



FEARFEST

PARTNERSHIP OPPORTUNITIES
OCTOBER 2021



**FEAR
FEST**

SO GOOD, YOU'LL SCREAM

This October, for the 25th consecutive year, AMC is home to FEARFEST – the go-to, month-long destination for spine tingling thrillers, chillers and more.

With hundreds of hours of programming, and unique creative opportunities with AMC and Shudder – the popular horror-specific SVOD platform – your brand will be front and center this Halloween season.

RESEARCH THAT KILLS

TOP 10

CABLE MOVIE DESTINATION DURING
FEARFEST WITH A25-54 & A18-49

#2

CABLE MOVIE DESTINATION ON VOD IN OCTOBER

+93%

ON TVE FROM 2019 FEARFEST TO 2020
FEARFEST

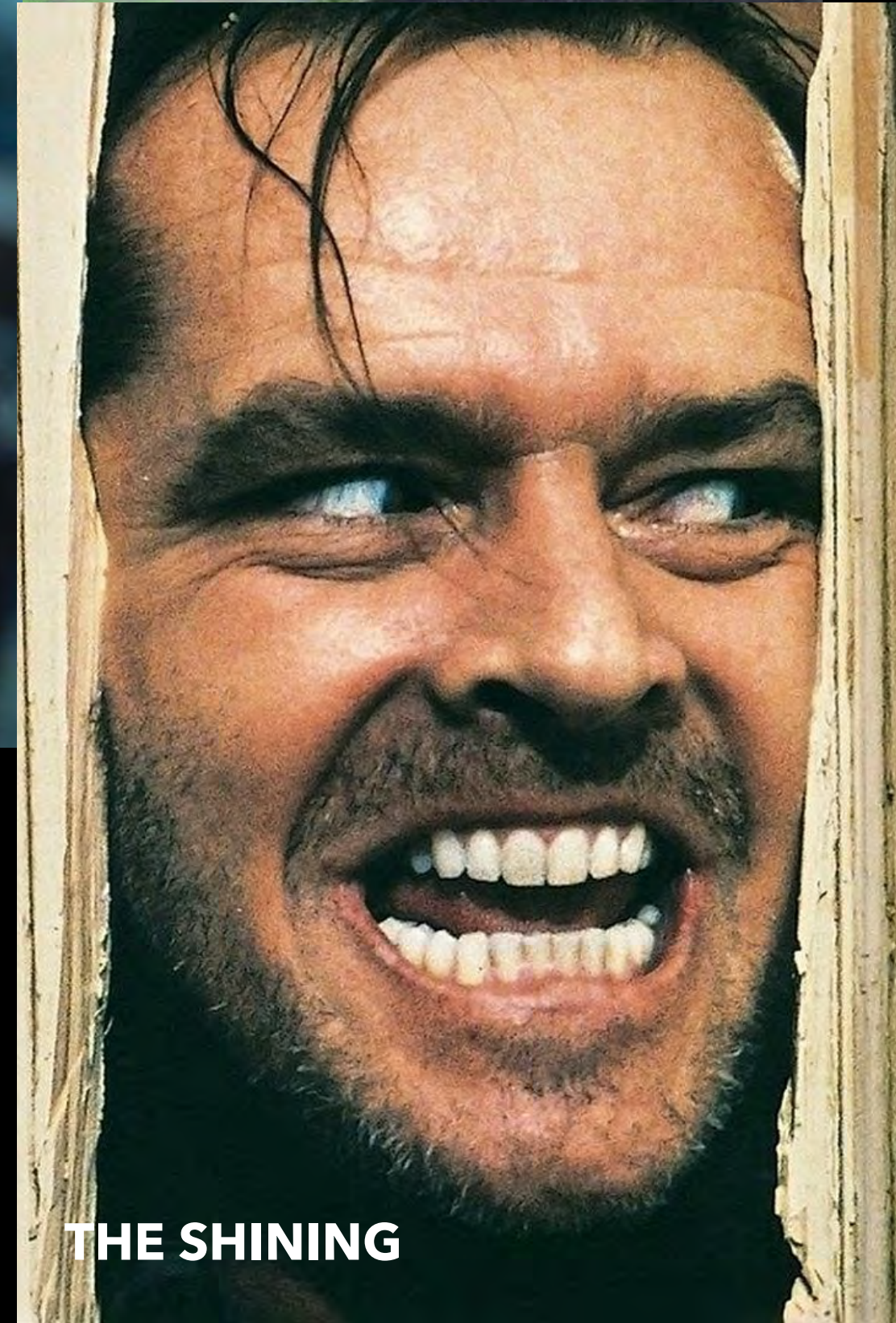
DURING FEARFEST DIGITAL VIEWERS TUNED IN LONGER
AND MORE OFTEN THAN AMC'S DIGITAL NORM



