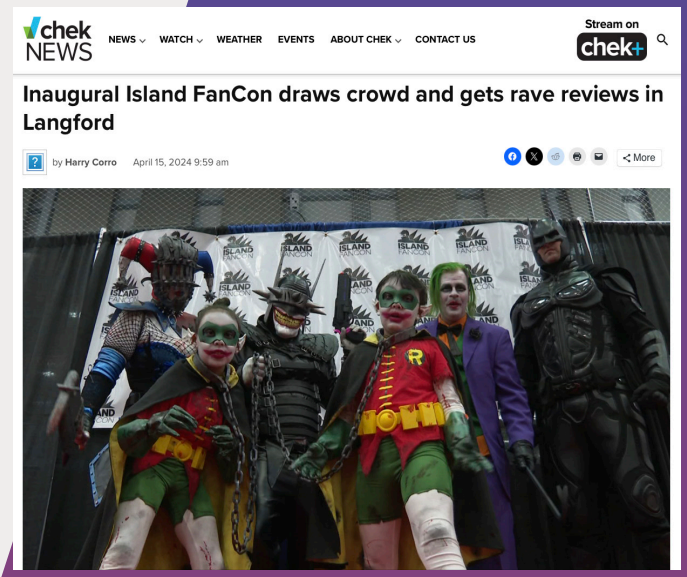
ISLAND FANCON

SPONSORSHIP PROPOSAL

DATES: MARCH 28-30, 2025

LOCATION: CITY CENTRE PARK, LANGFORD, BC

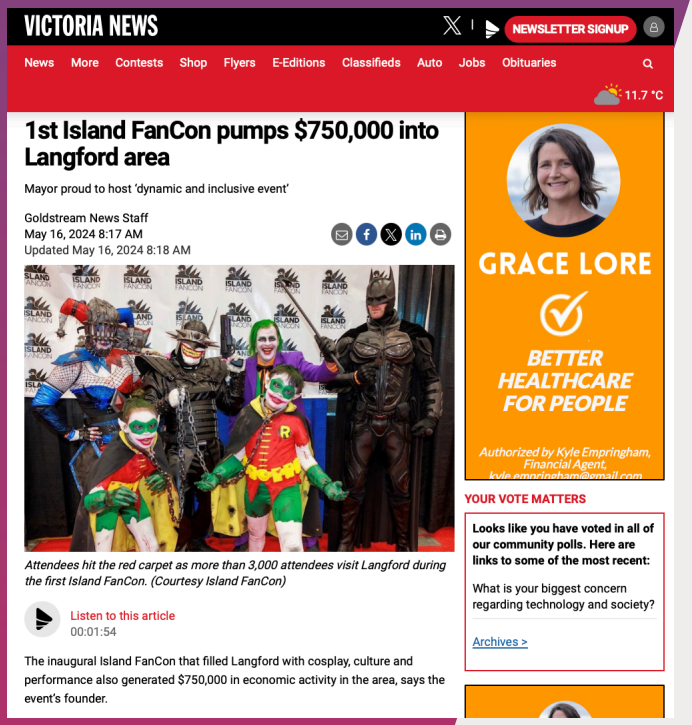
MEDIA EXPOSURE



chek NEWS — NEWS · WATCH · WEATHER · EVENTS · ABOUT CHEK · CONTACT US — Stream on chek+

Inaugural Island FanCon draws crowd and gets rave reviews in Langford

by Harry Corro April 15, 2024 9:59 am — More



VICTORIA NEWS — NEWSLETTER SIGNUP

News · More · Contests · Shop · Flyers · E-Editions · Classifieds · Auto · Jobs · Obituaries — 11.7 °C

1st Island FanCon pumps $750,000 into Langford area

Mayor proud to host 'dynamic and inclusive event'

Goldstream News Staff
May 16, 2024 8:17 AM
Updated May 16, 2024 8:18 AM

Attendees hit the red carpet as more than 3,000 attendees visit Langford during the first Island FanCon. (Courtesy Island FanCon)

Listen to this article
00:01:54

The inaugural Island FanCon that filled Langford with cosplay, culture and performance also generated $750,000 in economic activity in the area, says the event's founder.

YOUR VOTE MATTERS

Looks like you have voted in all of our community polls. Here are links to some of the most recent:

What is your biggest concern regarding technology and society?

