

2017 SPONSORSHIP OPPORTUNITIES



NOV. 4-5, 2017

TACOMA, WA





8TH ANNUAL JET CITY COMIC SHOW

Jet City Comic Show began during a changing of comic book convention landscape 2009. As more Comic-Con's become more Hollywood driven and rising costs for fans and vendors, JCCS was started to put the focus back on comic books and their creators.

The goal of Jet City Comic Show is to provide an affordable experience for fans and families. In addition to promoting the comic book industry and expand the awareness of comic books and their creators. But the absolute most important thing for us is for everyone to have fun and enjoyable experience!

Sponsoring JCCS is incredibly helpful in our goal of keeping the show affordable for fans, keeping prices as low as we can for vendor tables, as well as giving back to our local community (such as free tickets to active/veterans of our military).



EVENT DETAILS

Date: November 4-5, 2017

Location: Tacoma Convention & Trade Center
50,000 Sqft. Exhibition Hall

Attendance: 5,500 Expected (4,800 in 2016)



EVENT MARKETING

50,000 Flyers and 1,000 Posters are distributed in throughout Washington, Oregon, Idaho, Montana and Northern California in addition to British Columbia. Advertising in local media (print/web) and interviews on local news and radio.



Actor Roger Cross and Actress Aly Michalka (Top) on live streaming Q&A Panel

WWW.JETCITYCOMICSHOW.COM



Author Robin Hobb on our live streaming interview / Q&A Panel

SPECS ON JET CITY COMIC SHOW

Attendance at JCCS

4,800 Attendees in 2016

An increase of 10-20% every year of JCCS

60% Male and 40% Female

Ages:

18-29 = 15%

30-39 = 34%

40-49 = 29%

50-59 = 15%

60+ = 7%

85% from Pacific Northwest

(Washington, Oregon & British Columbia)

California, Hawaii, Idaho, Montana, Nevada, New York

7k+ Followers on Social Media and Newsletter

GIVING BACK

Every year at Jet City Comic Show we give free space to local charitable organizations so they can spread the work about their good work and raise money.

In addition, we directly give away 100's of tickets directly to local military bases as well as Vetix.org who give to veterans.

Thousands of dollars have been raised over the years going to Children's and Veteran based charities. Both directly from JCCS and through other groups at the show.

We want to give more and raise more money for great causes and could use your help.

WWW.JETCITYCOMICSHOW.COM

TITLE SPONSOR - \$5000

- 10×20 Endcap Booth at the show with Pipe and Drape (an add-on for vendors).
- Your business logo will appear prominently about the Jet City logo on poster/flyers and main page of website
- Your business will be listed as a sponsor for programming at JCCS (i.e. Prize money for the costume contest, Sponsorship of one of the panel rooms, and so on).
- A banner with your logo will be above the entrance to the Exhibition Hall
- Full Page, Full Color ad in the Program Guide.
- Promotional item (flyer, etc) given out at ticket booth
- Logo with link to your website on the JCCS Website and Email Newsletter.
- Logo on all print advertising and flyers/posters in the sponsorship area.
- Your companies sponsorship will be announced on Social Media plus promoting your business events/sales a few times a year.
- 20 Two-Day passes to Jet City Comic Show

CELEBRITY SPONSOR - \$4000

- "Sponsored by" banner in the celebrity's booth
- Your business logo will appear prominently about the Jet City logo on poster/flyers
- Your business will be listed as a sponsor for programming at JCCS (i.e. Prize money for the costume contest, Sponsorship of one of the panel rooms, and so on).
- A banner with your logo will be above the entrance to the Exhibition Hall
- Full Page, Full Color ad in the Program Guide.
- Logo with link to your website on the JCCS Website and Email Newsletter.
- Logo on all print advertising and flyers/posters in the sponsorship area.
- Your companies sponsorship will be announced on Social Media plus promoting your business events/sales a few times a year.
- Photo and autograph with sponsored celebrity.
- 20 Two-Day passes to Jet City Comic Show

