

ICON DURBAN

ICON DBN 2019
SPONSORSHIP & MARKETING
BROCHURE

WELCOME"

Thank you for taking the time to review this sponsorship proposal for ICON Durban, Durban's premier Pop Culture and Gaming Convention.

With a surging increase in attendees and social media awareness, ICON Durban continues to reach new peaks as it establishes itself as the premier Pop Culture and Gaming Convention in Durban.

Established officially in 2014, the convention has seen fantastic growth in its popularity over the years and now plays host to well over 100 exhibitors, vendors and events runners over the 3 day event.

Working hand in hand with the ICON Durban Team, exhibitors and marketing partners have made programs that appeal to the show's base of passionate attendees, and as a result, have created lifelong customers.

The majority of packages we offer below can be tailored and adjusted to meet your needs. Talk to our team about how we can make a sponsorship or marketing package work for you.

Print and design assistance available on request.

Sincerely,
Shelley Kirby



SHELLEY KIRBY

Self proclaimed Queen Of the Geeks

OUR ATTRACTIONS"

While we have a long exciting list of things to do, there are a few firm favourites with our fans



BOARDGAMES

The board game resurgence—led by favourites like Ticket to Ride and Settlers of Catan—is firmly established by now. No matter your age, tastes or skill level, there's a board, card or dice game out there for you.

Sure, the classic board games like Monopoly, Risk, UNO, & Battleship are still great fun, but the number of new games has exploded in the last several years as designers dream up space adventures, deck building combat sagas, world dominating battles, dice rolling conquests, team co-op survival games,

... the list of games waiting to be discovered, played and enjoyed are endless.

OTHER VERY POPULAR ATTRACTIONS:

- PATHFINDER
- POKEMON
- YU-GI-OH!
- KEYFORGE
- WORKSHOPS
- WARHAMMER 40K
- GIANT BOARD GAMES
- MAGIC THE GATHERING
- DUNGEONS & DRAGONS
- BOARDGAME COMPETITIONS
- FREE LIBRARY OF BOARDGAMES

COSPLAY

It's a word that's been on the lips of almost every geek in the last few years. It's a fundamental part of conventions and as the years have gone by cosplay has gone from a few hard-core to a massive net of costume enthusiasts, rapidly gaining popularity in mainstream.

South African cosplay is growing rapidly, with local cosplayers constantly refining their craftsmanship and skill levels.



FIGHT A KNIGHT

People have always been deeply fascinated with the middle ages. Specifically images of knights & knighthood, chivalry, castles, lush green hills and stories of great valour & honour.

With the resurgence of TV shows like The Tudors & Game of Thrones it has become even more popular. The Fight a Knight zone gives people a chance to experience what combat as a knight must have been like & fight against a real professional knight.





ATTENDANCE & DEMOGRAPHICS

2018 ATTENDANCE:

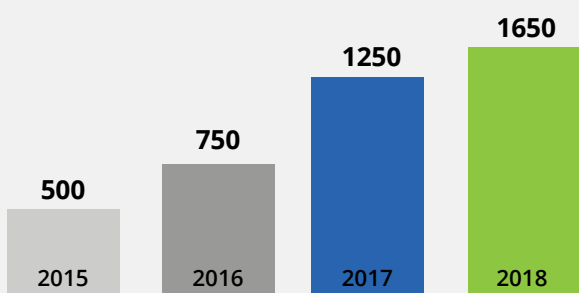
1650+ unique attendees with estimated 3-day turnstile attendance of 5000+. Attendance numbers have more than doubled since the inaugural event in 2014 which saw 3-day turnstile attendance of approximately 1200.

Core audience: Educated adult gamers ages 18-45 with earnings R15K+/mo. The Family Friendly focus of ICON Durban has seen a sharp increase in attendance of family groups with children ages 10 and up.

ICON Durban features attendees and exhibitors from across the country including Johannesburg, Cape Town and PE.