Archives >

ISLAND FANCON

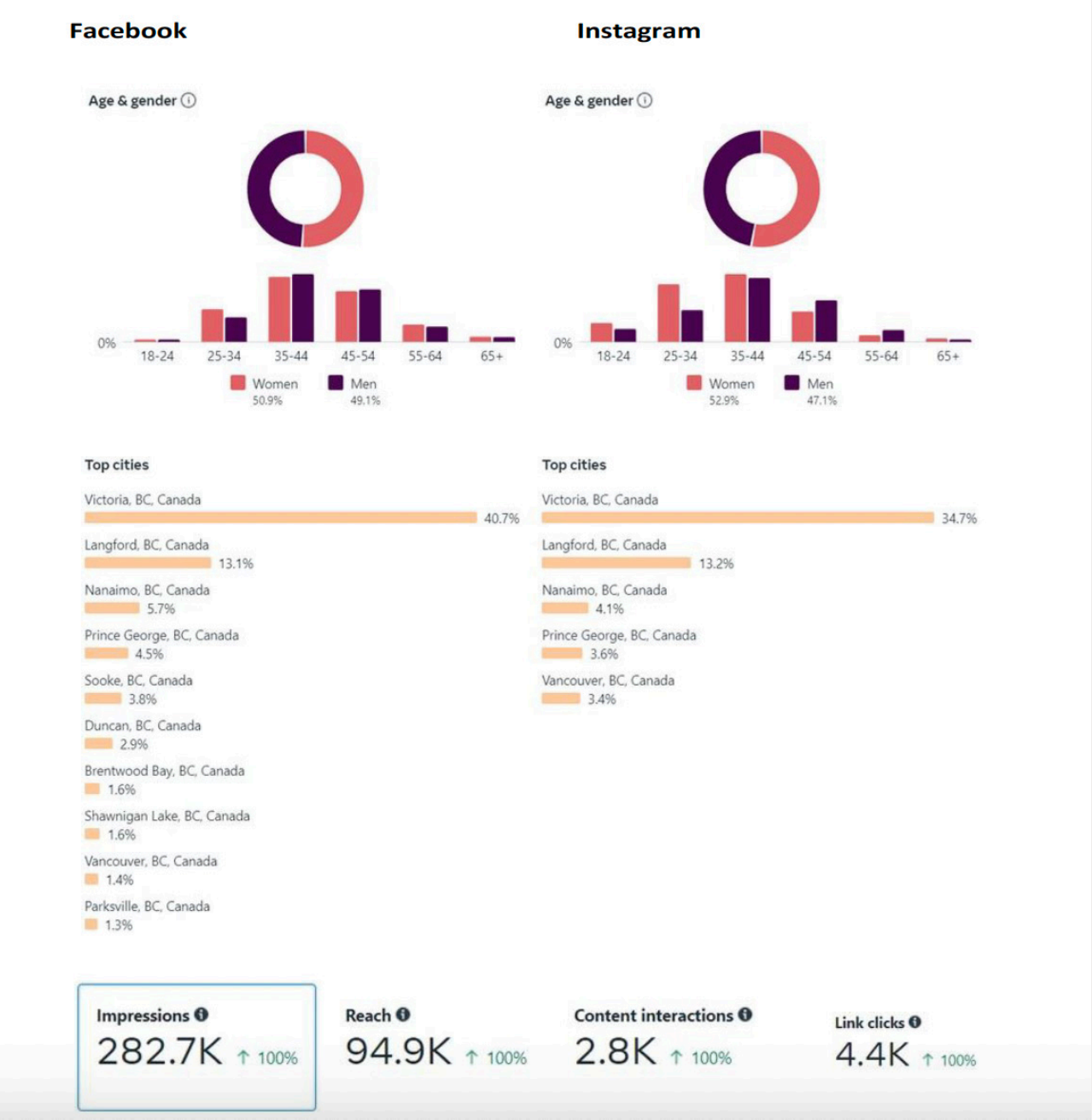
In 2024 we launched our inaugural event and in addition to Interviews leading up to the event with CBC Radio, The Zone, and The Times Colonist, many local news and on-line blogs reported (some published multiple articles prior, during, and after the event) including:

- THE CITY OF LANGFORD
- CHEK NEWS
- TIMES COLONIST
- VIC NEWS
- VICOTRIA BUZZ
- GOLDSTREAM GAZETTE
- ISLAND SOCIAL TRENDS
- THE WESTSHORE
- MY CAMBELL RIVER NOW
- VIBRANT VICTORIA
- DAILY HIVE
- ABSOLUTE UNDERGROUND
- OTAKUNOCULTURE

During the event, we had live coverage from The Zone and chek News. After the event, many outlets reported on the incredible economic impact Island FanCon had with the City of Langford in just our first event. We look forward to growing and have an aggressive goal to double both attendance and overall economic impact in 2025!