GOLD SPONSORSHIP - \$1250

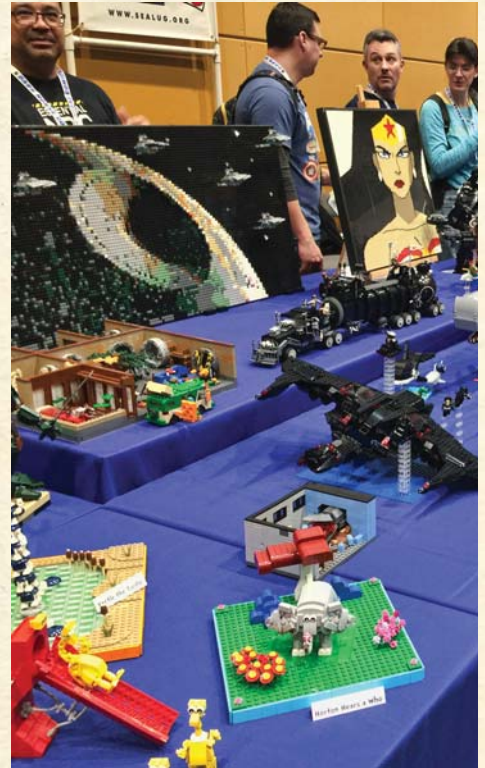
- 10×10 Booth at the show with Pipe and Drape (an add-on for vendors).
- Your business will be listed as a sponsor for programming at JCCS (i.e. Prize money for the costume contest, Sponsorship of one of the panel rooms, and so on).
- Logo with link to your website on the JCCS Website and Email Newsletter.
- Logo on all print advertising and flyers/posters.
- Your companies sponsorship will be announced on Social Media plus promoting your business events/sales a few times a year.

SILVER SPONSORSHIP - \$500

- Logo with link to your website on the JCCS Website and Email Newsletter.
- Logo on all print advertising and flyers/posters.
- Your companies sponsorship will be announced on Social Media plus promoting your business events/sales a few times a year.

BRONZE SPONSORSHIP - \$250

- Logo with link to your website on the JCCS Website and Email Newsletter.
- Your companies sponsorship will be announced on Social Media



AFTER HOURS EVENT SPONSORSHIP - \$500

- Corporate banner or signs will be displayed at event.
- Business name will be added as host of the party on website and event calendars.
- Logo with link to your website on the JCCS Website and Email Newsletter.
- Your companies sponsorship will be announced on Social Media plus promoting your business events/sales a few times a year.
- 10 Two-Day passes to Jet City Comic Show

BAG SPONSOR - \$2000

- 5,000 JCCS bags, with your logo and information, which will be given away for free to attendees.
- Logo on all print advertising and flyers/posters.
- Logo with link to your website on the JCCS Website and Email Newsletter.
- Your companies sponsorship will be announced on Social Media plus promoting your business events/sales a few times a year.

CUSTOM SPONSORSHIP

Is there something different and unique that you're looking for in sponsorship? Send us an email and we can discuss what we can do for each other.

PROGRAM GUIDE AD - \$300

- 4,000 Program Guides will be printed and given to attendees and vendors.
- Full Page (6"x9") and Full Color





TACOMA TRADE & CONVENTION CENTER | NOVEMBER 4-5, 2017 | TACOMA, WA

SPONSOR REGISTRATION FORM

Name _____ Company _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

SPONSORSHIP / ADVERTISING OPTIONS

- ☐ Title Sponsor - \$5000
- ☐ Celebrity Sponsor - \$4000
- ☐ Gold Sponsorship - \$1250
- ☐ Silver Sponsorship - \$500
- ☐ Bronze Sponsorship - \$250
- ☐ After Hours Event Sponsorship - \$500
- ☐ Bag Sponsor - \$2000
- ☐ Program Guide Ad - \$300

Total Amount: \$ _____

CREDIT CARD AUTHORIZATION

Name _____

Card # _____

Expiration _____ CVV _____

Billing Address: _____

City _____

State _____ Zip Code _____

Signature _____