HOW COMPANIES SUCCEED

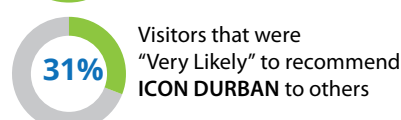
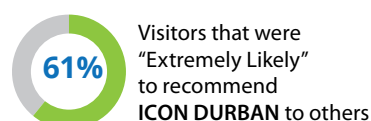
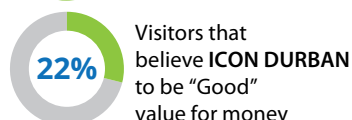
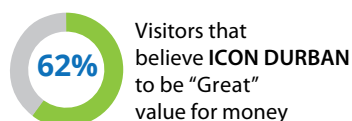
- Vendor's hall presence with in-booth sales and demonstrations featuring high quality products.
- Marketing and Sponsorship programs and advertising campaigns that speak to ICON's existing audience.
- Events, seminars and activities focused on engaging with target audiences.



ATTENDANCE NUMBERS



PARTY SIZE

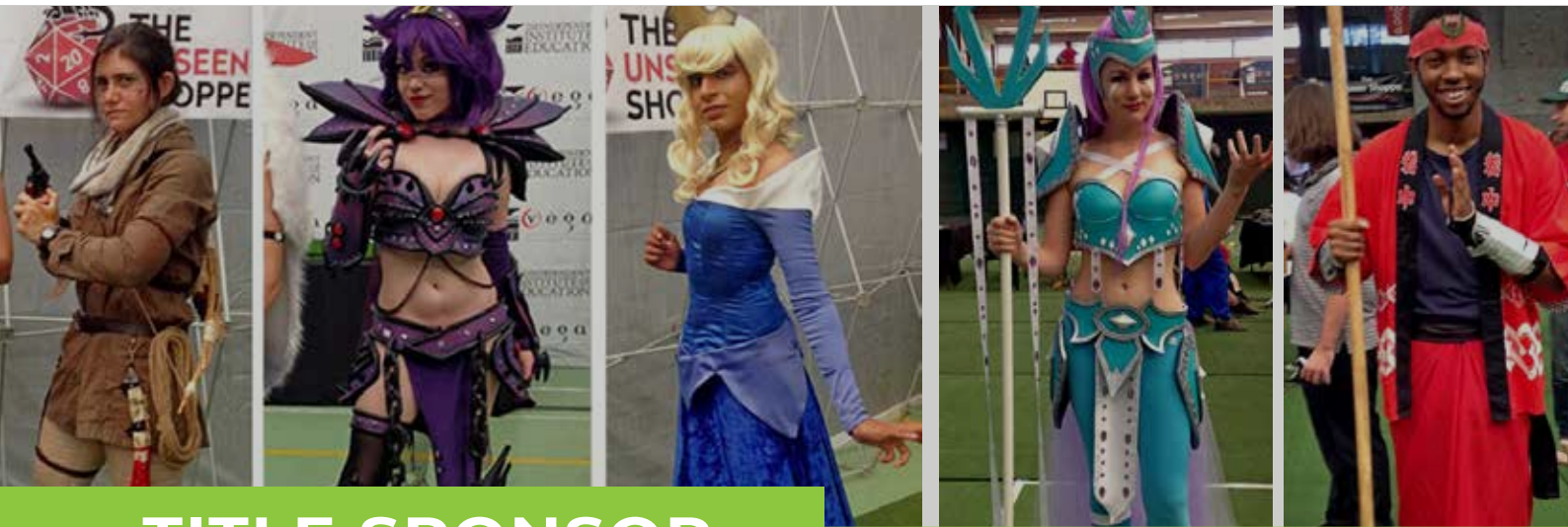


CONTACT INFORMATION

ICON Durban Marketing Team

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TIERED SPONSORSHIPS"



TITLE SPONSOR

1 AVAILABLE - R95 000

POSITIONING:

OFFICIAL SPONSOR OF ICON DURBAN LISTING AND STATUS.

ONLINE & PRINT EXPOSURE

- Premier placement of company logo and description on the Sponsor page and exhibitor index in the official ICON DURBAN digital program book
- Two full page ad in the digital program book
- Top tier logo placement on ICON DURBAN website
- Logo placement on any ICON ads placed in periodicals and newspapers
- Logo placement on any street sign advertising
- Four sponsored marketing posts on ICON Durban's social media pages

ONSITE SIGNAGE & EXPOSURE

- Placement of at least two banners in high traffic areas outside the main hall (Banners provided by sponsor)
- At least four banner placements within main hall and player areas (Banners provided by sponsor)
- Logo on official ICON Durban 2019 on-site signage (where appropriate).
- Lanyards – branding on 2000+ lanyards distributed with all passes. (Lanyards to be provided by sponsor).
- Public address announcements in main hall – 4+ per day for all 2 days
- Complimentary exhibit space of 72sqm,
- 85% discount on an additional exhibit space
- 50% discount on additional speciality sponsorships
- Exclusive branding opportunities of prime "Arena" zone. This zone provides maximum exposure within the main hall.
- Exclusive branding opportunities in an additional Zone of the sponsors choosing.
- Media wall (provided by sponsor) for prize giving and official photos