ISLAND FANCON SOCIAL MEDIA EXPOSURE YTD

Island FanCon has rapidly grown its social media presence, engaging a diverse and enthusiastic community across platforms such as Facebook and Instagram. Our followers are passionate and highly responsive, providing a dynamic platform for your brand to connect with potential customers.



OUR AUDIENCE

Island FanCon attracts a passionate and diverse group of attendees. Our audience includes individuals from various demographics who share a love for different fandoms. This highly engaged group offers a valuable opportunity for sponsors to connect with potential customers who are enthusiastic and responsive to targeted marketing efforts.

AGE GROUPS:

13-17: 7%
18-24: 14%
25-34: 23%
35-44: 33%
45+: 23%

GENDER:

MALE: 52%
FEMALE: 40%
NON-BINARY/OTHER: 8%

GEOGRAPHIC LOCATION:

LOCAL (GREATER VICTORIA): 63%
REGIONAL (ISLAND OTHER): 14%
REGIONAL (BC OTHER): 15%
NATIONAL (REST OF CANADA): 6%
INTERNATIONAL: 2%

SPENDING HABITS:

Average daily spend per attendee (not including ticket): >$110
Percentage of attendees who purchase merchandise: >90%

INTERESTS:

Movies/TV Shows:
Watching and analyzing popular movies and TV series, collecting memorabilia, participating in fandoms, and attending screenings and panels.

Gaming:
Playing video games across various platforms (console, PC, mobile), attending gaming tournaments, and discussing game lore and strategies.

Cosplay:
Designing, crafting, and wearing costumes of favorite characters, participating in cosplay contests, and attending workshops.

Sci-Fi/Fantasy:
Reading sci-fi and fantasy literature, watching related movies and TV shows, and participating in related role-playing games.

Technology & Gadgets:
Using and exploring the latest tech and gadgets, especially those related to gaming, virtual reality, and creative tools.

Art & Illustration:
Creating and/or appreciating fan art, original illustrations, and attending artist alley to meet creators and purchase prints.

Comics:
Collecting, reading, and discussing both mainstream and indie comics. Interest in comic book art, storylines, and character development. Anime: Watching and discussing anime series and movies, collecting anime merchandise, and engaging in anime cosplay.

MARKETING OPPORTUNITIES

Billboards

- Westhills Arena (building side facing the road)
- Starlight Stadium (facing inside stadium)
- Highway 1 at exit 14 (welcome to Langford)
- Langford Parkway
- Westshore Parks and Rec (Island Highway)
- Q Centre (Grizzly's)

Movie Pre-Roll

Our first teaser movie pre-roll was released for the week of July 26, 2024 in coordination with the release of Deadpool 3. We will be creating unique pre-roll trailers to coincide with the following releases (and more):

- Beetlejuice 2 September 6, 2024
- Joker: Folie à Deux October 4, 2024
- Venom: The Last Dance October 25, 2024
- Wicked: November 27, 2024
- Kraven the Hunter: December 13, 2024
- Captain America: Brave New World February 14, 2025

*(note the trailers run for the full week and ahead of all showings, not just listed movies – the dates were selected because of timing of the listed movies)

Newsletter and/or Direct email

We will be sending newsletters with customizable messaging to our mailing list.

- Over 1200 recipients
- Over 73% open rate
- Up to 20% click rate

**Newsletter inserts can be custom content and/or activation based.*

ACTIVATION IDEAS

Our marketing efforts are NOT just bound to the 3-day event. We engage with our audience year-round! Marketing activations are key to engaging attendees and maximizing sponsor visibility before, during, and after an event. Here are some examples for each phase:

BEFORE THE EVENT

Social Media Contests and Giveaways:

Example: Run a contest where participants can win free tickets or exclusive merchandise by sharing event-related content, tagging friends, and using hashtags.

Teaser Campaigns:

Example: Release a series of teaser videos or posts featuring snippets on brand collaborations with the event, such as guest shout outs, workshops, or special activities.

Email Marketing:

Example: We send out a series of emails to our mailing list with special offers, and insider tips on how to connect at the event.

