



Kids Con New England Sponsorship Opportunities

Event Date: Saturday May 11, 2024, 10am-5pm

Location: Everett Arena, Concord, NH

Website: [Kidsconne.com](https://kidsconne.com)

Contact: Info@kidsconne.com

About

Kids Con New England® is New England's favorite comic con for kids and the largest kids-focused comic & children's book convention in the region! We host Kids Con events in spring in Concord, NH, and in S. Portland, ME in fall. Kids Con promotes art education and literacy through family friendly comics, literature, art, workshops and fun activities that inspire creativity and learning, while engaging families in a fun and interactive environment!

This is our 9th year, with average attendance of about 2000 people. Our target audience is kids ages 4-12. Our 2024 NH event will have over 90 kid-focused family-friendly artists, authors, creators, and vendors, over a dozen workshops, as well as superheroes, princesses, costumed characters, game makers, gaming, musical performances, magic show, jedi & superhero training and more! This is the largest gathering of this type in the region! The unique nature of the event makes for a venue to engage families in a fun and interactive environment, creating precious memories that last.

View videos & photos of our past events: kidsconne.com/media

Location

Our 2024 spring event is located at the Everett Arena, 15 Loudon Rd., Concord, NH 03301. Conveniently located off I-93 at Exit 14 (Loudon Rd/State Offices) after the bridge, a half mile from the Holiday Inn and downtown Concord. Just 25 minutes from Manchester-Boston Regional Airport (MHT), 1 hour from Boston, with tons of free parking! Close to the mall, downtown, restaurants, hotels, planetarium and more.



Sponsor Packages

The Kids Con NE team is committed to creating you a customized marketing plan to help you achieve your specific goals. Have an idea that you don't see listed in the following document? Contact the Sales & Marketing team at

emily@kidsconne.com

All print and web related materials must be submitted by April 1 for our New Hampshire event, and by Oct 1 for our Maine event, as soon as possible.

Presenting Sponsor - \$2000 (1 available)

Large banner displaying your business by event entrance/lobby (you can provide one of your own banners if preferred)

Logo on front page of event program and on map in print and online

Full-page ad (8.5"x11") featured in event program, presented by logo on front

Front page logo placement with website link featured dominantly on our website leading up to event

Logo on all digital and print ads, e-blasts, website, promotional posters, and promo videos.

Your digital ad promoted on social leading up to the event

Your promotional material to be put in the give away swag bags (sponsor supplied).

3 - 6ft tables and chairs (if there's a particular amount of space that you require, let us know and we will do our best to accommodate)

50 tickets

General Sponsor - \$450

Half page interior ad (8.5"x5.5" bw) in event program (sponsor designed).

Front page logo placement on website with link to your business, logo on print ads and e-blasts, leading up to event.

Ad in e-blasts and social: your image 620x200 pixels and up to 50 words of copy, with website link.

Your promotional material to be put in the give away swag bags (sponsor supplied),

2 - 6ft tables and chairs. 20 tickets.

If you'd like to extend your sponsorship and continue advertising for the year, sponsor both our spring and fall events, [let us know!](#)



Hero Packs and Swag Bags

Hero Packs are free limited promotional bags filled with goodies such as comics, posters, trinkets and promotional materials (100 quantity, 1 per family).

Swag Bags are freely given out to attendees, to hold their haul for the day, includes promotional materials (500 quantity, 1 per family).

Hero & Swag Bag Sponsor - \$500 (1 Available)

A 12"x15" bag given out to all families, prominently displays your logo on front, **includes** your promotional inserts (sponsor provided) and other goodies. The bag is a must have for attendees, containing comics, print program and more fun stuff!

Promotional Insert - \$125

You supply the approved insert; attendees will receive the information in their event Inserted in Swag Bags, Hero Packs & Prize Bags. Print size up to 8.5x11", up to 600 copies.

Prize Donations

We are looking for family-friendly materials such as comics, toys, trinkets, posters, paper cutouts, coloring pages, stickers, candy, pins, games, tickets, etc.

We will be giving out lots of free 'Hero Packs', goodie bags, and prizes to families. Prizes include: Art Contests, Scavenger Hunt, Kids & Family Costume Contests & more.

Craft Supply Donations

We are looking for various craft supplies such as paper, construction paper, glue, crayons, pencils, markers, pipe cleaners, etc. If you would like to donate, we will list you on our website, Facebook and print program.

Print Advertising

Kids Con Program & Activities Book is a "must have" for attendees while they're enjoying the convention. This program book is used to find artists, vendors and the variety of activities and workshops. The program book also contains coloring pages and activities, which means that families are more likely to hang on to them for further exposure after the event. Ad design supplied by you. Design services are available for an additional cost.

Back Cover Full Page Ad - (8.5"x11", bw) - \$300 (if available)

Full Page Ad - (8.5"x11", bw) - \$250

1/2 Page Horizontal Ad - (8.5"x5.5", bw) - \$150

1/6 Page Ad - (4"x3.5", bw) - \$75



Online Marketing

Newsletter Blasts

Reach over 4000+ families of our email and marketing lists that will be able to see your message. You may include one image 620x200 pixels and up to 50 words of proposed copy with link to your website. \$75 per campaign month.

Website + Newsletter Sponsorship

Your logo with link to your business to be featured on the main page of our website, sponsor page, as well as featured in our newsletter blasts and social media.
12 months: \$500, 6 months: \$350, 1 month: \$75.

Can be combined with print promotions and event tables.

Like what you see or have questions? Contact us about sponsoring today!
emily@kidsconne.com