PUBLIC RELATIONS

- Name recognition in all press releases as official sponsor
- Access to on-site press room for interviews

HOSPITALITY

- Twenty 2-Day passes
- Access to VIP lounge for sponsor and guests





CONTRIBUTING SPONSORS

4 AVAILABLE - R25 000

POSITIONING

OFFICIAL ZONE SPONSOR OF ICON DURBAN LISTING AND STATUS

ONLINE & PRINT EXPOSURE

- Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Durban digital Program Book.
- Logo placement on ICON Durban website
- One full page ad in the digital program book
- One sponsored marketing posts on ICON DURBANs Facebook page

ONSITE SIGNAGE & EXPOSURE

- Placement of at least one banner in a high traffic location outside the main hall. (Banner provided by sponsor)
- Logo on event and show management signage where appropriate
- At least 2 banner placements within main hall and player areas (Banners provided by sponsor)
- Public address announcements in main hall – 2+ per day for all 2 days
- Complimentary exhibit space of 36sqm
- 50% discount on additional exhibit space
- 35% discount on speciality sponsorships
- -Exclusive branding opportunities in a Zone of sponsors choosing (Subject to availability)

PUBLIC RELATIONS

- Name recognition in all press releases as official sponsor
- Ability to utilise onsite press room for interviews

HOSPITALITY

- Twelve 2-Day passes
- Access to VIP lounge for sponsor and guests





ZONE SPONSOR

R10 000

The ICON Durban convention is made up of various designated areas within in the main hall and surrounds. These zones are utilised for the various events and activities hosted over the weekend and provide excellent branding and marketing opportunities. Their size is dependent on the activity being hosted, although zones tend to average 36sqm or larger in size. A breakdown and schematic of the available zones is available upon request.

POSITIONING

OFFICIAL ZONE SPONSOR OF ICON DURBAN LISTING AND STATUS

ONLINE & PRINT EXPOSURE

- Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Durban digital Program Book.
- Logo placement on ICON Durban website
- One full page ad in the digital program book
- One sponsored marketing posts on ICON DURBANs Facebook page

ONSITE SIGNAGE & EXPOSURE

- Placement of one banner in the main hall. (Banner provided by sponsor)
- Logo on event and show management signage where appropriate
- Public address announcements in main hall – 1+ per day for all 2 days
- Complimentary exhibit space of 12sqm
- 25% discount on exhibit space
- 10% discount on speciality sponsorships
- Exclusive branding opportunities in one Zone of sponsors choosing (Subject to availability)

PUBLIC RELATIONS

- Name recognition in all press releases as official sponsor
- Ability to utilise onsite press room for interviews

HOSPITALITY

- Eight 2-Day passes
- Access to VIP lounge for sponsor and guests





EVENT SPONSOR

VARIABLE COST

Target a specific audience by sponsoring one of multiple events, competitions and activities taking place over the weekend. Contact us regarding specific events that would align well with your brand

POSITIONING:

OFFICIAL EVENT SPONSOR OF ICON DURBAN LISTING AND STATUS

ONLINE & PRINT EXPOSURE:

- Company logo and descriptor on the dedicated sponsor page and exhibitor index of ICON Durban digital Program Book.
- Logo placement on ICON Durban website
- One full page ad in the digital program book
- 2 sponsored marketing posts on ICON Durban's Facebook page

ONSITE SIGNAGE & EXPOSURE:

- Placement of one banner in a high traffic location outside the main hall. (Banner provided by sponsor)
- Logo on event and show management signage where appropriate
- Prominent branding placements for the duration of the sponsored event within the area event is being held. Including table numbers and branded shirts for event runners and/or participants (Provided by sponsor)
- Public address announcements in main hall – 2+ per day for all 2 days
- 10% discount on exhibit space
- 5% discount on speciality sponsorships

PUBLIC RELATIONS

- Name recognition in all press releases as official sponsor
- Ability to utilise onsite press room for interviews

HOSPITALITY

- Four 2-Day passes
- Access to VIP lounge for sponsor and guests



SPECIALTY SPONSORSHIPS”

These sponsorships may be combined with tiered sponsorships at a discounted rate, or taken as standalone investments



ARM BANDS

R1500 PER TYPE OR R5000 FOR ALL

Colour coded entry bands worn by all attendees, staff and exhibitors could carry your logo for maximum exposure to over 2000 people over the weekend.

