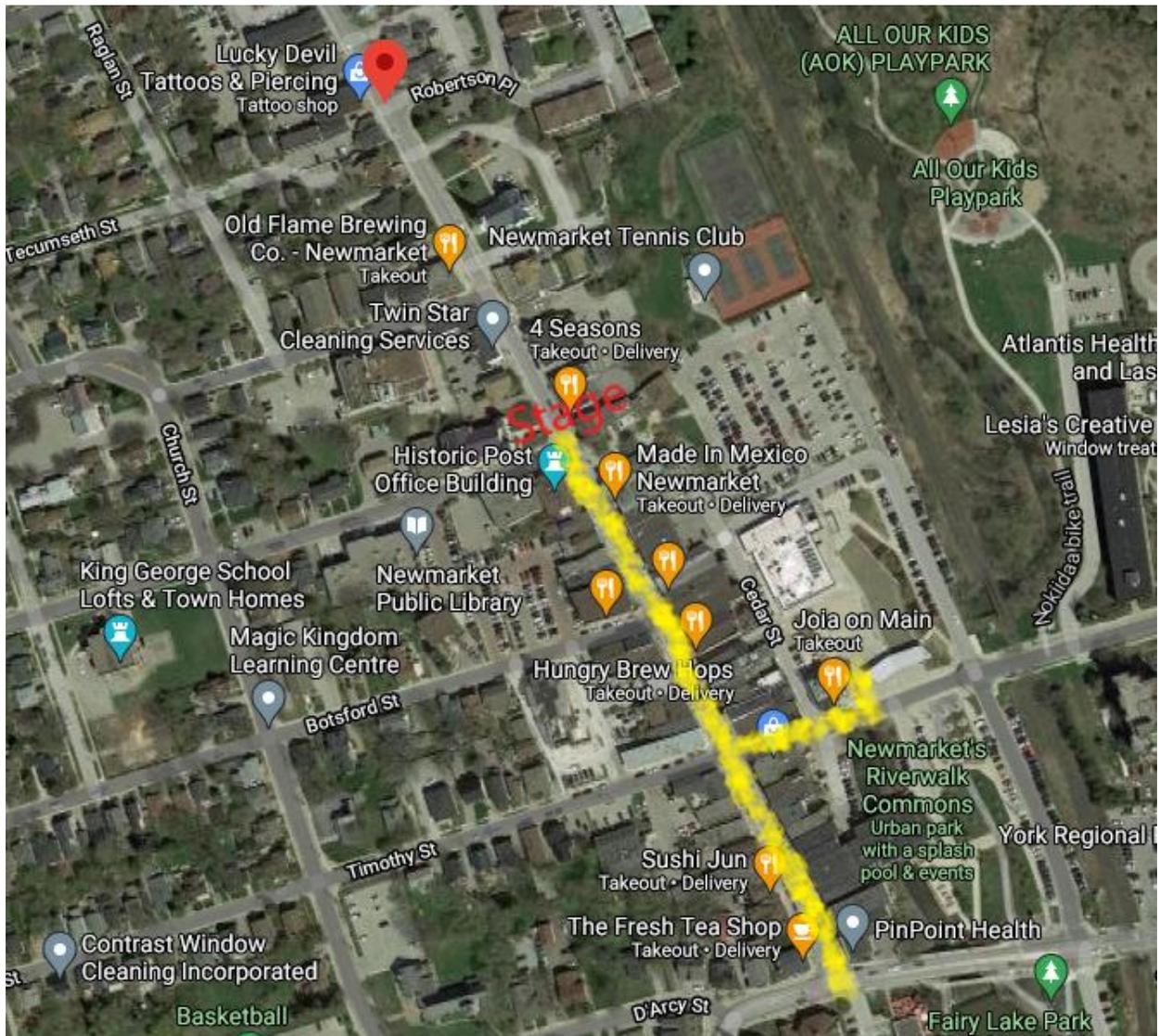


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Proposed Zombie Walk Path #1



The main event location proposal would be to create a street festival atmosphere with a Halloween focus that would help promote the current **Shop Local** initiatives within Newmarket. For this proposed option we would look at the possibility of closing down Main Street for one day making it easier for participants to move freely up and down the street while taking part in activities and supporting the local businesses who are open during the event. Through this option we would also encourage local businesses to participate in a way that would help attract attention to their business. This option would require a street closure that would impact the local community as traffic would need to be rerouted. We would work with all stakeholders to create a plan that would help ensure the benefits to closing the street to vehicle traffic would outweigh the risks.

