



INFINITY CON TALLY FALL 2019- JUNE 2020 BRAND AWARENESS OPPORTUNITY

NOW 2 DAYS OF EVENTS,
ENTERTAINMENT AND FUN!
JUNE 6 - 7 2020
DONALD L. TUCKER
CIVIC CENTER

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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 & WHY SUMMER?

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!

Many have asked us, "Why summertime for Infinity Con Tallahassee? Why not do this when college kids are here?" We have specifically chosen summer for a few reasons.

- Historically, college students will not purchase tickets or spend money with vendors
- Hotels are better priced
- No college sporting events to schedule around
- We can help boost the local economy in an otherwise slower time of year

ATENDANCE & DEMOGRAGHICS

Our 1-day June 2019 event saw over 2,000 paid attendees, 800 of those tickets were pre-sale. We had 500 vendors, artists, staff, and volunteers. Our goal is to grow to 3,500 - 4,000 attendance for the 2020 event.

- 9,800 unique visitors to infinitycontally.com from Feb. 1-Sep. 9
- 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 FB announcement reached 4,100 and 700 interactions
- Key Demographic: Men/Women 25-45 & Families
- 90% of polled attendees say they will likely return & 66% say they would likely return for both days

*Data collected from google analytics, FB marketing, and 250 exit surveys after June 2019 1-day event.

MARKETING

If you would like to get your brand in front of thousands from Fall 2019 - June 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 Leon 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 March Infinity Con in Lake City for greater reach.

We will continue our strong marketing push with the partnership with Visit Tallahassee and Donald L. Tucker Civic Center, who will help to spread news about our event at regional events, conferences, and tradeshow. We will be supplying the leisure activities director with fliers and information to hand out at these events.

*Data collected from google analytics, FB marketing, and 250 exit surveys after June 2019 1-day event

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 | \$15,000

(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!

STAR WARS/PROPS & COSTUME AREA SPONSOR | \$8,000

(No in kind trade)

AREA WILL BE UPGRADED WITH LARGE, MOVIE QUALITY PROPS

INCLUDES: (Sponsored by: your business logo)

- Everything included in the main sponsorship level
- 4 VIP passes/ 20 weekend passes

MAIN SPONSORSHIP | \$1,000

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
- Will help promote 1 **APPROVED** Pop Culture/geek themed event at or for your business leading up to Infinity Con. (Optional if interested)
- 6 ft promotional table space (Optional if interested)

AREA SPONSOR | \$750

(No in kind trade for this add on)

CHOOSE 1 AREA TO SPONSOR: *MAIN STAGE, PANELS ROOM, KID'S CON, CREATOR DOME, GAMING, ANIME, (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)