PRESENTED BY

Brock University

# COMIC CON NIAGARA FALLS

## SPONSORSHIP INFORMATION PACKAGE

## NIAGARA REGION'S PREMIER POP CULTURE EVENT

# JUNE 7, 8 & 9, 2019

## SCOTIABANK CONVENTION CENTRE

# NIAGARAFALLSCOMICCON.COM

# NIAGARA FALLS COMIC CON 2019

WWE SUPERSTARS
TRISH STRATUS & LITA

GUARDIANS OF THE GALAXY
& THE WALKING DEAD'S
MICHAEL ROOKER

LEGENDARY COMIC ARTIST
JIM STERANKO

80'S RETRO ARCADE ZONE

## JUNE 7, 8 & 9, 2019
## SCOTIABANK CONVENTION CENTRE

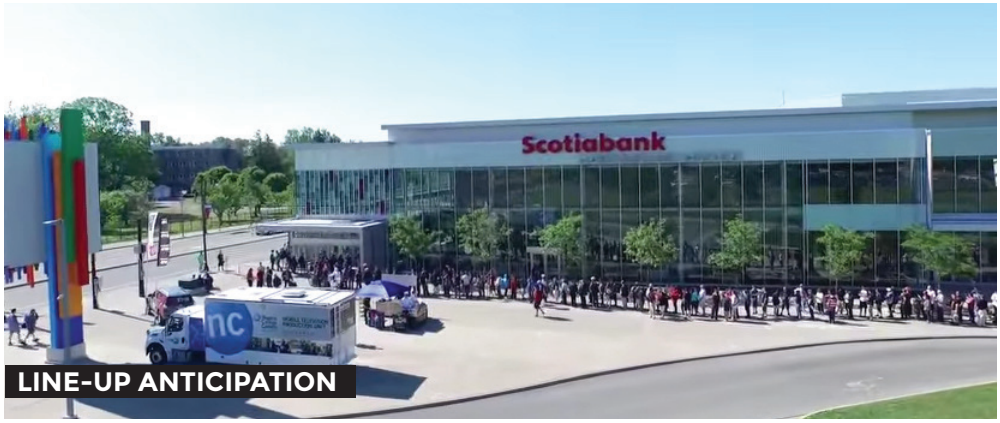
**6815 STANLEY AVE, NIAGARA FALLS, CANADA**

Founded in 2011, Niagara Falls Comic Con has grown quickly. Last year, the three-day event attracted more than 30,000 consumers, who enjoyed over 200,000 square feet of exhibitors, vendors, artists and celebrities; along with memorabilia, workshops, video gaming and free Q&As and seminars. NFCC also includes special events like the Falls Horror Fest and Cosplay Contest.

**FOR MORE INFORMATION ABOUT PARTICIPATING AT THIS LANDMARK EVENT, VISIT OUR WEBSITE OR CONTACT US DIRECTLY:**

**James Ponce** | Director of Operations
**Phone:** 905-321-3899
**Email:** james@niagarafallscomiccon.com

## VENUE INFORMATION



LINE-UP ANTICIPATION

EXHIBIT HALL

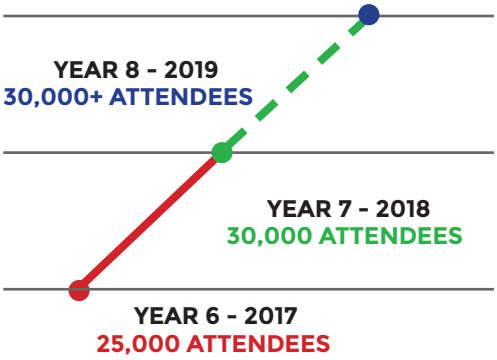
CELEBRITY & FAN INTERACTION

Scotiabank®
CONVENTION CENTRE
NIAGARA CANADA

WORKSHOP & SPECIAL EVENT ROOMS

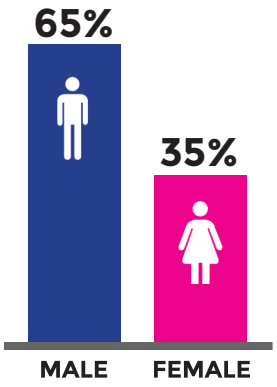
# DEMOGRAPHICS & STATISTICS

## ATTENDANCE GROWTH




## AGE & GENDER DEMOGRAPHICS

| | |
|---|---|
| 0-19 | 24% |
| 20-29 | 43% |
| 30-39 | 16% |
| 40-49 | 12% |
| 50 & up | 5% |




## ATTENDEE ORIGIN

CANADA 71%

USA 28%

INTERNATIONAL 1%

95% of Canadians from Ontario
30% Ontarians from Niagara Region
40% Ontarians from GTA/Hamilton

## WEBSITE STATS

WWW.NIAGARAFALLSCOMICCON.COM

UNIQUE VISITORS

| | |
|---|---|
| DECEMBER | 34,000+ |
| JANUARY | 38,000+ |
| FEBRUARY | 44,000+ |
| MARCH | 51,000+ |
| APRIL | 68,000+ |
| MAY | 79,000+ |
| JUNE | 88,000+ |

**Over 400,000**

Total Unique Website Guests
December 2017 - June 2018

### Website Visitor Geographics

| | |
|---|---|
| CANADA | 71.5% |
| USA | 26% |
| OTHER | 2.5% |

## SOCIAL MEDIA

### FACEBOOK

/NFCOMICCON **Over 30,000 Likes**

We have a very engaged fanbase community which interacts through liking, sharing and commenting on posts.

**700,000+ impressions**
Average viral monthly reach

**200,000+ impressions**
Unpaid reach on a single post

"Share Contest" Campaigns are shared as many as 6,000 times and can reach more than 210,000 people, as in this example.

### TWITTER

@NFCOMICCON **Over 5,000 Followers**

Official Hashtag **#NFCC2018**

### NEWSLETTER DATABASE

**Over 35,000+ emails**

### INSTAGRAM

**Over 3,000 Followers**

@niagarafallscomiccon

# Great Sponsorship Opportunities Available!

- On-Site Exposure and Interaction with over 30,000 dedicated fans!
- Launch Your New Product / Service
- Raise Your Product Awareness
- Ignite Consumer Excitement & Loyalty
- Receive Print, Website & Social Media Exposure
  - Program Guide, Web Banners, Facebook Video Ads
- Custom-designed Sponsorship Packages
- Exclusive Sponsorship Categories

## Opportunities Include:

- Room Sponsorships
  - Panel Discussions
  - Celebrity Q & A Sessions
  - Celebrity Autograph Sessions, Appearances
- Product Give-aways, Sampling and Tastings
- On-Site Logo Exposure
  - Convention Centre Indoor Window Banners
  - Convention Centre Outdoor Stand-Up Banners
  - Badges and Lanyards (Artists, Exhibitors, Media, VIPs, Volunteers)
- Hospitality (opp. to include accommodations, meals and attractions)
- Cosplay Costume Contest Title Sponsorship

**To enquire how Niagara Falls Comic Con can help meet your sponsorship objectives contact:**

James Ponce | Director of Operations
Phone: 905-321-3899
Email: james@niagarafallscomiccon.com

## Save The Dates!
## Niagara Falls Comic Con 2019

June 7, 8 & 9 2019
Scotiabank Convention Centre
Niagara Falls, Canada

**NIAGARAFALLSCOMICCON.COM**