



ARE YOU
GUNG-HO?



GUNG-HO!
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If you are serious about fun you are going to love this!

You may have seen things like this on TV, online,
or even dreamed up obstacles like this with your friends.

Well, we have made your dreams reality with our
Gung-Ho! 5K. You can take part in the most hilarious
inflatable 5k fun run or fun walk, the country has ever
seen. And why keep it to yourself? Bring friends and
family to join you on the course or join our crowd of
spectators at three major events this summer.

Gung-Ho! has ten of the greatest inflatable obstacles we
could design and our finale is one of the world's most
unique slides and Europe's biggest ever inflatable slide.

These events are not
about proving how tough
you are, this race is not timed
and the only competition we want
to see is who can survive this
enormous challenge with their pride
intact. Actually forget that too, no stiff
upper lips allowed! There's even
opportunities for spectators to 'help'
the participants have more fun with
water and foam guns.



PROPOSAL

Our team will tour the United Kingdom with its huge inflatable obstacle course. **Gung-Ho!** will take place in unique, memorable settings by visiting 3 Horse Racing tracks during August and September of 2015. Here, the racers and their families can experience iconic British locations and enjoy a perfect view of the proceedings from the stands, soak in the atmosphere or get down to business and conquer the **Gung-Ho!** course. In 2016 we will extend the tour taking it to 10 cities.

Our plans currently allow for up to 5000 participants to enjoy the course on any one-day event.

Our course can be tackled by anyone over 48in tall so creating a unique family day out and for anyone smaller the spectator stands will be an experience of their own with celebrity hosts, music, food outlets and merchandise stands.





OUR OBSTACLES.

START ME UP

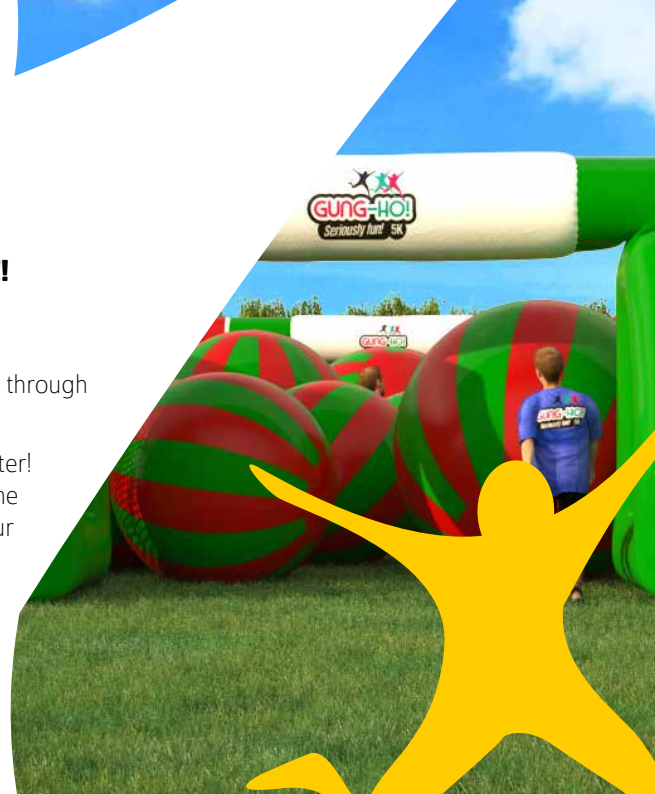
The fun starts here, people.

On your marks, get set, **GUNG-HO!!**

CAN I KICK IT?

Will you kick, roll or stumble your way through the giant ball pit? You decide.

Either way, you'll be rolling with laughter! These balls might be the biggest on the planet at over 6.5ft tall. Best bring your big boots if you think you can kick it!



WELCOME TO THE JUNGLE

It's a jungle in there! Crawl, climb, and clamber the ups 'n' downs of this huge Gung-Ho! challenge! Nearly 100ft long this might not be as easy as you think!?

DAY TRIPPER

Looks can be deceiving can't they!? None more so than the 'Day Tripper'. Will you succumb to the potholes? Will you hop, skip and jump your way to the end? Don't laugh at your fallen comrades too soon; you may just be joining them!



WALKING ON THE MOON

Let's face it, we all love to bounce around and this might just be your biggest ever bounce. At 5000 sq. ft. this is huge it might be the biggest bounce you'll ever see.

