

NE's FAVORITE COMIC CON FOR KIDS!



✦ 2025 ✦ SPONSORSHIP & ADVERTISING



KIDSCONNE.COM

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About Us

Kids Con New England® is New England's favorite comic con for kids and the largest kids-focused comic and children's book convention in the region! We host events in spring at the Sheraton, Nashua, NH, and at the Doubletree, South 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!

Kids Con provides a welcoming atmosphere that nurtures the imagination and interests of young fans, allowing families to enjoy a fun day filled with creativity, imagination, and exciting memories together!



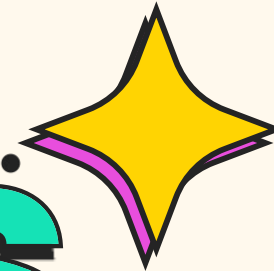
Est. 2015

This is our 10th year, with average attendance of about 1500 people. Our target audience is kids ages 4-12. Our events have over 90 kid-focused family-friendly artists, authors, creators, and vendors, creative workshops, as well as superheroes, princesses, costumed characters, gaming, musical performances, magic shows, jedi & superhero training, scavenger hunt, art & cosplay contests, and more!





Sponsorships



1.

Presenting Sponsor: \$2000 (1)

Brand Exclusivity: Designated as “Kids Con New England presented by (Your Brand)”

Logo Placement: Logo placement on all marketing materials, print and online, with your website link.

VIP Booth Space: Double booth in a prime location.

Press Release Feature: Mention in all event press releases and media coverage.

Program Ad: Full-page ad in the event program and recognition as the Presenting Sponsor on front cover.

Onsite Branding: Logo on exhibitor badges, front cover of print program, your provided banner or poster displayed by event entrance.

Email & Social Media Marketing: Featured in Kids Con’s email newsletter to subscribers & social posts.

Inclusion in Giveaway Bags: Include your promotional items in all attendee bags (sponsor supplied, 500ct).

50 Tickets.

2.

Super Sponsor: \$600

Logo Placement: Logo placement on all marketing materials, print and online, with your website link.

Booth Space: 2 - 6ft tables, featured on event map.

Program Ad: Half-page ad in the event program.

Email & Social Media Marketing: Featured in Kids Con’s email newsletter to subscribers & social posts.

Inclusion in Giveaway Bags: Include your promotional items in all attendee bags (sponsor provided, up to 500ct). **25 Tickets.**

3.

Hero Pack Sponsor: \$550 (1)

Logo Placement: 12”x15” giveaway bags (500ct) 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, stickers, and more fun stuff! **Email & Social Marketing:** Featured in Kids Con’s email newsletter to subscribers & social posts. **20 Tickets.**

4.

Activity Room Sponsor: \$400 (6 available)

Sponsor one of our high traffic activity rooms! **Logo/Brand placement** displayed prominently by room entrance, as room name on event map in print & online program, on front page of website with link, as well as **ad in e-blasts, social posts**, and your **promotional inserts** (sponsor provided, 500ct) included in swag bags.

1 - 6ft exhibitor table, 15 tickets.

5.

Scavenger Hunt Hero Sponsor: \$300

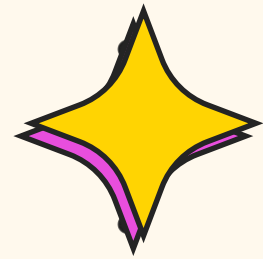
The Scavenger Hunt is a fan-favorite activity that gets kids and families exploring the event, and your support helps us provide fun prizes to make their day even more special! It's a fantastic way to showcase your brand while spreading creativity and joy. As our Scavenger Hunt Hero, you'll be featured in print, online, and at the show, or you can choose to be anonymous. **10 tickets.**

6.

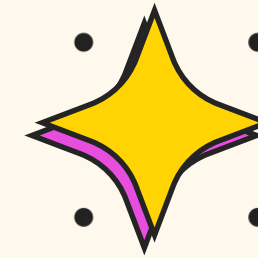
Prize Donations:

Help make the day extra magical for the kids by donating family-friendly prizes like toys, comics, stickers, art packs, or craft supplies! These goodies will be used to reward young fans in our cosplay contest, art contest, scavenger hunt, and workshops. Your kindness spreads creativity and fun, and we'll thank you with shout-outs in our program and on social media, or you can choose to be anonymous. **4 tickets.**





Advertising



Select 1 or More for Sweet Savings! Get in Touch for Further Details!

7.

Event Program Ads:

Event Print Program is handed out to attendees at the show, also on event schedule page of website.

- **Full Page Ad: \$300** (8.5w x 11h", bw)
- **Half Page Ad: \$150** (8.5w x 5.5h", bw)
- **Quarter Page Ad: \$75** (4w x 5.5h", bw)

9.

Newsletter Blasts:

Reach over 4000 families of our email and social marketing lists. You may include one image 620x200 pixels and up to 50 words of proposed copy with link to your website. **\$50 per campaign month.**

8.

Promotional Insert: \$125

You supply the family-friendly insert, which will be placed inside giveaway bags distributed to attendees at the event. The insert can be up to 8.5x11" in size, up to 500 copies.

10.

Website + Newsletter Blasts:

Your logo with link to your business to be featured on the main page of our website, sponsor page, as well as ad featured in our newsletter blasts and social.

- **1 month: \$75**
- **6 months: \$350**
- **12 months: \$500**



Sponsor Timeline



Print and Online Materials:

All print and web related materials must be submitted by **March 1** for our New Hampshire event, and by **Oct 1** for our Maine event, or sooner if possible.

NH Event Sponsor/Ad Payment Due:
Upon 1 week of Invoice

Materials Due:
By or prior to 3/01

Sheraton, Nashua, NH Event:
April 6, 2025

ME Event Sponsor/Ad Payment Due:
Upon 1 week of Invoice

Materials Due:
By or prior to 10/01

Doubletree, S.Portland, ME Event:
Nov 15, 2025

THANK YOU

Mailing Address:
Kids Con New England
PO Box 394
Raymond, NH 03077

Prizes & Art Supplies Donations:

Send to us 2wks prior or can be dropped off when you check-in at event. Please contact us at least 2wks prior to event if you plan to donate prizes.

Thank you!



Meet The Team



The Kids Con team is committed to creating a marketing plan to help you achieve your specific goals. Have an idea that you don't see listed or have questions? [Contact us](#) today!

Emily Drouin
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Event Director, Artist

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Jeremy Drouin
2nd in Command,
Event Manager

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Our Partners & Supporters

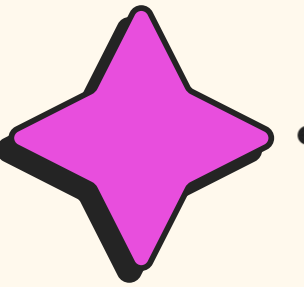


We're so grateful to all our amazing supporters, past and present!





THANK YOU!



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