



PARTNERSHIP OPPORTUNITIES

PalmCon is The Palm Beach County Comic Book & Collectibles Show, taking place October 2nd, 2021 at the American Polish Club in Greenacres, FL

For SIX years from 2011 to 2016 PalmCon was the premier comic book , collectibles and pop-culture event in Palm Beach County. For 2021 we are returning to our original venue the American Polish Club, for a special 10th Anniversary celebration/relaunch. In the very beginning our mission was to bring a fun and family friendly event to Palm Beach County that promoted literacy ... today that mission is the same.

ATTENDANCE AND DEMOGRAPHICS

While we can only predict what our attendance will be this year, we can look back at our previous events to analyze that data. Through a grass-roots movement the original PalmCon in 2011 attracted **250+** paid attendees, in 2012 we had more than doubled that number to nearly **600**. Our 2016 event saw more than **3,000** paid attendees. Our fan base in the local community is still strong and has been asking for PalmCon to return to the area for years. A few setbacks and a pandemic delayed that return, however we feel that now the market is ready for a new PalmCon and there is no better reason to return than to celebrate our 10th Anniversary and we welcome you to join in that celebration.

The average comic convention attracts a crowd that is typically ages 30 to 49 with an average income of 30k to 40k. However PalmCon tends to attract a more diverse group, by focusing on families our age range is across the board as is the average income of our attendees.

TARGETED MARKETING

75% of our marketing is targeted right here in Palm Beach County with a bleed into Broward and Martin Counties. Through the comic con scene in Florida we also market as far North as Tallahassee, as far West as Ft Myers and as far South as Miami. However as a Palm Beach County based business we tend to focus the majority of our efforts right here in our home county. If you decide to partner with us, you will be striking right at the heart of your customer base.



SPONSORSHIP OPPORTUNITES

We tried to create several sponsorship packages (listed below) to make the process of sponsoring PalmCon easy and convenient. However we understand that not all businesses are the same and we are willing to work with you to come up with a package that meets your specific business needs.

CROSS-PROMOTION PARTNERSHIP

No cost

INCLUDES:

- Your logo displayed on the PalmCon website in the Partners Section with a link to your website (or social media channel).
- Listed as a “Partner” in our on-site printed program.
- 2 Free Passes to PalmCon 2021

IN-TURN YOU WILL:

- Display a PalmCon poster in your location at least 2 months prior to our event.
- Make our flyers / rack cards available to your customers during that time as well.

SILVER PALMCON SPONSOR

\$250.00

INCLUDES:

- Your large logo displayed on the PalmCon website in the Sponsor Section with a link to your website (or social media channel).
- Your logo featured in our on-site printed program as a Sponsor.
- Social Media “shout-out” (minimum of twice) with links as a Sponsor of PalmCon.
- 5 Free Passes to PalmCon 2021



GOLD PALMCON SPONSOR

\$500.00

INCLUDES:

- Your large logo displayed on the PalmCon website in the Sponsor Section with a link to your website (or social media channel).
- Your logo featured in our on-site printed program as a Sponsor.
- Your logo featured in all our marketing materials (whenever possible).
- Social Media “shout-out” (minimum of four times) with links as a Sponsor of PalmCon.
- 10 Free Passes to PalmCon 2021
- An 8-Foot Table on our show floor to promote your business or sell your products - *if you require one.*

WRISTBAND SPONSOR

Limited to Only One

\$600.00

INCLUDES:

- Your large logo displayed on the PalmCon website in the Sponsor Section with a link to your website (or social media channel).
- Your logo featured in our on-site printed program as a Sponsor.
- Your logo featured in all our marketing materials (whenever possible).
- Your logo printed on ALL of the wristbands that all of our attendees will be required to wear.
- Social Media “shout-out” (minimum of four times) with links as a Sponsor of PalmCon.
- 10 Free Passes to PalmCon 2021

Though not specifically mentioned if you elect to be a Silver, Gold or Wristband sponsor, we do ask that you display PalmCon marketing materials at your location if applicable.

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