

[WWW.SPOOKYEMPIRE.COM](http://WWW.SPOOKYEMPIRE.COM)



***CONVENTION  
BRAND AWARENESS  
OPPORTUNITY***



# OUR MISSION

Spooky Empire is a convention that allows guests to interact with their beloved horror, thriller and science fiction movie cast members, TV stars, and more. They can also gather memorable collectibles from hundreds of creative vendors and artists, see new, emerging and old favorite films, get tattooed by some of the most talented artists from around the world, and participate in our costume contests!





# OUR GOAL

To provide memorable events for Halloween, horror and sci-fi fans to return each year and a place where fans can congregate with thousands of other people with the same interests.





## OUR HISTORY

Founded in 2003, Spooky Empire's ultimate thriller weekend, showcasing the dark side of comic con, has grown to become one of the largest horror-specific conventions in the nation with attendance increasing each year.

In May 2011, Spooky Empire introduced their second mid-season Spring convention to provide fans with even more fun in anticipation of the Fall convention. That show exceeded all expectations and has now become an annual event. Some fans are so die-hard for the conventions that they have tattooed the Spooky Empire logo, and even the founder's face (Pete Mongelli), on their bodies!





# OUR FUTURE

Since the inception of Spooky Empire in 2003, we have seen an increase in attendance numbers, media attention and worldwide brand awareness. Despite a pause in live events over the last couple of years, we have continued to expand to much larger venues including the Hyatt Regency Orlando and the Orange County Convention Center in order to maintain our steady attendance growth.

Our upcoming Fall 2022 convention takes place at the Orange County Convention Center and will feature: a Film Festival with submissions from all over the world, a Tattoo Festival with 100+ well known artists, Celebrity Autographs and Photo Ops, Author Signings and Literary Tracks, Kids Zone, huge vendor room featuring some of the most unique art, clothing, jewelry and more, Live Music and Performances, a variety of Q&A's, Panels and Seminars, Game Room, Costume and Cosplay Contests, Creepy Cars and never-ending after hours events!

In 2023, we look forward to celebrating 20 Years of Spooky Empire! This milestone will bring new and more Spooky Empire branded events and locations as we continue to grow!



# PAST GUESTS



Fairuza Balk



Weird Al Yankovic



Corey Taylor



Dee Snider



Alice Cooper



Kathy Najimy



Original *Scream* cast Neve Campbell,  
Skeet Ulrich and Matthew Lillard



# TESTIMONIALS

This is the most amazing discovery. I absolutely love everything about it except the depression that hits when it's over. Great artist, vendors, people, entertainment, and well just everything....

**-HEATHER PAUL**

I took my 7 year old son today and it was a blast! He absolutely loved all the spooky stuff, wore his Thor costume and got his face painted to become Undead Thor! We entered the costume contest and they kindly gave all the kiddies medals and prizes, he was so thrilled! Everyone was so nice and friendly, it wasn't overcrowded and many of the costumes were over the top! Highly recommended for all ages. Going back every year for sure!

**-H. MICHAEL VAIN**

I'm not one of the biggest horror fans ever, but I really really enjoyed this con. Even the panels with stars from movies I never liked were great. All the guests and staff were personable and gracious and there was always something fun to do!

**-GINA MARIE HAMMER**

If you are a horror/movie fan this is the place to be. My husband and I went on Halloween 2015 and had a great time. The celebrity meet and greets were fun and informal. It was like talking to old friends. We will definitely go back again!

**-ANNETTE MCCOLL**

Definitely my favorite con of the year.... Been to Mega, super con... The vibe and atmosphere just can't be beat, and who can resist a little mystery? Love my Spooky shows! Xx

**-JANINE VOS**

# OUR GROWTH

In 2021, over 12,000 fans attended Spooky Empire's Fall convention which featured Robert Englund, Lance Henriksen, Kathy Najimy, Sherilynn Fenn, Mick Foley and many more! Our upcoming Summer event this June 2022 we are expecting 7,000+ fans and are hosting special guests Denis O'Hare, Clint Howard, Julie Benz and more. Every year our attendance numbers increase by at least 10%.