HALLOWEEN



UNDERWORLD



THE SHINING



SCREAM

EXCLUSIVE TITLES & FAN FAV FRANCHISES



FRIDAY THE 13th



FINAL DESTINATION



A NIGHTMARE ON ELM STREET

OCTOBER ORIGINALS



THE WALKING DEAD
SEASON 11A
SUNDAY'S 8/22-10/10



FEAR THE WALKING DEAD
SEASON 7A
SUNDAY'S 10/17-12/5



THE WALKING DEAD:
WORLD BEYOND SEASON 2
SUNDAY'S 10/3-12/5

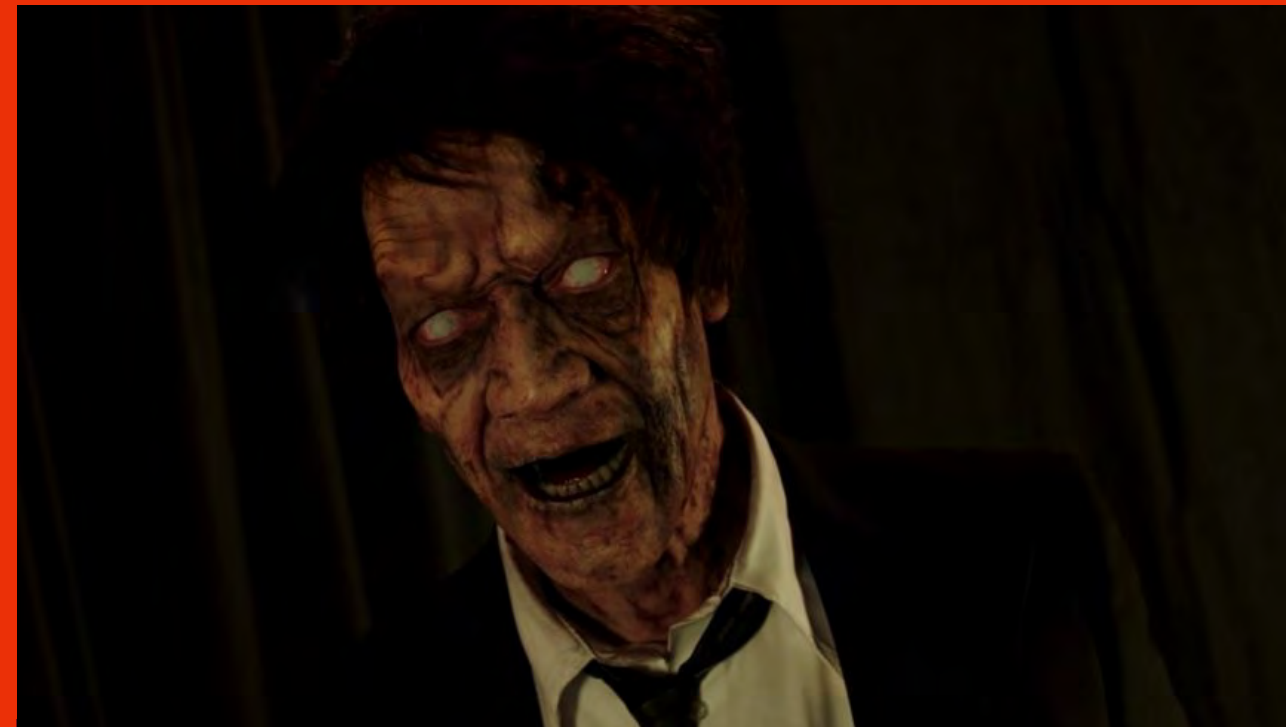


CREEPSHOW SEASON 2 +
CREEPSHOW SPECIALS
MONDAY'S 9/6-10/18



ELI ROTH'S HISTORY OF
HORROR SEASON 3
FRIDAY'S 10/1-11/5

CREEPSHOW



CREEPSHOW SEASON 2

Creepshow, a Shudder original is returning to AMC in 2021 for its highly-anticipated second season. The anthology series, which shattered all Shudder records when it debuted in October of 2020 will explore new terrors from werewolves and shapeshifters, to the supernatural and unexplainable.



THE CREEPSHOW HALLOWEEN SPECIAL

This special will feature two stories. The first is based on Stephen King's "Survivor Type" and features Kiefer Sutherland, who voices a man trapped on an island with only his wits to keep him alive.

The second story, Joe Hill's "Twittering from the Circus of the Dead," stars Joey King as Blake, a teenager on a trip with her family that takes a horrifying turn.



THE CREEPSHOW HOLIDAY SPECIAL

Fearing he is a murderer, an anxious man (Adam Pally) searches for answers for his unique condition from an unusual support group, Shapeshifters Anonymous. This hour-long episode also stars Anna Camp and Frank Nicotero.

SEASON 3 | 6 EPISODES | FRIDAY'S 10/1-11/5

ELI ROTH'S HISTORY OF HORROR: DIGITAL EXCLUSIVES

AMC invites your brand to sponsor (3) pre-season digital pieces for Eli Roth's History of Horror season 3. Each piece will be 4-5 minute in length and will pull back the curtain on all things horror. These exclusive content pieces are sponsorable via AMCN Digital and via AMC social media.