Pre-Event Webinars or Live Streams:

Example: Host online session/interview with Island FanCon guests or performers to discuss their participation.

ACTIVATION IDEAS (CONT')

DURING THE EVENT

Interactive Booths and Installations:

Example: Set up immersive experiences such as interactive games that align with your products.

Live Social Media Coverage:

Example: Use live streaming on platforms like Instagram, Facebook, or TikTok to cover event experience highlights, backstage moments, and exclusive interviews.

Contests and Challenges:

Example: Bring a trivia or gaming challenge for participants to engage with your brand.

Branded Merchandise and Giveaways:

Example: Distribute branded items to be included in VIP tote bags with exclusive collectibles.

Exclusive VIP Experiences:

Example: Offer select attendees special access to meet-and-greets supported by your brand.

AFTER THE EVENT

Post-Event Surveys and Feedback:

Example: Send out surveys to attendees to gather feedback on attendee experience, offering a chance to win a prize for participation.

Content Recaps:

Example: Share highlight reels, photo albums, and key moments from the event on your social media.
Example: Send personalized thank-you emails to attendees, including special offers or discounts.

ACTIVATION IDEAS

User-Generated Content Campaigns:

Example: Encourage attendees to share their own photos and experiences with your brand using a specific hashtag.

Thank You Emails and Offers:

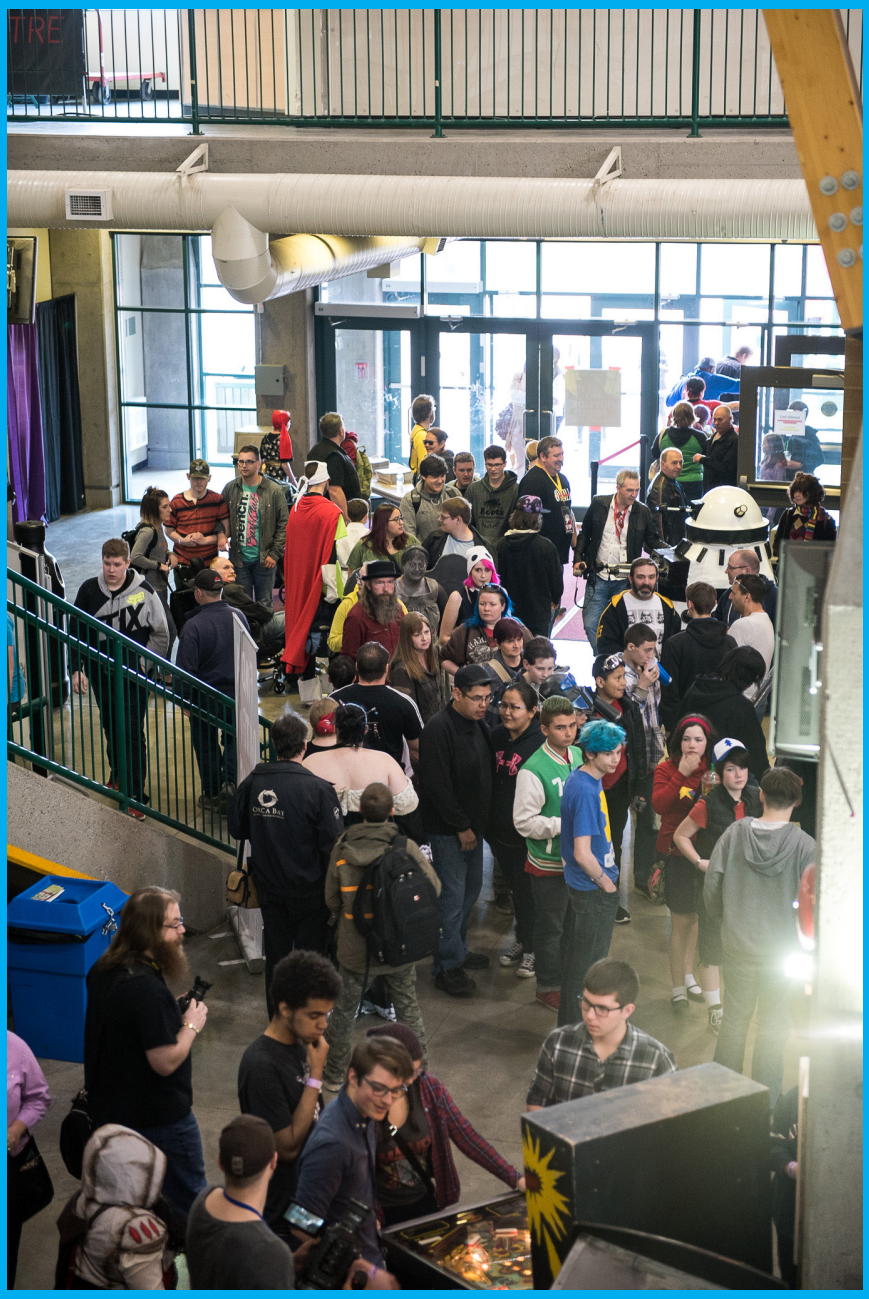
Example: Send personalized thank-you emails to attendees, including special offers or discounts.

