



SPOOKY EMPIRE

ROCK N ROLL, HORROR, HALLOWEEN, TATTOO & FILM CONVENTION

**SPRING AND
FALL Convention**

**Brand
Awareness
Opportunity**

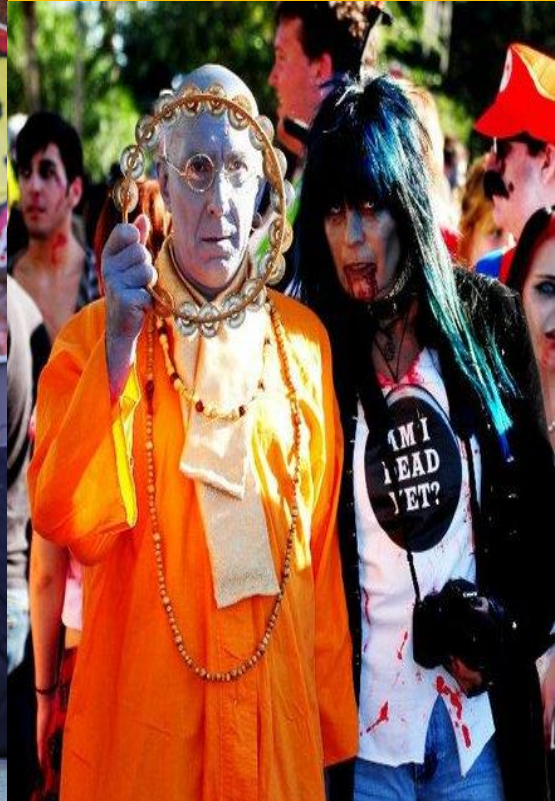


Image © 2015 Michael Gavin

OUR MISSION

Spooky Empire allows guests to meet and mingle with their favorite horror, thriller and science fiction movie cast members, TV stars, and beyond as they gather amazing collectibles from hundreds of vendors and artists, see new and emerging films as well as old favorites, get tattooed by some of the best artists in the world, and take part in one of the largest Zombie Walks in the country.





OUR GOAL

To provide memorable events for horror, thriller and sci-fi fans to return each year and a place where fans can congregate with thousands of other people with the same interests.



OUR HISTORY

Founded in 2003, Spooky Empire's ultimate thriller weekend, showcasing the dark side of comic con, has grown to become one of the largest horror-specific conventions in the nation with attendance increasing each year. In May 2011, Spooky Empire introduced their second mid-season Spring convention to provide fans with even more fun in anticipation of the Fall convention. That show exceeded all expectations and has now become an annual event. Some fans are so die-hard for the conventions that they have even tattooed the founder's face, Pete Mongelli, on their bodies.



OUR FUTURE

WHAT'S IN STORE FOR 2017?

Since the beginning of Spooky Empire in 2003, we have seen an increase in attendance numbers, media attention and worldwide brand awareness. This last convention, we expanded to the Orange County Convention Center in order to maintain our steady attendance growth, as well as the addition of new attractions and events.

Our upcoming Spring and Fall Convention will feature: a tattoo festival, film festival, celebrity autographs, zombie walk, kids zone, costume and cosplay contest, huge exhibitor room, live music, performances, Q&A's with artists, authors and filmmakers, a game room, seminars, creepy cars, among many other fun and thrilling activities. There is truly something for everyone.



PAST GUESTS



Original Scream Cast, Neve Campbell, Skeet Ulrich, Matthew Lillard



Lana Parilla, *Once Upon A Time*



The Legendary Five Horror Icons



Alice Cooper



Willy Wonka and The Chocolate Factory Cast



Weird Al Yankovic



Stranger Things cast Millie Bobby Brown, Gaten Matarazzo, Caleb McLaughlin, Finn Wolfhard



TESTIMONIALS

If you are a horror/movie fan this is the place to be. My husband and I went on Halloween 2015 and had a great time. The celebrity meet and greets were fun and informal. It was like talking to old friends. We will definitely go back again!

– Annette McColl

This is the most amazing discovery. I absolutely love everything about it except the depression that hits when it's over. Great artist, vendors, people, entertainment, and well just everything....

