



PARTNERING WITH PALMCON

PalmCon is The Palm Beach County Comic Book & Collectibles Show, taking place September 17th, 2022 in the 50,000 Square Foot Hall B of the Palm Beach County Convention Center.

For SIX years from 2011 to 2016 PalmCon was the premier comic book , collectibles and pop-culture event in Palm Beach County. In 2021 we brought the show back to its original venue the American Polish Club in Greenacres, for a special 10th Anniversary event. This year we are returning to the beautiful Palm Beach County Convention Center (our home from 2013-2016). 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 **3,200** paid attendees. After years of our fan base in the local community asking for PalmCon to return to the area we did so in 2021 for our 10th anniversary at our original venue the American Polish Club. Our attendance was right at 550, we discovered after the fact that many more were turned away due to parking restrictions. Also another problem we faced being in the smaller venue was an inability to handle the amount of vendors who wanted to be apart of the show forcing us to turn them away. This year being back at the Convention Center for a single-day event we expect (based on the data we have) to see roughly 2,000 to 2,250 paid attendees.

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 OPPORTUNITIES

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 (Available to businesses with a physical location)

INCLUDES:

- Your logo displayed on the PalmCon website in the Partners Section with a link to your website (or social media channel) that will remain for TWO months after the show.
- Listed as a “Partner” in our on-site printed program.
- Social Media “shout-out” with links as a Sponsor of PalmCon.
- 2 Free Passes to PalmCon 2022

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.



BRONZE 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) that will remain for TWO months after the show.
- Social Media “shout-out” (minimum of twice) with links as a Sponsor of PalmCon.
- 4 Free Passes to PalmCon 2022

SILVER 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) that will remain for TWO months after the show.
- 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.
- 6 Free Passes to PalmCon 2022
- 10 x 10 space on our show floor to promote your business or sell your products - *if you require one.*



GOLD PALMCON SPONSOR

\$1000.00

INCLUDES:

- Your large logo displayed on the PalmCon website in the Sponsor Section with a link to your website (or social media channel) that will remain for TWO months after the show.
- 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.
- Audible “shout-out” as a sponsor during the show over the PA system.
- 8 Free Passes to PalmCon 2022
- 20 x 10 space on our show floor to promote your business or sell your products - *if you require one.*

GUEST SPONSOR

Limited to Six

\$600.00

INCLUDES:

- One of our comic book or media guests will be listed in all onsite programming and on our website as sponsored by your business.
- During the show (over the PA) when the guest is announced they will be referred to as “Guest A sponsored by Your Business”.
- Your large logo displayed on the PalmCon website in the Sponsor Section with a link to your website (or social media channel) will remain for TWO months after the show.
- 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 two times) with links as a Sponsor of PalmCon.
- 4 Free Passes to PalmCon 2022



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) that will remain for TWO months after the show.
- 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 two times) with links as a Sponsor of PalmCon.
- 4 Free Passes to PalmCon 2022

PALMCON PANEL ROOM SPONSOR

Limited to Only One

\$800.00

INCLUDES:

- During the show (over the PA) and in all printed materials the panel room will be referred to as the “Your Business Panel Room” or “Panel Room A Sponsored by Your Business”
- A pop-up Panel Room Banner featuring your logo along with the PalmCon logo.
- Your large logo displayed on the PalmCon website in the Sponsor Section with a link to your website (or social media channel) will remain for TWO months after the show.
- 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 two times) with links as a Sponsor of PalmCon.
- 6 Free Passes to PalmCon 2022
- 10 x 10 space on our show floor to promote your business or sell your products - *if you require one.*



PALMCON MAIN-STAGE NAMING SPONSOR

Limited to Only One

\$2000.00

INCLUDES:

- During the show (over the PA) and in all printed materials the stage will be referred to as the “Your Business Stage” or “The Main Stage Sponsored by Your Business”
- A step and repeat backdrop on the stage featuring your logo along with the PalmCon logo.
- Your large logo displayed on the PalmCon website in the Sponsor Section with a link to your website (or social media channel) that will remain for TWO months after the show.
- 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.
- 6 Free Passes to PalmCon 2022
- 20 x 10 space on our show floor to promote your business or sell your products - *if you require one.*

Though not specifically mentioned if you elect to be a sponsor, and you do have a physical location we do ask that you display PalmCon marketing materials at your location if applicable.

CONTACT: MARTIN T. PIERRO / Martin@CosmicTimes.net / 561-601-4137