



**April 8-10, 2022**  
**The DeltaPlex Arena**  
**and Conference Center**  
**Grand Rapids, Michigan**

# **OFFICIAL SPONSORSHIP KIT**

**West Michigan Convention Ventures LLC**  
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# Grand Rapids Comic-Con: A Local Feel-Good Story

The Grand Rapids Comic-Con is a feel good story of determination and old fashioned hard work that created one of the premiere family-friendly events in West Michigan. With an investment of \$7500 and a relative putting in an additional \$1500, Mark and Jennifer Hodges along with a dedicated staff of college convention operators produced the first show on October 12, 2013. The inaugural show was a tremendous success as almost 10,000 people showed up for the one day event, thousands of which being turned away due to fire code restrictions.

The second annual Grand Rapids Comic-Con was moved into the much larger confines of the DeltaPlex and added Hollywood celebrities to their guest list including "Star Trek" alumni Nichelle Nichols and "Supernatural" and "Stargate: Atlantis" veteran Alaina Huffman. Held on November 21-23, 2014, the Grand Rapids Comic-Con quickly outgrew its new digs with a turnstile attendance of 16,000 people—and they turned away as many as 4000 people again on Saturday due to building limitations.

Our third year was another one of transition, as we moved into the spacious DeVos Place in downtown Grand Rapids for our annual event on October 16-18, 2015. With a guest list that included comic book legends Neal Adams and Mike Grell as well as "Arrow" villainess Katrina Law, the Grand Rapids Comic-Con has a huge increase in attendance yet again with over 22,000 people through the turnstiles.

Year four brought in close to 25,000 people during the weekend of October 21-23, 2016 and a guest list that included co-creator of the Teenage Mutant Ninja Turtles Kevin Eastman, the original Ninja Turtles cast, Denise Crosby, "Star Trek: The Next Generation" and Wil Traval, "Jessica Jones".

The fifth year we experienced growth again and surpassed over 25,000 in attendance and brought the opportunity for our community to meet some well known guests like Billy Dee Williams, "Star Wars and Batman", Kevin Sorbo, "Supergirl and Hercules" and Gates McFadden, "Star Trek: The Next Generation".

In 2021 we were excited to have extended evening hours for both Programming and the Gaming Area, growing the show to over 29,000 attendees. Plus we had some amazing Guest announcements that included the YouTube sensation Odds1Out, John Ratzenberger, "Toy Story and Cheers", Doug Jones, "Hellboy and The Shape of Water", and Walter Koenig, "Star Trek".

Events at the 2022 Grand Rapids Comic-Con will include the following:

- Over 100 hours of seminars and presentations
- A vending hall
- A short film festival
- Costumed clubs such as the 501st Legion of Stormtroopers and the Kalamazoo Ghostbusters
- ...and a lot more!

The advertising campaign for the 2022 Grand Rapids Comic-Con will be extensive and aggressive on a local and regional level and will include but not be exclusive to the following:

- Radio advertising campaigns on 101.3 The Brew FM, WMRR-FM and HOT-FM
- Television advertising campaigns on specific shows geared toward our demographic as well as targeting fans of our guest list ("Supergirl", "The Flash", "The Walking Dead", etc.)
- Select billboards around West Michigan
- Print ads in local and regional entertainment magazines such as Revue and various college newspapers
- Booths at local events such as the Pride Fest and the Asian-Pacific Festival
- Booths at over thirty comic book, science fiction, anime, and horror conventions throughout the Midwest such as C2E2, Indiana Comic-Con, Youmacon, and many more.
- Over 75,000 postcards distributed at conventions, local shops, comic book stores, and other special events
- Floats in several parades including Grandville's July 4th parade and the Coast Guard Festival parade
- Hundreds of full color posters designed by local comic book professionals
- Banner ads on local entertainment sites as well as national comic book and convention sites
- Extensive social networking on Facebook, Twitter, Pinterest, and YouTube
- ...plus other opportunities!