(3) DIGITAL PIECES:

1. Actresses of Horror
2. Apocalypse Horror
3. Horror during a Pandemic

*All offerings, programming & timing subject to change. Subject to AMC networks, production, legal and business affairs teams' review. Social media and digital content requires AMCN social media and digital commitment. Separate production fees to apply.





CONTENT ROOM

COME BUILD WITH US

THOUGHT-STARTERS **WITH AN EDGE**

ALTERNATE ENDINGS

We'll recut popular horror movie scenes to change the ending.

Example: We'll recut an early scene from Friday the 13th so that it looks like the Jeep never picks up Annie on the side of the road.

HALLOWEEN HEROES

It isn't easy warding off evil villains, but someone's got to do it.

In this spot we'll highlight heroic scenes from some of the scariest movies in AMC's Fearfest library while incorporating your brand's messaging as the hero of Halloween.

GENRE SWAP

What if Chucky was a romantic comedy or The Shining was an action/adventure film?

We'll cut promos for classic horror movies in the style of other genres

FEAR LIFE HACKS

How do you keep from getting killed in a horror film?

In this spot we'll point out some of the classic mistakes that get characters - offed in horror movies. We'll then tie back to your brand in a thematic way.

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HORROR WITH A PURPOSE

1

CAN WE TALK ABOUT THIS?
FEARFEST EDITION

2

SEEHER CREATE WITH:
AISHA TYLER



CAN WE TALK ABOUT THIS?

FEARFEST EDITION



This October, AMC invites your brand to join us as we bring our content initiative, *"Can We Talk About This?"* to Fearfest where we'll deconstruct some of horror's most iconic film tropes and try and heal the blemishes with open and honest conversation.