User-Generated Content Campaigns:

Example: Encourage attendees to share their own photos and experiences with your brand using a specific hashtag.

These activations help build anticipation before the event, enhance engagement during the event, and maintain momentum afterward, providing sponsors with continuous visibility and engagement opportunities.

YOUR CUSTOMERS ARE OUR AUDIENCE



THE MILLENNIAL EXPERIENCE SEEKER

High social media engagement, trend-setting behaviors, and willingness to spend on unique experiences make them highly valuable for sponsors looking to create viral moments and engage a younger audience.

•Age Range: 25-40
•Demographics: Urban dwellers, often single or married without children.
•Income: Middle to upper-middle class.
•Interests: Social media, travel, unique experiences, and tech-savvy.
•Behavior: Engages heavily on social media, prefers experiences over material goods, and looks for shareable moments.
•Preferred Brands: Tech gadgets, travel companies, fashion brands, and food and beverage products.

THE FAMILY-ORIENTED PARTICIPANT

Represents a stable market segment with consistent spending patterns on family-oriented products. Their needs for safety and family-friendly environments align well with brands catering to this demographic.

- Age Range: 30-50
- Demographics: Suburban families with young children. Income: Middle to upper-middle class.
- Interests: Family activities, education, health and wellness.
- Behavior: Prefers safe, family-friendly environments with activities for children.
- Preferred Brands: Family-friendly products, educational toys, health foods, and household items.

THE OCCASION SEEKER

This group values quality experiences and is willing to spend time researching and investing in activities and products that offer a great balance of value and enjoyment. They prioritize meaningful experiences and appreciate brands that enhance their lifestyle.

- Age Range: 30-50
- Demographics: Professionals, couples, or young families living in suburban or urban areas.
- Income: Middle to upper-middle class.
- Interests: Travel, outdoor adventures, cultural experiences, dining, and lifestyle enhancements.
- Behavior: Invests time in researching the best options, seeks experiences that offer value, prefers to spend on memorable activities, and enjoys sharing their experiences with others.
- Preferred Brands: Travel companies, outdoor gear, lifestyle products, home goods, and quality food and beverage

THE POP CULTURE ENTHUSIAST

Enthusiastic about collectibles and merchandise, heavily engaged in fandoms, and likely to spend on exclusive products. They are also active on social media and at events, providing visibility for sponsors.

- Age Range: 28-55
- Demographics: Wide range, often well-versed in various fandoms.
- Income: Middle class.
- Interests: Movies, TV shows, comic books, collectibles, and celebrity culture.
- Behavior: Collects memorabilia, follows celebrity news, participates in fan communities, attends panels and signings.
- Preferred Brands: Collectibles, limited edition merchandise, fan apparel, and memorabilia.

THE TECH & GAMING ENTHUSIAST

Early adopters of new technology, they are influential within their communities and likely to spend on the latest gadgets and games, making them prime targets for tech and gaming sponsors.

- Age Range: 18-35
- Demographics: Students, tech enthusiasts, early adopters.
- Income: Ranging from low for students to high for early tech adopters.
- Interests: Technology, gaming, innovation, and startups.
- Behavior: Early adopter of new tech, active on digital platforms, participates in online communities.
- Preferred Brands: Tech gadgets, gaming products, innovative services, and digital platforms.

SPONSORSHIP OPPORTUNITIES

We offer a range of customizable sponsorship packages designed to align with your marketing goals. Sponsors also have the option to be attached to all marketing associated with specific attractions such as:

TITLE SPONSOR
Exclusive Naming Rights: As the Title Sponsor, your brand will be front and center in all event branding, marketing materials, and official communications. Island FanCon 2025 will be presented as "[Your Brand] Island FanCon 2025" across all platforms, including digital marketing, print materials, event signage, and press releases. This prestigious sponsorship also includes prime placement at the event, recognition during opening and closing ceremonies, and a comprehensive package of promotional opportunities tailored to maximize your brand's exposure.