# 2022 GR Comic-Con Sponsorship Levels

## Presenting Sponsor

**\$25,000**

- 10x10 Booth in the Main Lobby of Convention Center
  - Corporate logo prominently displayed on main stage
  - Corporate event banners displayed in Main Vending Area and Lobby
  - Corporate name added to Main Stage title
  - 50 3-day passes to event
  - 4 Tickets to the VIP Party
  - Corporate logo/design on one side of Event Swag Bags
  - Full two page color ad in the Event Program
  - Digital Banner ad with link on website
  - Corporate recognition on TV Commercials (based on media deadlines)
  - Corporate logo added to Billboards, Promotional Postcards (over 75,000) and Event Posters (based on deadlines)
  - Recognition in press releases, and Media Promotions (based on deadlines)
  - Recognition in Event Program and on website
  - Floor Graphics with your message placed in predetermined areas
- (Additional requests can be submitted for approval)

## Celebrity Sponsor (2)

**\$10,000**

- Corporate banner displayed in the Celebrity Autograph Signing area
  - Corporate logo displayed in the Main Stage area
  - 20 3-day passes to event
  - 2 Tickets to the VIP Party
  - Full page color ad in the Event Program
  - Digital Banner ad with link on website
  - Corporate logo added to Event Posters (over 1,200)
  - Recognition in Event Program and website
  - Floor Graphics with your message placed in Celebrity Guest area
- (Additional requests can be submitted for approval)

## Programming Sponsor

**\$7,500**

- Corporate banner displayed in Main Lobby or Vending Hall
- 10 3-day passes to event
- Half page color ad in the Event Program (discounts available for larger ad)
- Digital Banner ad with link on website
- Recognition in the Event Program and website

## **Family Activity Center Sponsor \$4,500**

- Corporate banner displayed in Main Lobby or Vending Hall
- 6 3-day passes to event
- Half page color ad in the Event Program (discounts available for larger ad)
- Digital Banner ad with link on website
- Recognition in the Event Program and website

## **Main Lobby Sponsor (2) \$3,500**

- 10x10 Booth in the Main Lobby of Convention Center
- Half page color ad in the Event Program (discounts available for larger ad)
- Digital Banner ad with link on website

(these spots are limited and require approval by management)

## **VIP Party Sponsor (1) \$3,000**

- Corporate banner and/or signs displayed at the exclusive VIP Party
- Corporate name added as a host of the party
- 4 Tickets to the VIP Party
- Half page color ad in the Event Program (discounts available for larger ad)
- Digital Banner ad with link on website
- Opportunity to add promotional item to VIP Attendees Bag

## **Costume Contest Sponsor (1) \$3,000**

- Recognized on website, social media and at event as the sponsor of all costume contests that take place at the event as well as any done through social media
- 4 3-day passes to event
- Quarter page color ad in the Event Program (discounts available for larger ad)
- Digital Banner ad with link on website
- Advertisement piece in Event Swag Bag (supplied by sponsor)
- Opportunity to present a special award, prize, or package provided by the sponsor to all winners

## **Gaming Room Sponsor**

**\$3,500**

- Corporate logo displayed in Gaming Area which are open for extended hours during the weekend
- 2 3-day passes to event
- Quarter page color ad in the Event Program (discounts available for larger ad)
- Recognition in the Event Program and website
- Digital banner ad on website

## **Panel Room Sponsor**

**\$2,500**

- Corporate logo displayed in or outside of a panel room where multiple presentations will be taking place throughout the weekend
- Quarter page color ad in the Event Program (discounts available for larger ad)
- Recognition in the Event Program and website

## **Other Sponsorships**

**Ask for Prices**

Specialty sponsorships can be created to specifically cater to your business! Please contact us for a quote. The following are ideas that could be customized to your business:

- Lanyards and badges
- Custom Swag Bags
- Wraps around garbage cans
- Signs in bathrooms
- Lobby doors
- Signs at snack bars and food stations
- ... and a ton more possibilities! Be Creative!

# Event Program Ads

**FULL PAGE  
COLOR AD**  
6.5x10... \$650

**HALF PAGE  
COLOR AD  
HORIZONTAL**  
6.5x5..... \$450

**HALF PAGE  
COLOR AD  
VERTICAL**  
3.25x10... \$450

**QUARTER  
PAGE  
COLOR AD**  
3.25x5... \$350

For more information on these opportunities, please contact:  
Anicia Capozzoli, Community Relations Coordinator at 616.540.3998 or [anicia@grcomiccon.com](mailto:anicia@grcomiccon.com)