



INFINITY CON FALL 2019- JUNE 2020 BRAND AWARENESS OPPORTUNITY

**2 DAYS OF EVENTS,
ENTERTAINMENT AND FUN!
MARCH 2020
FL. NATIONAL GUARD
ARMORY LAKE CITY, FL**

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OUR MISSION

Infinity Con is a unique convention experience, most commonly referred to in pop culture as a 'Comic Con'. Our event focuses on artists and creators of major and independent comic books, video & tabletop gaming, anime, with events & entertainment for all ages scheduled throughout the weekend. We create a place where attendees can shop, learn, be entertained, and come together to celebrate the pop culture they love. We aim to inspire dreamers and creators of all ages!

OUR HISTORY

Infinity Con started in 2014 in a small venue in Lake City, FL. What was planned to be a small "nerd meet up", with for at least fifty attendees, drew over 300 for the half day event. Since that time the annual Infinity Con Lake City event has grown each year, with over 1,200 in attendance at the sixth event in 2019. In 2017, Infinity Con began researching and talking with local organizations, venues, and comic book and game shops about bringing our event to the Capitol City. For Infinity Con, this opened a world of possibilities for us to expand into a much larger space for this additional event. After many discussions with local organizations, Visit Tallahassee, the Donald L. Tucker Civic Center, we kicked off our inaugural 1-day event, Infinity Con Tallahassee. It was a success! The 1-day event in June 2019 drew over 2,000 attendees, and was covered by local tv, blogs, YouTube channels, podcasts, and radio stations. We look forward to the possibilities with the addition of Infinity Con Tallahassee as a 2-day event in 2020!

WHAT'S NEXT

With the success of Infinity Con Tallahassee, we are moving forward with both conventions for 2020, our Infinity Con Lake City and the expanded 2-day Infinity Con Tallahassee. We are working on unique themed opportunities with the events to further set ourselves apart from the other comic book conventions. We are excited to start rolling those out in 2020!

ATENDANCE & DEMOGRAGHICS

Our 2-day March 2019 event saw over 1,000 paid attendance. Our goal is to grow to 1,500-2,000 in attendance for the 2020 event.

- 5,000 unique visitors to infinityconfl.com from Feb. 1-Sep. 9
 - Key Demographic: Men/Women 25-45 & Families
 - Our 2019 Lake City FB event post reached 20,300 with 593 ticket link clicks and 1.2k responses
 - Our 2019 Tallahassee FB event post reached 20,400 with 783 ticket link clicks and 1,400 responses
 - Our 2020 Tallahassee FB event post has already reached 8,000 with 478 responses (as of 9/16/19)
 - 2-day 2020 Tallahassee FB announcement reached 4,100 and 700 interactions
- *Data collected from google analytics, and FB marketing

MARKETING

If you would like to get your brand in front of thousands from Fall 2019 - March 2020 we can help you do that! Our marketing and attendee reach stretch to South Georgia, Jacksonville, Pensacola, Orlando, Tampa, and as far as West Palm Beach!* We also put a big focus on a 50 mile radius of Columbia County and work to promote at local events throughout the year. Not only will your brand get exposure during the event, but for the months leading up to the event. We will also cross promote with our June Infinity Con in Tallahassee for greater reach.

*Data collected from google analytics, and FB marketing

SPONSORSHIP OPPORTUNITIES

Please take a moment to look over the options on the next few pages and contact us to secure your spot or with any questions you might have!

The deadline for getting your logo on the marketing fliers is Oct.31st 2019

Remember - The Possibilities Are Infinite!

PRESENTING SPONSOR | \$10,000

(No in kind trade)

Includes: (your business presents: infinity con)

- Everything included in the main sponsorship level
- VIP passes/weekend passes (tbd)
- Please email David Heringer for more information on this option to best promote your business!

MAIN SPONSORSHIP | \$750

INCLUDES:

- Clickable logo on website
- Logo on program, marketing fliers (If signed up before 10/31/19), table tents
- 10 weekend passes
- Mentioned/tagged on social media as sponsor

AREA SPONSOR | \$500

(No in kind trade for this add on)

CHOOSE 1 AREA TO SPONSOR: *MAIN STAGE, PANELS ROOM, KID'S CON, GAMING* (area name subject to change with theme)

INCLUDES:

- Named as sponsor for chosen area in all programs, online mentions, and wherever area is announced (EX: MAIN STAGE - SPONSORED BY YOUR BUSINESS)
- "Area Sponsored By:" banner with your logo

COSPLAY CONTEST SPONSOR | \$750

(No in kind trade for this add on)

INCLUDES:

- Named as sponsor for our Cosplay Contest (This event is well-attended and closes out Day 1)
- Logo and tag to website/FB page will be used in Social Media posts and in program

POP CULTURE FASHION SHOW SPONSOR | \$500

(No in kind trade for this add on)

INCLUDES:

- Named as sponsor for our Pop Culture Fashion Show (New event that will close out Day 2)
- Logo and tag to website/FB page will be used in Social Media posts and in program

WRISTBAND & LANYARD SPONSOR | \$500 EACH

(No in kind trade for this add on)

INCLUDES:

Logo on all wristbands or lanyards (\$1,000 for both)