## AUDIENCE DEMOGRAPHICS

Age Range: 18-55 (Our events also draw a growing percentage of children and families to our events with the addition of our Kids Zone and Kids Costume Contests and events)

20% are Tourists

80% are Locals





# ONLINE REACH

## SOCIAL MEDIA



**160K**



**37.2K**



**13.6K**



**632**

# WEBSITE IMPRESSIONS

October 2021- 33,992 Unique Visitors

April 2021- 21,090 Unique Visitors



# SPONSORSHIP OPPORTUNITIES

## TATTOO FESTIVAL SPONSOR

1

### INK MASTER SPONSOR

**\$4000**

(2) 10x10 Tattoo Booths  
Full Color Full Page Ad in the program  
VIP bag inserts (you provide)  
(8) Weekend Badges  
(2) VIP Badges  
Banner hung at event (location TBA)  
Logo on all print ads  
Logo in program  
Logo/Link on homepage of website  
Social Media Mentions

2

### APPRENTICE SPONSOR

**\$2,500**

(1) 10x10 Tattoo Booth  
Full Color Full Page Ad in the program  
VIP Bag inserts (you provide)  
(4) Weekend Badges  
Logo on all print ads  
Logo in program  
Logo/link on homepage of website  
Social Media Mentions

**\*HIGHER LEVELS ARE AVAILABLE**



# SPONSORSHIP OPPORTUNITIES

## SPONSOR LEVELS

1

### **BLOOD SPONSOR- \$4,000**

(2) 10x10 Exhibitor Booths  
Full Color Full Page Ad in the program  
VIP bag inserts (you provide)  
(6) Weekend Badges  
(2) VIP Badges  
Banner hung at event (location TBA)  
Logo on all print ads  
Logo in program  
Logo/Link on homepage of website  
Social Media Mentions

2

### **GUTS SPONSOR \$2,500**

(1) 10x10 Exhibitor Booth  
Full Color Full Page Ad in the program  
VIP Bag inserts (you provide)  
(4) Weekend Badges  
Logo on all print ads  
Logo in program  
Logo/link on homepage of website  
Social Media Mentions

**\*HIGHER LEVELS ARE AVAILABLE**

# SPONSORSHIP OPPORTUNITIES

## SPONSOR LEVELS



### **EVENT ROOM SPONSOR- \$1,000**

Choose the event of your choice to sponsor Main Events Room, Tattoo Festival, Film Festival, Zombie Walk, Costume Contest

Includes:

Banner Hung in room of chosen event (you must provide Banner)

Logo/Link on event page on website

Logo in program as event sponsor

Logo on print ads

Social Media Mentions

(4) weekend badges

**\*HIGHER LEVELS ARE AVAILABLE**

## OTHER OPTIONS:

### **WEBSITE**

#### **BANNER/LINK- \$500**

Will Run for 1 show season

#### **VIP BAG INSERTS- \$150**

#### **BADGE SPONSOR- \$1500**

Your logo on all badges

#### **TROPHY SPONSOR- \$500**

(Tattoo or Costume Contest)

Includes:

Mention/logo on print ads, website, Program, room announcements, Signage and social media

#### **BAG SPONSOR- \$2000**

Your logo on all VIP tote bags



# ***THANK YOU***

We thank you for your time and interest in Spooky Empire! We look forward to developing a relationship and enhancing this truly unique experiential marketing opportunity.

For more information about Spooky Empire, please visit us at [www.SpookyEmpire.com](http://www.SpookyEmpire.com)

Follow us on Facebook, Twitter, Tiktok and Instagram @SpookyEmpire .



## **CONTACT US**

**GINA MONGELLI,  
CO-FOUNDER**

[gina@spookyempire.com](mailto:gina@spookyempire.com)

**PUBLIC RELATIONS-**

Kellie Sahagian  
[SpookyPR@spookyempire.com](mailto:SpookyPR@spookyempire.com)