

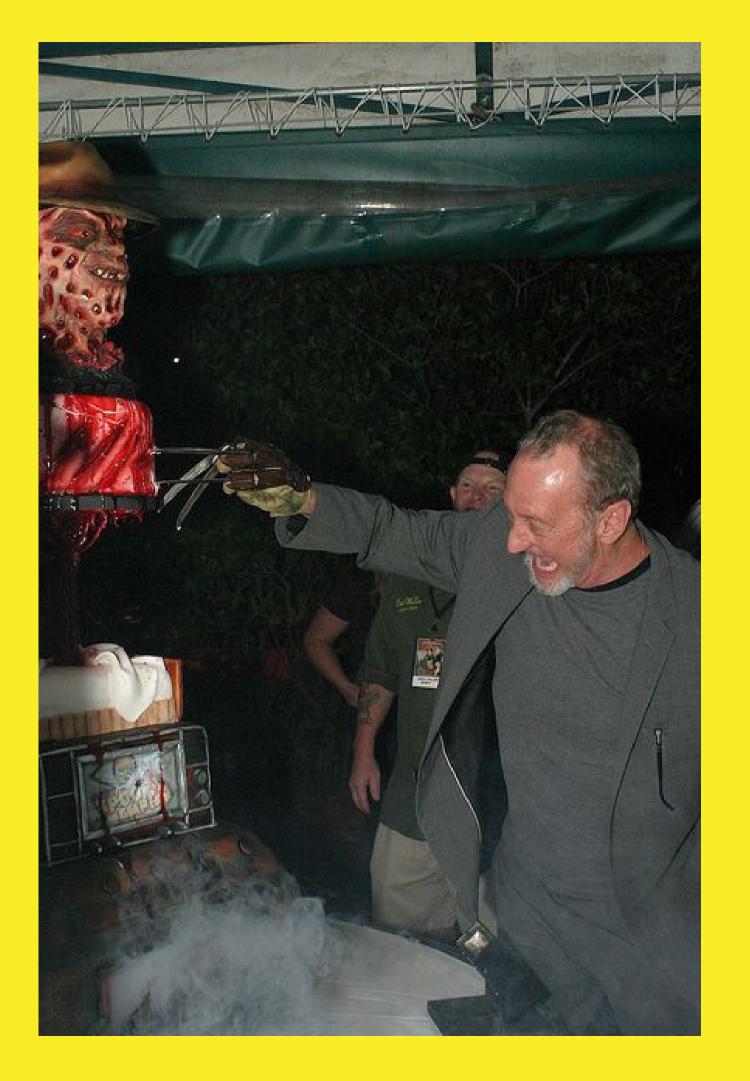
CONVENTION BRAND AWARENESS OPPORTUNITY

WWW.SPOOKYEMPIRE.COM



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



Alice Cooper



Kathy Najimy



Dee Snider



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'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

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

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



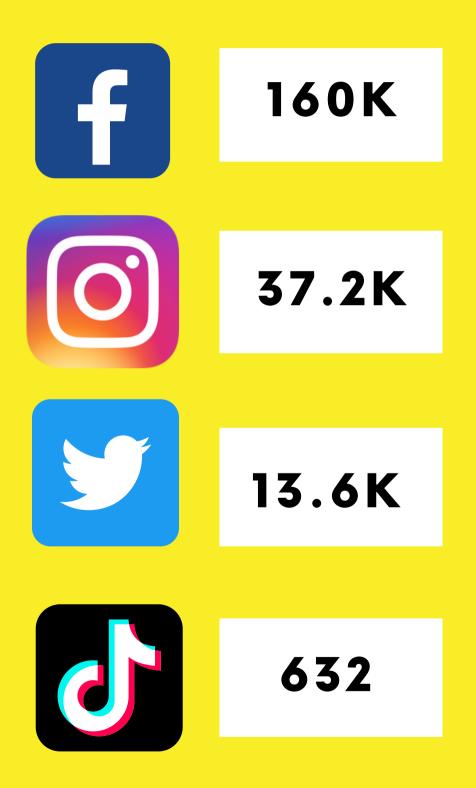
OUR GROWTH

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







October 2021- 33,992 Unique Visitors April 2021- 21,090 Unique Visitors



WEBSITE IMPRESSIONS



SPONSORSHIP OPPORTUNITIES TATTOO FESTIVAL SPONSOR

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

*HIGHER LEVELS ARE AVAILABLE

APPRENTICE SPONSOR \$2,500

(1) 10×10 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

SPONSOR LEVELS



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



*HIGHER LEVELS ARE AVAILABLE

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

SPONSORSHIP OPPORTUNITIES SPONSOR LEVELS OTHER OPTIONS:

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

WEBSITE BANNER/LINK- \$500

Will Run for 1 show season

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

VIP BAG INSERTS- \$150

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

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



CONTACT US

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