Aligning with our continued commitment to diversity and inclusion, *"Can We Talk About This?"* is designed to get people talking about important (and sometimes difficult) issues. The content series, which launched in 2020, is hosted by comedian and pop culture aficionado Jordan Carlos (The Nightly Show). Customizable segments appear alongside fan favorite movies that contain difficult elements and timely documentaries. Along with a variety of special guests, segments are entertaining, seamlessly blending honesty, humor and nuance.



DO HORROR MOVIES HOLD UP?

LET'S TALK ABOUT IT

AMC invites your brand to join the conversation as we sit down with Halloween's Danielle Harris, 'Scream Queen' extraordinaire to chat about how Horror keeps audiences on the edge of their seats year after year.

Through lively conversation we'll look at how the genre has evolved over the last few decades while exploring some familiar elements that lurk amidst some of Horror's greatest hits.



SEEHER CREATE WITH: AISHA TYLER

AMCN's Content Room invites your brand to create powerful stories of self-worth and female empowerment through the lens of SeeHer with *SeeHer Create with: Aisha Tyler*.

This ROS piece stars Aisha Tyler, who will be directing *Fear the Walking Dead* and *The Walking Dead: World Beyond* this year. She's going to talk about her experiences as a director and how she feels the shows benefits from having females behind camera. She'll also share her advice for women working in the entertainment industry and her hopes for the future.

SEEHER





MORE REASONS TO SCREAM

Shudder is AMCN's targeted SVOD service for fans of horror, thrillers, chillers, & supernatural.

Partnership Expansion w/ Shudder

- Co-branded, cross-platform promotion
- Custom sweepstakes with Shudder free trials
- Eye-catching interstitials (ROS & Social)
- Twitter content partnership
- Shudder First Looks



*Thought-starters only. All offerings and timing are subject to change. Subject to AMC Network, production, legal and business affairs review. Separate production/talent fees apply. Opportunity contingent on linear/social/digital spend.

AMCN OCTOBER EVENT



ROOFTOP FILMS



HORROR ON THE BIG SCREEN

This October we'll bring Fearfest to NYC with a special Halloween edition of a Rooftop Films event.

Together, we can host a tailor-made, Halloween screening event – all with your brand at the center. Ideas include custom activations, product distribution, co-branded photobooths, DJs, and more...



Ideas are thought-starters only and subject to change pending Rooftop Films approval. Event fees apply. *All offerings are subject to change and subject to network, production and legal and business affairs review. All ideas are thought-starters only, subject to final approval and commensurate of the media commitment with AMC Networks. AMC Networks cannot guarantee talent participation. Digital media commitment required for any social or digital executions & presence. Production fees may apply.

PARTNERSHIP OPPORTUNITIES

CUSTOM EVENT

- Opportunity for a custom branded event

ON-SITE BRANDING

- Pre-roll before film and thanks from the stage
- Branded footprint around activations (*see next box*)

ACTIVATIONS

- Sampling your brand's items at Rooftop Films Event
- Branded swag giveaways
- Custom activations, e.g., co-branded DJ booth or photo booth

FEARFEST x DIGITAL | TWITCH PARTNERSHIP

TWDU TWITCH CHANNEL TURNS HORRIFYING

This October, AMC's revamping the TWDU Twitch channel to expand its content into the supernatural and horror genres. The fandom loves a good scare. Not only will they continue getting the TWDU content they crave, they'll also be getting so much more as the channel explores all things that go bump in the night.

AMC is inviting your brand to be the first partner to surround the refreshed TWDU channel with four weeks of spooky celebration. Integrate into frightful programming for the first three weeks of October leading into a big Halloween bash – a live, interactive fan event.

TWITCH CHANNEL SPONSORSHIP ELEMENTS:

- Custom Co-branded Episode
- Channel branding
- In-stream inclusions
- Custom integration into segments/shows
- Marketing Category Exclusivity

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**WOLFE'S
WELCOME**

up next..