Once you're jumping on this giant, you'll feel like you're on another planet!



THE WALL

Flying solo? You might need a helping hand to scale the heights of the Gung-Ho! wall. Use a friend, or how about we release the hounds, that'll help you up. Right!?

BEAT IT

Have you got enough in the fun tank to beat it and slide on? Plain and simple; can you Beat It?



BORN SLIPPY

Climb the heights and jump to the depths of this foam filled beauty. Will you slip and slide to freedom or will you be that spider stuck in the bath!?



GUN
Series



THE LABYRINTH

When you reach The Labyrinth, bringing a sense of direction might help. Then again, it might not! Enter the foam filled labryinth then fumble your way out.

THRILLER

It's finale time! This is what Gung-Ho! is really about. Climb and slide. Simple isn't it! At 46ft high and nearly 200ft long, if you think you've seen an obstacle like this before, you're mistaken.

This is one of the most unique slides in the world and Europe's biggest ever inflatable slide.



MARKETING SUMMARY

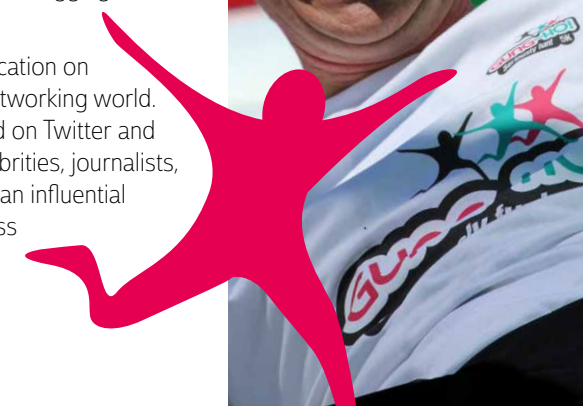
Our Gung-Ho! team has a strong and thorough PR and Marketing plan. We are ready to launch and through social media we have access to key celebrities, journalists and bloggers. They are as excited as we are and together with established contacts in TV & Radio we can create the social buzz necessary to make this 5k the one people choose.

We have:

- National and local printed and online press contacts. We are ready to start a series of well-paced and placed articles and adverts building the excitement for our August premier date.
- National and local BBC Radio outlets as well as commercial National Radio stations Capital, Heart, Absolute and XFM. Again this means evenly spread national coverage of our events around the UK.



- Huge blogging potential. Blogging is so influential in the UK. Many events like this, especially family events are given massive coverage by bloggers. They connect with thousands of subscribers; they preview the event, offer tickets in prize draws, attend the event and then review the event afterwards. Alex has been an invited guest of the National Bloggers Awards and so has contacts all over the country having also used them for Little Fun Fest. The blogging world really is key to promoting events in the UK.
- Twitter and Facebook. Alex's blue tick verification on Twitter helps him stand out in the online networking world. He has around 30,000 followers combined on Twitter and Facebook and again has contacts with celebrities, journalists, bloggers as well as the general public. It is an influential platform in helping to raise brand awareness and we have a great head start already.



OUR TEAM

We have pulled together a dynamic team of individuals who can deliver the very best event from start to finish.

We have a unique range of skills that ensure financial security, a fastidious attention to detail and some genuine star quality. We understand the local culture and the nuances of marketing and promotion that will be key to creating an unforgettable event.





Alex Winters

BBC Childrens TV Presenter

Alex is now a UK household name in television and radio broadcasting best known as being one of Cbeebies' popular continuity presenters. He started life on the UK's favourite and BAFTA award winning BBC children's television channel in January 2009.

Outside of the 'Cbeebies house', Alex has appeared on the BBC's long running quiz show, 'Celebrity Mastermind', has made several guest appearances and interviews on the BBC radio channel '6 Music', was invited to present a brand new quiz show 'Clueless' for BBC Radio Wales during the summer of 2014 and he has also reported live from the Cardiff Half Marathon and appeared as a guest on several daytime shows all for BBC Radio.

Away from television and radio, Alex is a regular compere at several children's and family festivals including Glastonbury, Lollibop, the Little Monsters Bash as well as host of the Cbeebies live summer tours.

Alex also started his own, 'Little Fun Fest'. This family festival attracts 3500-4000 people over the weekend. Much of the success of Little Fun Fest is down to Alex's contacts, his relationships with the blogging world and his online social networking.