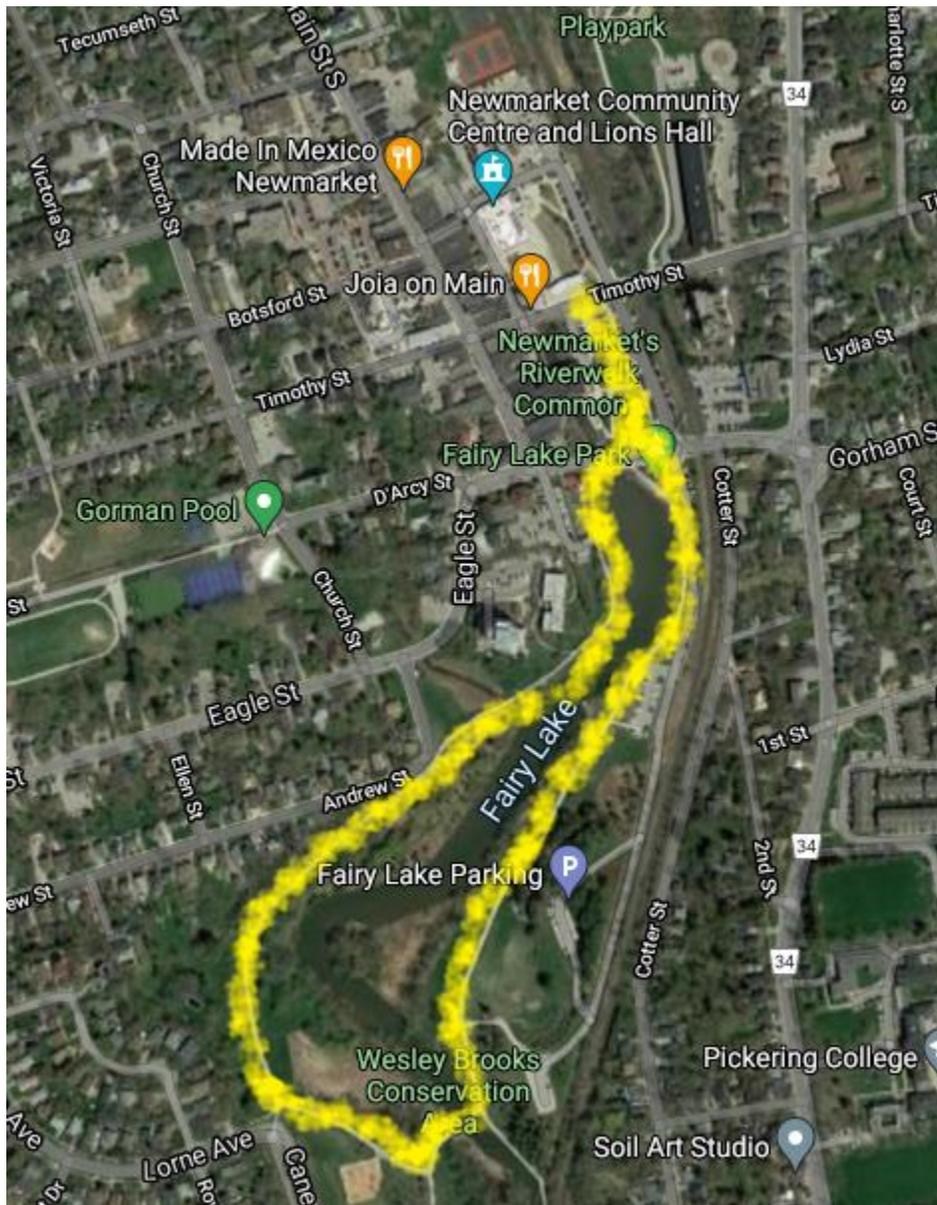
Proposed Zombie Walk Path #2



For this proposed route, we would start the Zombie Walk at Riverwalk Commons. The Zombies will head south on Doug Duncan Drive to Water Street, West on Water St. to Main Street North on Main street to Park Av. Utilizing the walkway on the east side of Main street adjacent to Park Ave, the Zombies will head east through the public parking lot and then south back to River Walk Commons. An alternate route has been identified using the Doug Duncan Drive east off Main street to return to River Walk Commons.

Utilizing this route would minimize the impact on local traffic and enable the local businesses to become part of the event by opening their doors and joining in on the excitement. Utilising this route and location will bring participants away from Main Street and may reduce the number of participants who return to Main Street. However, businesses would be able to gain exposure and create interest from event participants by interacting with Zombie walkers as they walk by the establishments.

Zombie Walk Through the Park #3



Our third proposed option for this event would be to use Riverwalk Commons as a start and finish area and have walkers utilise the Fairy Lake Trail for the event. This option would minimise the local traffic impact with event participants remaining within the park other than a brief timeframe where they would cross the streets to get to the Fairy Lake trail from RiverWalk Commons. Unfortunately this option provides the least amount of exposure and interaction for the local businesses to benefit from the event taking place within the community.