NEWS

SPEED RECAP

ORIGIN STORY

BTS or BS

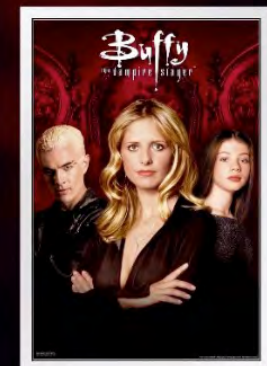
CULTURE SHOCK

ASK THE AUDIENCE

SHUDDER SELECTS

LET'S CHAT

**WOLFE'S
CALL**



Melpomene the wedding cake was to
die for!
ethancorby_ Snaps
omer_708002 heyy
bwinfr_ 00 00 00 00 00
GaeaCa lol
k_merry_
TWDU.omg I forgot those
commands were still there
TWDU.oop
wessp.hahaha
alaskanmarine1 Hello Clarke
alvy2495 Yoooo!!!!

WELCOME TO TWDUNIVERSE! WHERE WE TALK WALKING DEAD!

**WALKING
DEAD
UNIVERSE**



FEARFEST x DIGITAL SPONSORSHIP

SCREAM STREAMS

From October 1st – 31st, your brand will own all the thrills, chills and frightening content across AMCN Digital with guaranteed media across exclusive horror films and original programming. For an additional scare, the sponsorship will be amplified through promotion across AMC social platforms.

SPONSORSHIP ELEMENTS:

- 1x :30 "Presented By" unit w/ brand tagline & adjacent ad creative driving to FearFest content + original programming
 - Runs ROS within AMCN channels across FAST/AVOD platforms
- SOV pre-roll across AMCN O&Os FearFest films + original programming
- 1x Samsung TV Plus ad unit driving to FearFest stunt on platform

PROMOTIONAL ELEMENTS:

SOCIAL

- 4x posts [2x FB, 2x IG] leveraging FearFest + Original's content (e.g. Sneak Peeks, Scene Clips, etc.)