MAIN STAGE SPONSORSHIP
Naming Rights and Premium Visibility: As the Main Stage sponsor, your brand will be prominently displayed on all Main Stage marketing, signage, and digital content. You'll receive recognition during all Main Stage events including celebrity interviews, panel discussions, games, contests, and more!

COSPLAY CONTEST
The Crown Jewel and Headlining Event of Saturday's Main Stage: The Cosplay Contest is regularly the most well-attended attraction at Island FanCon. Your brand will be featured in all promotional materials, from social media shoutouts to on-stage mentions during this fan-favorite event.

CONQUEST GAMING CHALLENGE

The Ultimate Gaming Showdown: A bracketed tournament where each round features a surprise game, revealed only moments before the competition begins. The Quarterfinals, Semifinals, and Finals take place on the Main Stage, culminating in our headlining event on Sunday. As the ConQuest sponsor, your brand will be tied to all tournament marketing and in-event visuals.

SPEAK-UP!

Spotlight on Emerging Talent: “Speak-Up!” is our thrilling Main Stage event where attendees perform live alongside professional voice actors. A panel of industry-leading voice actors will select a winner who will receive a professionally designed and recorded voice acting portfolio, complete with demo reels and a signed contract with a voice acting agent. Your brand will be highlighted in all event marketing and on-stage acknowledgments.

RED-CARPET MEDIA WALL SPONSOR

Photo-Op Excellence: Thousands of photos are taken on our red carpet and shared across social media. Be a part of this excitement by sponsoring the media wall, where your logo will be prominently featured in all red carpet photos.

CREATIVE CORNER

Champion the Regional Film Industry: Sponsor the exclusive filmmaker section of FanCon and support the local film community. Your brand will be associated with the most creative minds in the industry, from up-and- coming directors to seasoned professionals.

CELEBRITY GUEST SPONSORSHIPS

Bring Your Favorites to FanCon: Whether you have a specific celebrity, genre, or fandom in mind, we can work with our network of booking agents to bring your desired guests to the event. Your brand will be front and center in all associated marketing materials.
FanCon After Dark (up to 3 available)

EXCLUSIVE EVENING ENTERTAINMENT:

FanCon After Dark is a separately ticketed event that offers unique nighttime experiences. Past events have included Rockaoke (sing on stage with a live band), professional wrestling, UFC watch parties, and more, often hosted by FanCon celebrity guests.
Your sponsorship includes brand placement across all After Dark marketing.

SPONSORSHIP OPPORTUNITIES (CONT')

KIDS FOR FREE SPONSOR

High-Visibility Sponsorship: This sponsorship is prominently featured on our pricing page, ticket purchase page, and in every media announcement about tickets. Special thanks to our Kids for Free sponsor for making it possible for all kids to enjoy this event for free!

WORKSHOP ROOM SPONSOR (2 AVAILABLE)

Educational Excellence: We have two workshop rooms hosting sessions throughout the event, covering topics such as cosplay tutorials, acting workshops, audition techniques, breaking into film/TV, and writing masterclasses. Your brand will be linked to all workshop promotions and signage.

ULTRA VIP PARTY

An Exclusive Experience: The Ultra VIP party is a private, invite-only event for sponsors, celebrity guests, and select honored guests. As a sponsor, your brand will be part of the most exclusive experience at Fan-Con, recognized as a key supporter of this high-profile gathering.

*Note: Attraction-based sponsorships are sold on a first-come, first-served basis. If your desired sponsorship package is no longer available, we are happy to create a unique package tailored to your needs!Your sponsorship includes brand placement across all After Dark marketing.

Island FanCon offers a unique opportunity for your brand to connect with a highly engaged and passionate audience.

Our proposal highlights the rich audience data, extensive media exposure, and tailored activation ideas that will help you achieve your marketing goals. We are confident that a partnership with Island FanCon will be a valuable investment for your brand.

Thank you for considering this sponsorship opportunity. Let's create an unforgettable experience together at Island FanCon 2025!

CONTACT

PHONE : (778) 584-6163
EMAIL : Lonnie@FanCon.ca

WEBSITE :www.islandfancon.ca

ISLAND FANCON