**Friday Day Pass
Weekend Pass**

**Saturday Day Pass
Media/ Guest Pass**

**Sunday Day Pass
Exhibitor/Staff Pass**

BADGES

R2000

Your A7 black and white advert printed can be printed onto the back of the various access badges for ICON Durban(2000+ printed). These badges are worn by all attendees, staff and exhibitors throughout the event weekend and are often considered collectible by attendees.

COMPLIMENTARY DRINKS STATION

R2500

An annual tradition at ICON, the drinks stations provide free coffee to convention attendees who have purchased the official ICON Durban mug for that year. This year (to accommodate for Durban’s heat), cold drinks will be offered in this program as well.

Positioning: At the official Concessions Stand for ICON DURBAN. All necessary equipment and consumables to be provided by sponsor. Alternatively arrangements can be managed by ICON management at the cost to the sponsor.



CONCESSIONER/VOLUNTEER T-SHIRT SPONSORSHIP

R2000

Sponsor branded shirts for concessioners/volunteers for the duration of ICON DURBAN 2019. This highly visible sponsorship places your brand before the eyes of all the attendees throughout the show. Shirts to be produced by the sponsor.
(Design approval at discretion of ICON)

PROMOTIONAL DISTRIBUTION- FLYERS/HANDOUTS

R750 PER DAY (R1500 FOR ALL 3)

Add mobility to your message using costumed characters or uniformed greeters positioned in heavily trafficked areas. Limited slots available (Staff and flyers provided by advertiser)

Locations available for 2019:

- Main entrance
- Walk-around distribution in main hall
- Windshield distribution in parking lot.

“INDIE” PROMOTIONS PACK

R1000

Have a recently published or in development game or gaming related project? ICON Durban will offer a limited number of opportunities in 2019 to promote your project.

- Promotion via social media
- Discounted advertising in ICON program.
- Dedicated space for demo purposes
- Plug in main hall via announcer
- Focused article on your product to be published online before, after or during the convention.

CHALLENGE SHEET (1000+ DISTRIBUTED)

R1000

A highlight of ICON every year, the Challenge Sheet is designed to encourage convention goers to enjoy all aspects of the convention. An A4 double sided page with 100 tasks and challenges related to the weekend. (Design and printing provided by ICON Durban).

Add your logo and branding to this well supported tradition at ICON.

SPONSOR A CHARITY

VARIABLE COST

Give back to the community by sponsoring the presence of a charity at ICON. Pricing as per exhibitors brochure (less 70%). Includes your branding at sponsored stall.
(Charity and sponsor branding at discretion of ICON)



CUSTOM BRANDED MERCHANDISING

VARIABLE COST

Custom branded highly sought after, limited-edition merchandising for ICON Durban 2019. A wide variety of product options are available. Chat to our marketing team to find out more.

ON-SITE SIGNAGE

DISPLAY CASE

WHOLE CASE R2000 / SINGLE SHELF IN CASE R1000

Trophy Style Display Case positioned in one of several high traffic locations. Showcase your products and drive customers to your booth, store or website to purchase.

ICON will provide display case. Sponsor provides and sets up products in display case.

BANNER LOCATIONS

R250 PER BANNER OR R1000 FOR 6

Position your branding in highly visible locations throughout the convention venue. Pricing includes hanging and removal. Banner provided by Advertiser.

Hanging banners - Pop up banners - Lawn flags

Banners can be designed and produced upon request at the cost of the advertiser. Talk to our team about what option works best for you. Reduced rates are available for print posters.

PRIZE DONATION

VARIABLE COST

A product or service donated as a promotional giveaway. Honourable Mention during Prize Giving and on Sponsors Page of Icon Durban Website PLUS Recognition on Social Media outlets. This is a great sponsorship for Icon Durban Exhibitors wanting to get name recognition before, during and after the event.

TABLE NUMBERS

VARIABLE COST

Add your branding or advertisement to A5 sized laser-cut wooden table numbers at various events and activities throughout the convention.