TRICK OR TWEET

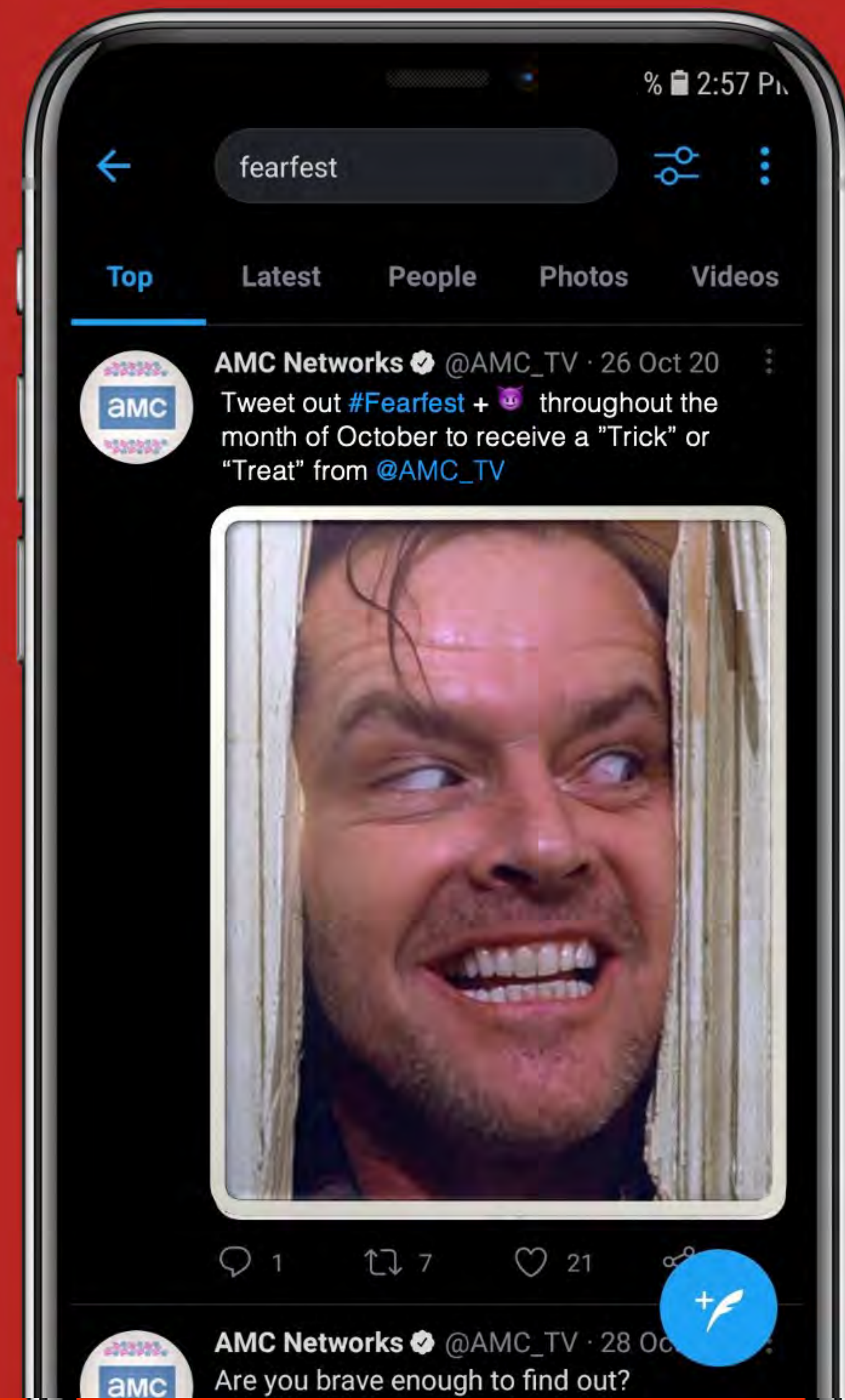
Join the convo around AMC's annual Fearfest scary movie stunt on Twitter with an auto-response campaign! We'll provide the tricks, if your brand provides the treats.

How it works:

- **Step 1:** AMC tweets out a co-branded CTA that prompts users to use a custom hashtag + emoji
- **Step 2:** Users reply to AMC using the custom hashtag + emoji
- **Step 3:** Users receive an auto-reply response with either a trick – like a scary clip from a Fearfest film, or a treat – a promo for your product or exclusive content from your brand

Users will tweet and share again and again for new tricks and more treats.

