

**ZOMBIEGAMER |
NEWS & REVIEWS |
EVENTS & ESPORTS |**

Organisation Profile

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Introduction

Originally a PlayStation focused news and reviews site under its original owner, the site was taken over by two console clans in May 2009.

The two clans – OAP and RIP – boasted over 40 members in their ranks, but not all proved to have the staying power when it came to the daily running of a gaming news site.

The site is now run by the two owners – OAP leader Clint ‘Zombie Dredd’ O’Shea and OAP member Victor ‘rOgue Zombie’ Vieira – with assistance from a number of regular contributors.

Over the last few years, the site has adjusted its focus, and while maintaining a constant and up-to-date stream of gaming news, reviews and videos, the last two years has seen a focus shift to the South African gaming community, its members, events and the growth of the competitive console gaming scene.

To compliment this coverage, Zombiegamer has expanded and now offers gaming events and eSports tournaments on console.

Headed up by Clint O’Shea, the events wing has been operating for one year and has run a number of successful tournaments and events, as well as assisting behind the scenes with logistics and equipment on a number of other high profile events in Cape Town.

With the ongoing growth of the eSports scene internationally, Zombiegamer plans to continue to host and cover gaming events in South Africa, offering potential advertisers and partners both virtual and real-world marketing opportunities.



Background

Website

The site will turn five in May under the current ownership and has in that time achieved a number of important milestones.

In the time since May 2009, over 9,000 articles have been posted and they have reached well over one million readers. The site boasts an average of over 10,000 unique hits a month with around 30% of those being South African visitors.

On Twitter we have passed 2,400 followers and our Facebook Page has over 750 likes – both of which are mainly South Africans. Both are updated regularly with news and links to the website.

In December 2010 [we were featured as CVG's Site of the Week](#).

Events

The events have been a new addition to the Zombiegamer arsenal, but one started many years back when Clint O'Shea - an active member of the Xbox 360 community for a number of years – operated a number of online Gears of War tournaments.

This was followed by assisting with setup and breakdown of 2upGamers events, where his input grew to operating the competitive portion of the monthly event, as well as an ever growing involvement in operations and planning of the event. The 2upGamers event in June 2012 proved the start of the love affair with offering competitive LAN environments when two Call of Duty clans – High 5 and F34R – played each other for the first time face-to-face.

Events then increased in frequency and scale, with Gears of War, Call of Duty, Halo and more featuring at the 2upGamer events.

Also noting an opportunity to expand the footprint of gaming into other lifestyle events, Clint O'Shea operated a gaming area at the 2013 Cape Town International Tattoo Convention, which effectively marked the official start of Zombiegamer Events. This then brought along a weekly gaming night at Trenchtown in Observatory, Cape Town which still runs to this day.

In June 2013, in conjunction with 2upGamers (Clint O'Shea also heads up the 2upGamers eSports Division), the first major eSports event was operated at the Trenchtown venue, and featured Call of Duty Black Ops 2 and FIFA 13.

Since then, events have been regularly held at the venue and have seen good attendance over the events.

The Zombiegamer Events has also been involved with MSSA Regional and Provincial events, assisting MWEB Gamezone with equipment and logistics for their events and launches, operating and assisting Glenn Alexander with events operated under the 2upGamers banner. Other events operated by the events wing of Zombiegamer can be found elsewhere in this document.

Currently, a major new focus has been a school gaming programme in conjunction with MWEB Gamezone, the first of which was tested in December 2013 at Fairmont High School in Cape Town. The programme will bring competitive gaming to schools, and aims to develop the players of the future via a training programme under the GiB (Gamers in Beta) training programme which Clint O'Shea heads up for MWEB Gamezone. Inter-schools events will form part of the greater plan in the next year. He is also an admin on the MWEB Gamezone online tournament ladders.

Currently, the events are based in and around Cape Town, but future expansion is planned.



Equipment and current partners

The available equipment on hand can allow for the successful operation of community events and launch events with around 150 attendees and competitive events with around 100 players.

Equipment currently owned by Zombiegamer Events:

- 16x 250GB Xbox 360 consoles
- 4x 4GB Xbox 360 consoles
- 1x 120GB Xbox Elite consoles
- 1x Xbox Arcade console
- 16x 23" AOC monitors (Full HD and 3D with speakers)
- 4x 32" JVC Full HD TVs
- 2x 29" Sansui HD Ready TVs
- 2x PS3 consoles
- 2x PS4 consoles
- Network capabilities for at least 48 points
- Sundries including power, tables and more.

