

THE GEEK OUT

**SPONSORSHIP
PACKAGES
DECEMBER
EVENT
2024**

Sponsorship Guidelines

1. Onyx+ Package (\$6,000)

Overview:

- Panel Presentation: The Sponsor is entitled to a 1-hour panel presentation during the event. The topic and content should be approved by The Convention by 31st November, 2024 in order to properly promote the panel session.
- Logo Placement: The Sponsor's logo will be prominently placed at the top of the event's vinyl backdrop, ensuring maximum visibility.
- Exhibitor Booth: The Sponsor will be allocated an exhibitor booth at the event, positioned in a premium location.
- 2-Minute Spot: The Sponsor will have a 2-minute promotional spot that will be aired before and/or after panels.
- Sponsored Lounge: The Sponsor will have a dedicated lounge area at the event, branded with their materials, signage, and named after them. Sponsor is responsible for providing their own paraphernalia
- Goody Bag: The Sponsor may include branded materials in the event's goody bags, distributed to all attendees. These goody bags can be provided by the sponsor or they can provide branded materials to place into The Convention's branded goody bags

Payment & Deadlines:

- Full payment of \$6,000 is due by November 31st, 2024.
- High-resolution logos and other promotional materials like videos must be submitted by December 10th, 2024

2. Onyx Package (\$1,250)

Overview:

- Panel Presentation: The Sponsor is entitled to a 1-hour panel presentation during the event. The topic and content should be approved by The Convention by 31st November, 2024 in order to properly promote the panel session.
- Logo Placement: The Sponsor's logo will be placed at the top of the vinyl backdrop just below the Onyx+ Sponsor's logo.
- Exhibitor Booth: The Sponsor will have an exhibitor booth at the event.
- 1-Minute Spot: The Sponsor will have a 1-minute promotional spot before or after panels.
- Goody Bag: The Sponsor may include branded materials in the event's goody bags, distributed to all attendees. Some of these goody bags can be provided by the sponsor or the sponsor can provide branded materials to place into The Convention's branded goody bags

Payment & Deadlines:

- Full payment of \$1,250 is due by November 31st, 2024.

High-resolution logos and other promotional materials like videos must be submitted by December 10th, 2024

3. Gold Package (\$800)

Overview:

- Exhibitor Booth: The Sponsor will have one exhibitor booth at the event.
- 30-Second Spot: The Sponsor will have a 30-second promotional spot before or after panels.
- Logo Placement: The Sponsor's logo will be placed in the middle of the vinyl backdrop.
- Goody Bag: The Sponsor may include branded materials in the event's goody bags.

Payment & Deadlines:

- Full payment of \$800 is due by November 31st, 2024.
- High-resolution logos and other promotional materials like videos must be submitted by December 10th, 2024

4. Aquamarine Package (\$600)

Overview:

- 30-Second Ad Spot: The Sponsor will have a 30-second ad spot during the event.
- Logo Placement: The Sponsor's logo will be placed at the bottom of the vinyl backdrop.

Payment & Deadlines:

- Full payment of \$600 is due by November 31st, 2024
- High-resolution logos and other promotional materials must be submitted by December 10th, 2024

General Guidelines for All Packages:

- Event Participation: The Sponsor must adhere to all event guidelines provided by The Convention. Event Code of conduct can be found at <https://thegeekout242.com/terms-and-conditions>. Any presentations or promotional materials should be aligned with the event's audience.
- Material Submission: All materials, including logos, presentations, and promotional items, must be submitted by the specified deadline to ensure proper inclusion in event promotions and activities. Late submissions may result in failure to be packed in goody bags or video play during panels

- **Payment:** Failure to meet the payment deadline may result in the forfeiture of the sponsorship spot. Payments can be made via pay link or bank transfer upon signed sponsorship agreement.

- **Confidentiality:** Sponsors are expected to maintain the confidentiality of any privileged information shared by The Convention.

- **Event Changes:** In the event of postponement or cancellation, The Convention will work with sponsors to reschedule or provide appropriate compensation.

Our Audience

Demographic Profile: Our target market primarily consists of young adults aged 18-35, including both males and females. This group includes anime enthusiasts, artists, students, creatives and young professionals with middle to upper-middle income levels and a high school to college education.

Geographic Profile: Geographically, we focus on residents of Nassau, New Providence, and surrounding areas in The Bahamas. Additionally, we target tourists visiting the island, including those staying at major resorts and hotels. The Bahamian diaspora, living abroad but maintaining strong cultural ties, is also a key segment. Moreover, we have recently travelled to Texas to promote our event proceedings

Psychographic Profile: Our audience is tech-savvy and heavily engaged with social media. They have a strong passion for anime, manga, cosplay, video games, digital art, and pop culture. They value authenticity, creativity, and unique cultural experiences. Community-oriented, they seek interactive and immersive events that connect them with like-minded individuals.

Pain Points, Preferences, and Expectations:

- **Pain Points:** Limited local events dedicated to gaming and pop culture, a lack of authentic cultural experiences within these events, and the need for high-quality, exclusive merchandise.
- **Preferences:** Unique, high-quality anime merchandise and immersive experiences that integrate Bahamian creativity. They prefer events that offer meaningful interactions and a sense of community.
- **Expectations:** They expect professional and well-organized events, exclusive and collectible merchandise, and opportunities to engage with influencers and industry professionals.

Product Line Addressing These Areas: The Geek Out addresses these pain points and preferences by offering a diverse product line that includes exclusive anime merchandise, intimate and community-focused events, and high-quality digital content. Our events feature panels, workshops, and interactive sessions that provide a unique blend of pop culture and Bahamian colloquialisms. Collaborations with local artists ensure that our packaging is both unique and culturally authentic.