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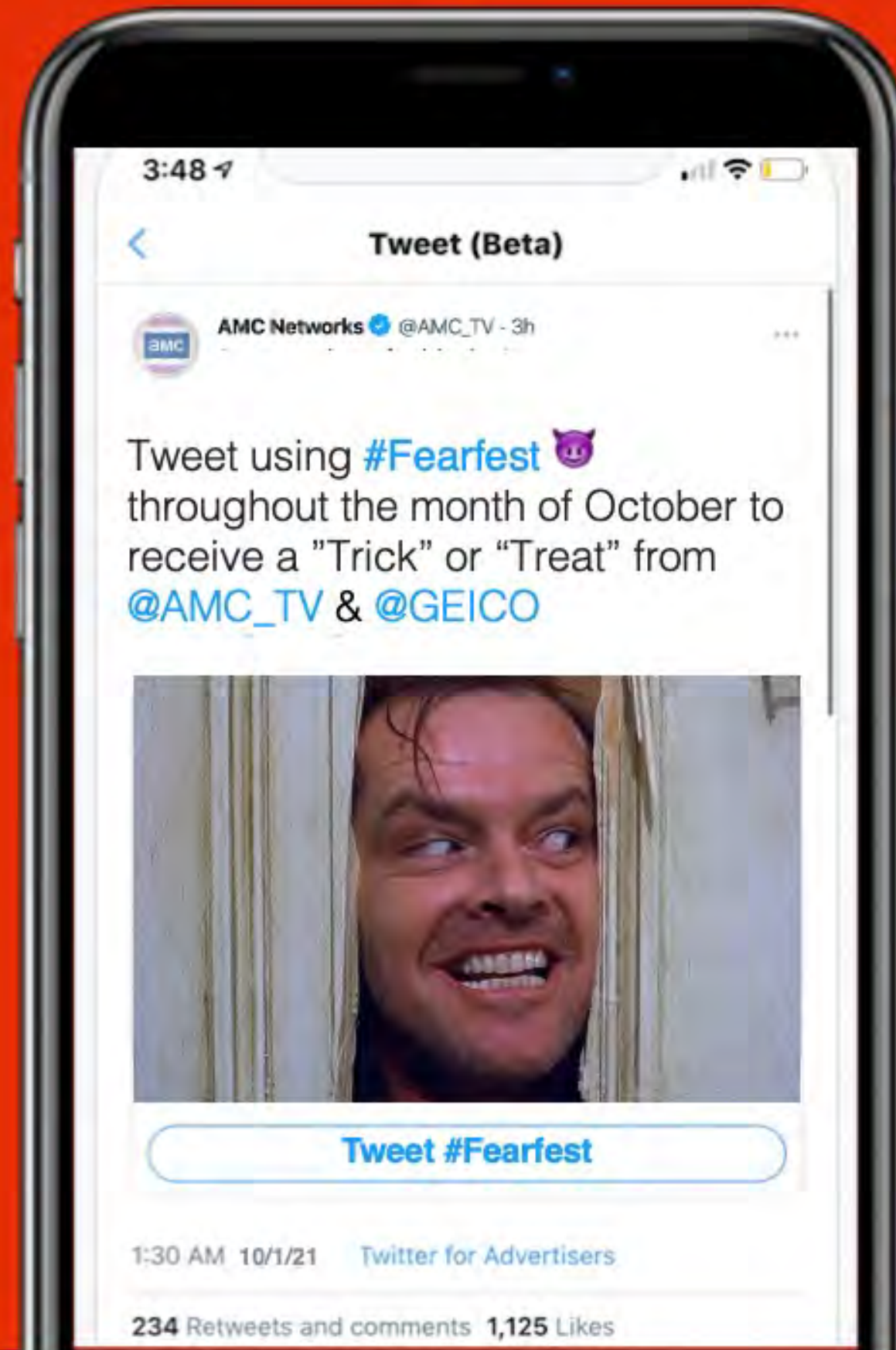


How It Works

AMC tweets out a co-branded CTA that prompts users to use a custom hashtag + emoji

Users reply to AMC using the custom hashtag + emoji

Users receive an auto-reply response with either a trick or a treat





BOO BYE |





APPENDIX I



CREEPSHOW

SEASON 2 | 6 EPISODES | SUNDAY'S 9/6-10/11

Creepshow, a Shudder original is returning to AMC in 2021 for its highly-anticipated second season. The anthology series, which shattered all Shudder records when it debuted in October of 2020 will explore new terrors from werewolves and shapeshifters, to the supernatural and unexplainable. Season 2 is executive produced by showrunner Greg Nicotero (from The Walking Dead) and based on George A. Romero's iconic 1982 movie.

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SHUDDER

amc

SHUDDER OPPORTUNITY

Fearfest's partnership with Shudder, AMCN's horror-specific, premium streaming service, is continuing to expand, offering the scariest and most watched movies and originals.

Together, your brand can extend your Fearfest presence and tap into this highly curated audience of horror fans with the creation of a special rewards/giveaway promotion. Promotion includes co-branded sweeps with free Shudder subscriptions, and brand product giveaways to Shudder fans and subscribers.