The following have assisted with supply – or discounting the cost of goods – and are considered partners and sponsors:

- **Prima Interactive**, who supplied the Xbox 360s at a heavily discounted rate.
- **Corex**, who supplied the AOC screens at a heavily discounted rate.
- **Comet Computing**, who have supplied a number of prizes for events.
- **Apex Interactive**, who have regularly sponsored prizes for events.
- **MWEB Gamezone**, who have assisted with equipment, prizes and copies of games, as well as constant support.



Sponsorship and partner opportunities

Zombiegamer can offer potential partners and sponsors exposure both online and at events, and a partnership on one level means exposure at the other.

Banner, background and web advertising can be offered, and should our rates be required, please feel free to ask.

Alternatively, the events always require sponsored prizes, and should a company be keen to become involved in this regard, we can offer to display a banner at the event, along with mentions in all related articles and on social media. To go along with this, a non-prime advertising banner will also be included as part of the partnership.

Individual event proposals can be forwarded to interested partners or sponsors as required.

Services offered

Along with the news coverage and reviews on the site, and the events planned and operated by Zombiegamer, we can also assist with supplying equipment, logistics and event management for a variety of gaming related events including:

- Gaming tournaments.
- LANs.
- Product launches.
- Themed parties (Birthdays, Bachelor Parties, etc).
- Corporate events.
- Road shows.
- Team building.
- Marketing and consultation services.
- Promotional strategies & activations.
- Events management and logistics.

While a per item price list is attached, please note that we would rather quote you directly per event or concept, so please feel free to email Clint O'Shea.



Contact us

- Website: **www.zombiegamer.co.za**
 - Facebook: **www.facebook.com/Zombiegamer**
 - Twitter: **@zombiegamerSA**
 - Email: **info@zombiegamer.co.za**
 - Clint: **dredd@zombiegamer.co.za**
 - Vic: **rogueone@zombiegamer.co.za**
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- For coverage of the South African gaming scene as seen through the eyes of Zombiegamer, you can view [photos here](#) and [written coverage here](#).



List of previous events

Key events operated solely or in affiliation with Zombiegamer:

- *2upGamers Community* (operated with assistance from Clint since June 2012): One event at Bellville Cricket Academy, two events at Ajax Ikamva, one event at Parow Golf Club, one event at Western Province Cricket Club and [three events at Trinity](#).
- *Game Launch Parties*: Gears of War: Judgment (which had permission to allow SA gamers to play the game before release).
- *EFL (Electronic Football League)*: FIFA 13 league where 20 players play half an English Premier League season in one day.
- *Cape Town International Tattoo Convention*
- *Ultimate Gamer at Ultimate X*
- *Trenchtown*: Weekly gaming evenings
- *MWEB*: King of Footie, King of Consoles and numerous tournaments and other events including assisting with 2013 Call of Duty Championship SA qualifier.
- *MSSA*: Black Ops 2 and FIFA 13 Cape Town Regional and Provincial, as well as the Inter-Regional between Cape Town and Joburg.
- *UCON 2013*: Halo 4 and Call of Duty Black Ops 2 2v2 tournaments over two days with around 100 gamers and over 900 attendees to the event.
- [School FIFA 14 Tournament: 50 players at Fairmont High School](#).
- *Trenchtown Gaming Tournaments*:
 - 1 June 2013 – Black Ops 2 and FIFA 13 with 48 attendees.
 - [13 July 2013 – Black Ops 2 and FIFA 13 with 90 attendees](#).
 - 17 August 2013 – Halo 4, FIFA 13, Fighting and cosplay with 70 attendees.
 - 21 September 2013 – FIFA 13 and Fighting with 48 attendees.
 - 19 and 20 October 2013 – Black Ops 2 and FIFA 14 with 77 attendees.
 - 23 November 2013 – Ghosts and FIFA 14 with 24 attendees.
 - 14 December 2013 – Halo 4 and FIFA 14 with 23 attendees.
 - [18 and 19 January 2014 – Ghosts and FIFA 14 with 80 attendees](#).

List of planned future events

Events being planned and investigated:

- *UCON 2014*: A UCT Anime Society event which will feature gaming.
- *Schools Tournaments*: An expansion of the trial operated last year in conjunction MWEB.
- *Game Launches*: New game – and even new console – launch parties to promote major titles.
- *Expanded Tournaments*: A number of monthly one and two day tournaments are being planned which will focus on varying titles. Some of these are being planned to be operated in conjunction with companies such as the ESWC and hope to become feeder tournaments to some of the international competitions. These will also be rolled out countrywide in rotation to the major cities in SA.
- *Corporate Events*
- *Online tournaments*
- *Many more...*

Individual event proposals can be forwarded to interested partners or sponsors as required.