

Partners & Donors Packages

	Community Donors				Community Partners			
	Bronze \$250	Silver \$500	Gold \$750	Platinum \$10,000+	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000+
Complimentary Tickets	x	x	x	x	x	x	x	x
Complimentary Booth/Table	x	x	x	x	?	Table	Booth	Booth
Program Ad*	Thank You	Thank You	Thank You	Thank You	Quarter	Half	Full	Full
Social Media Mentions	1 post	1 post	1 post	1 post	1 post (tagged)	1 post (graphic, tagged)	2 posts (graphic, tagged)	3 posts (graphic, tagged)
Banner On Site	x	x	x	x	x	✓	✓	✓
Signage On Site	Name	Name	Name	Name	Logo	Logo	Logo	Logo
Thank Yous	Card	Card	Card	Card	Custom Card	Custom Card Photo	Custom Card Signed Photo	Custom Card Signed Photo
Website (Sponsor Page)	Name	Name	Name	Name	Logo	Logo	Logo	Main Page + Logo
Billboard***	x	x	x	x	x	x	x	✓
Radio Mentions**	x	x	x	x	x	x	x	✓
Industry Dinner	x	x	x	x	x	x	x	✓
Naming/Guest Recognition	x	x	x	x	x	x	x	✓

*template will be provide for ad size, sponsor to provide ad | ** subject to ThunderCon radio interviews | *** time allowing

Visit
www.thundercon.org
For More Details

Get Your Geek On!



ThunderCon Returns
September 17-18, 2022 at
C.L.E. Grounds



Contact us at:
sponsorship@thundercon.org

Mailing Address:
Suite 102, 1265 Arthur St. E
Thunder Bay, Ontario, Canada P7E 6E7



TC!22
THUNDERCON



Reap the Rewards of
Sponsorship
ThunderCon 2022



ThunderCon Impact



Sponsors will associate themselves with an established tourism draw and a year-round network of loyal and invested ThunderCon Members and supporters.

- TCon reaches over 10,000 families across NW Ontario, Manitoba, and the Northern U.S.A.
- Instagram, Facebook, Twitter and TikTok feeds add impact to any marketing plan
- Average social media post impacts 50k+ views
- 2019 highest rated post (247,000 views)
- Broad demographics encompassing non-traditional market segments
- 2022 expected to reach 2000+ event attendees
- Customized Marketing Messages
- Unique Branding Opportunities
- Direct economic impact upwards of 5x event operating budget to local economy.

Sponsorship Benefits

Investment at the Donor or Partner Level* will include:

- Ad space in the Event Program
- Signage On-Site
- Web Page Sponsor Thank Yous
- Social Media tags and mentions

*In-Kind Investments Considered

Partner Level sponsors can also receive:

- Custom Boosted Social Media Posts
- Table Space/Programming at Event
- Billboard and Radio Exposure
- Complimentary Event Tickets
- Industry/Celebrity Guest Dinner

ThunderCon Super Powers

We can produce custom marketing impacts with*:

- Cosplayer Photo Shoots
- Hire A Cosplayer
- Boosted Social Media Posts
- Posts to the ThunderCon Network (over 16k followers collectively)

*included in certain Sponsor levels, fees may apply



Sponsorship Levels

Community Partners



Platinum

\$10,000+

Event Presenting Sponsor
Celebrity Presenter
Accommodation Presenter

Features:

- News Media Release
- Name/Logo on all Media with "Presented by <Your Name>"
- Onsite personalized promo photo/video shoot
- Min. of 3 exclusive social media posts
- Signage Location Choice
- Full Page Ad in Program
- 10 event passes to distribute
- 2 tickets to Industry dinner with TCon celebrities and guests.

Gold

\$5,000

Hospitality Presenter
Guest Sponsor

Features:

- News Media Release
- Name/Logo on all Media with "Presented by <Your Name>"
- Onsite personalized promo photo/video shoot
- Min. of 2 exclusive social media posts
- Signage Location Choice
- Full Page Ad in Program
- 6 event passes to distribute
- 1 ticket to Industry dinner with TCon celebrities and guests.



Silver

\$2,500

Panel/Programming Sponsorship
KidsZone, GameZone, Cosplay Contest Sponsor

Features:

- News Media Release
- Logo on ThunderCon Website
- Onsite personalized promo photo/video shoot
- Min. of 1 exclusive social media posts
- Signage Location Choice
- 1/4 Page Ad in Program
- 4 event passes to distribute

Bronze

\$1,000

Official Transportation/Amenities Sponsor
Cosplay Presenter

Features:

- Logo on ThunderCon Website
- Min. of 1 exclusive social media posts
- On-Site Signage
- 1/4 Page Ad in Program
- 4 event passes to distribute



After a Hard Day Bounty Hunting...



Sponsorship Levels

Community Donors

Gold

\$750

Features:

- Business Card sized Ad in Event Program
- Min. of 1 social media posts
- Business Name included in Event Signage
- Listed as a Friend of ThunderCon in Program

Silver

\$500

Features:

- Min. of 1 social media posts
- Business Name included in Event Signage
- Listed as a Friend of ThunderCon in Program

Bronze

\$250

Features:

- Business Card sized Ad in Event Program
- Min. of 1 social media posts
- Business Name included in Event Signage
- Thank You in Program

Individual Donors

Can donate for as little as \$50 to become a lifetime Friend of ThunderCon!

