



**INFINITYCON**

**TALLAHASSEE | GAINESVILLE**

**THE POSSIBILITIES ARE INFINITE IN 2024!**



**We aim to inspire and entertain dreamers and creators of all ages!**

**Infinity Con** is a unique convention experience. Our event focuses on artists and creators of major and independent comic books, video, VR & tabletop gaming, anime, events & entertainment for all ages scheduled throughout the weekend. We create a place where attendees can shop, learn, play, be entertained, and come together to celebrate the movies, tv shows, anime, games and stories they love.

Infinity Con started in Lake City, FL in 2014 with a half day event & 300 attendees. We saw over 4k in attendance, at Infinity Con Tallahassee, in 2023. After putting the Lake City event on hold in 2023, we are excited to be adding Infinity Con Gainesville in 2024 as a way to grow our Lake City event into a larger venue & market. We expect 6k-8k in attendance for both events.



**Infinity Con covers a wide range of interests. Here are the dedicated areas of the event:**

**Robot Fighting:** Ant Weight Battle bot fighting

**Main Hall:** Vendors, Artists, Featured Creators in: art, writing, game design, costume & makeup

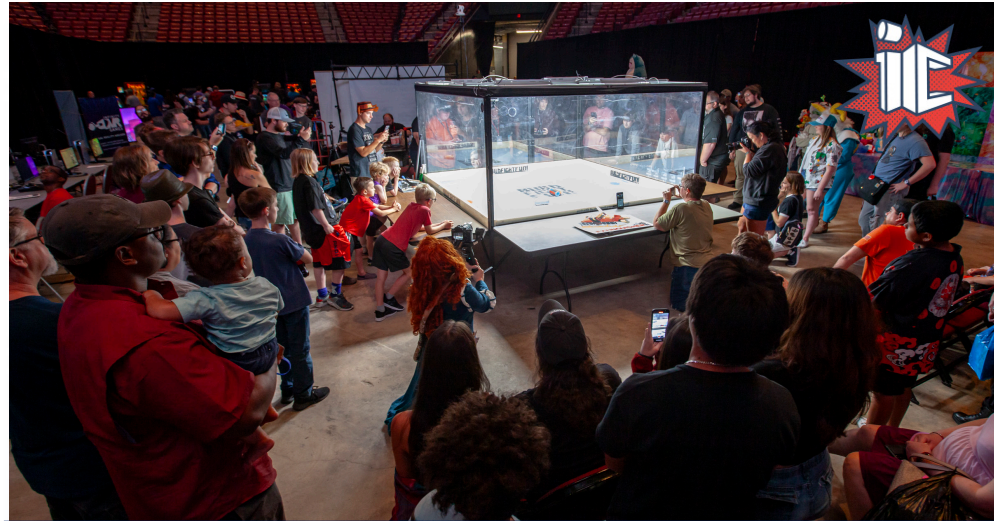
**Cosplayers Forge:** Area for costmers and makeup fx groups & creators

**Maide Cafe:** K-Pop/J-Pop cafe experience

**Kids Con:** Superhero Storytime, Kids activities/crafts, Hands on STEM and robotics demos, Costume parade

**Gaming:** VR, Table Top, Video Game, Pinball, Arcade

**Main Stage/Panel room:** Themed music events, Costumed Dance events, Infinity Con Draw off panel, Panels on art, writing, getting into podcasting, costume making and more!



## Activities, Events & Panels





# EVENT REACH

## 2023 InfinityCon.Com traffic

- Site visits: 42,519
- Site page views: 91,185

## Social Media

- Over 150,000 reached via FB/Instagram posts & ads
- FB: 5.4K Followers
- IG: 1500 followers

## Demographics

- Families with 4+ & ages 25-34 are our largest demographic
- Tallahassee Population: 200,000 in the city & 955,000 within 75 mile radius
- Gainesville Population: 140,000 in the city & 3.76 mil within 75 mile radius
- \*Will market within a 75-100 mile radius**





# MARKETING

## Marketing

- Facebook & Instagram (Posts & Ads)
- Street team - Will market at local and regional shops, events, festivals and schools throughout N. Central FL and S. GA
- Influencer Marketing
- Affiliate Marketing
- Email Marketing (Currently have 2200 subscribers)





**SPONSORSHIP OPPORTUNITIES**



# SPONSOR OPTIONS

Sponsorship options and  
pricing are per event

## ALL SPONSORSHIPS INCLUDE LEVEL 1 SPONSOR:

- Logo in program
- sponsor page on our eventeny.com event site
- Sponsorship Announcement across all social media
- Clickable Logo On InfinityCon.Com



### LEVEL 1 SPONSOR

\$1,000

This is our entry sponsor level and includes:

- Logo in program
- sponsor page on our eventeny.com event site
- Sponsorship Announcement across all social media
- Clickable Logo On InfinityCon.Com

15  
AVAILABLE

### LEVEL 2 SPONSOR

\$2,500

Level 2 gives you all the perks of Level 1 plus:

- Promotional table space in Lobby
- 1/4 page ad in program (See next page for details)

10  
AVAILABLE

### STAGE SPONSOR

\$5,000

4  
AVAILABLE

Our main stage production is top notch and this will put your brand in lights! You get all the Level 2 perks plus:

- Presented by "Your name/logo" on screens
- Name/logo on info map stage location
- 10x10 promo space in main vendor hall

### PRESENTING SPONSOR

\$25,000

1  
AVAILABLE

Looking for max impact, this is it! Become presenting sponsor of the entire event and enjoy a curtailed presenting experience, Infinity Con Presented by "Your company", mentions during news and tv promotions, booth space and more!

*Customizable options are available. Please email [david@infinitycon.com](mailto:david@infinitycon.com) to inquire*

# AD OPTIONS

Prices per event

We print and hand out several thousand programs at each event as well as have a digital program for attendees to view.



## QUARTER PAGE AD

3.75 in x 5 in

\$250

## HALF PAGE AD

7.875 in x 5 in

\$500

## FULL PAGE AD (INTERIOR)

7.875 in x 10.375 in

\$1,000

## FULL PAGE AD (BACK OR INSIDE FRONT PAGE) \$2,000

7.875 in x 10.375 in







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