



PARTNERING WITH PALMCON: SOUTH

PalmCon is The Palm Beach County Comic Book & Collectibles Show, taking place April 6th, 2024 at the South County Civic Center (Delray/Boca)

PalmCon is a reliable brand in the comic con business. Our first event was in 2011, we have hosted numerous events at the American/Polish Club and The Palm Beach County Convention Center. This year we are launching a new event PalmCon: South, targeting the Delray/Boca area of Palm Beach County and adding an outdoor festival element for the first time. 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 peak attendance saw more than **3,200** paid attendees. While PalmCon: South is a “new” product our years of being involved with the community has created a loyal following that we believe will turn out along with a whole new audience as we focus our marketing efforts into the south areas of the county for the first time.

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 “Friends of PalmCon” Section with a link to your website (or social media channel) that will remain for TWO months after the show.
- Listed as a “Friend” in our on-site printed program.
- 2 Free Passes to PalmCon: South 2024

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” with links as a Sponsor of PalmCon.
- 4 Free Passes to PalmCon: South 2024



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 of our marketing materials (whenever possible).
- Social Media “shout-out” (minimum of two times) with links as a Sponsor of PalmCon.
- Audible “shout-outs” as a sponsor during the show over the PA system.
- 6 Free Passes to PalmCon: South 2024
- Space inside the Civic Center or in the festival area to promote your business or sell your products - *if you require one.*

GOLD PALMCON “PRESENTED BY” SPONSOR

\$2,000.00

INCLUDES:

- PalmCon: South will be listed as “PalmCon: South presented by YOUR BRAND” in all of our marketing, on our website, and at the event. In essence your brand or company name will be tied to the event.
- 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).
- Audible “shout-outs” as a sponsor during the show over the PA system.
- 10 Free Passes to PalmCon: South 2024
- Space inside the Civic Center or in the festival area to promote your business or sell your products - *if you require one.*



WRISTBAND SPONSOR

Limited to Only One

\$700.00

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” with links as a Sponsor of PalmCon.
- 2 Free Passes to PalmCon: South 2024
- Space inside the Civic Center or in the festival area to promote your business or sell your products - *if you require one.*

PALMCON PANEL ROOM SPONSOR

Limited to Only One

\$600.00

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 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” with links as a Sponsor of PalmCon.
- 2 Free Passes to PalmCon: South 2024
- Space inside the Civic Center or in the festival area to promote your business or sell your products - *if you require one.*



PALM CON
SOUTH • DELRAY/BOCA
APRIL 6TH, 2024

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.

These are just suggested sponsorship tiers we are willing to work with you to make a custom tier that would fit your business or brand.

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