– Heather Paul

I took my 7 year old son today and it was a blast! He absolutely loved all the spooky stuff, wore his Thor costume and got his face painted to become Undead Thor! We entered the costume contest and they kindly gave all the kiddies medals and prizes, he was so thrilled! Everyone was so nice and friendly, it wasn't overcrowded and many of the costumes were over the top! Highly recommended for all ages. Going back every year for sure!

– H. Michael Vain

I'm not one of the biggest horror fans ever, but I really really enjoyed this con. Even the panels with stars from movies I never liked were great. All the guests and staff were personable and gracious and there was always something fun to do!

– Gina Marie Hammer

Definitely my favorite con of the year.... Been to Mega, super con... The vibe and atmosphere just can't be beat, and who can resist a little mystery?

Love my Spooky shows! Xx

– Janine Vos

OUR GROWTH

In 2016, over 7,000 guests attended Spooky Empire's Spring convention which featured shock rocker Alice Cooper and the main Fall convention, which was rescheduled to December was filled with guests such as Weird Al Yankovic and the cast from hit Netflix series *Stranger Things*! Every year, the attendance numbers increase by 10 percent. Projections for 2017 Spring and Fall Convention attendance numbers are expected to be over 8,000 and 15,000.

AUDIENCE DEMOGRAPHICS

Age Range 18-55 (there are a small amount of children for the Kid's Zone accompanied by parents not included in this demographic)

20% Tourists

80% Locals



ONLINE REACH

WEBSITE IMPRESSIONS

March 2016

23,851 unique visitors

October 2016

32,484 unique visitors

SOCIAL MEDIA



160K+



11.6K



11K

SPONSORSHIP OPPORTUNITIES

TATTOO FESTIVAL SPONSOR

1

Ink Master Sponsor \$4,000

(2) 10x10 Tattoo Booths
Full Color Full Page Ad in the program
VIP bag inserts (you provide)
(8) Weekend Badges
(2) VIP Badges
Banner hung at event (location TBA)
Logo on all print ads
Logo in program
Logo/Link on homepage of website
Social Media Mentions

2

Apprentice Sponsor \$2,500

(1) 10x10 Tattoo Booth
Full Color Full Page Ad in the program
VIP Bag inserts (you provide)
(4) Weekend badges
Logo on all print ads
Logo in program
Logo/link on homepage of website
Social Media Mentions

*higher levels are available

SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS

1

Blood Sponsor - \$4,000

- (2) 10x10 Exhibitor Booths
- Full Color Full Page Ad in the program
- VIP bag inserts (you provide)
- (6) Weekend Badges
- (2) VIP Badges
- Banner hung at event (location TBA)
- Logo on all print ads
- Logo in program
- Logo/Link on homepage of website
- Social Media Mentions

2

Guts Sponsor - \$2,500

- (1) 10x10 Exhibitor Booth
- Full Color Full Page Ad in the program
- VIP Bag inserts (you provide)
- (4) Weekend badges
- Logo on all print ads
- Logo in program
- Logo/link on homepage of website
- Social Media Mentions

*higher levels are available

SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS

Event Room Sponsor

- \$1,000

Choose the event of your choice to

3

sponsor

Main Events Room, Tattoo Festival, Film Festival, Zombie Walk, Costume Contest

Includes:

- Banner Hung in room of chosen event (you provide Banner)
- Logo/Link on event page on website
- Logo in program as event sponsor
- Logo on print ads
- Social Media Mentions
- (4) weekend badges

Other Options:

Website Banner w/link - \$500

Will run for 1 show season

VIP Bag Inserts - \$150

Badge Sponsor \$1,500

Your logo on all badges

Trophy Sponsor \$500

(Tattoo or Costume Contest)

Includes:

Mention/logo on print ads, website, Program, room announcements, Signage and social media

Bag Sponsor \$2,000

Your logo on all VIP tote bags

*higher levels are available

THANK YOU!

We thank you for your time and interest in Spooky Empire. We look forward to developing a relationship and enhancing this truly unique experiential marketing opportunity.

Contact Us

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For more information about Spooky Empire, visit
www.SpookyEmpire.com

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