

# 2025 Sponsorship Opportunities



# What is WasabiCon?



Started in 2012, WasabiCon is a series of pop culture conventions that focus on Anime, Cosplay, and Gaming. As of 2025, we have three conventions in North America:

## **WasabiCon NOLA**

May 11-12, 2025  
New Orleans, LA  
*3,000+ Attendees*

## **WasabiCon PDX**

July 19-20, 2025  
Portland, OR  
*6,000+ Attendees*

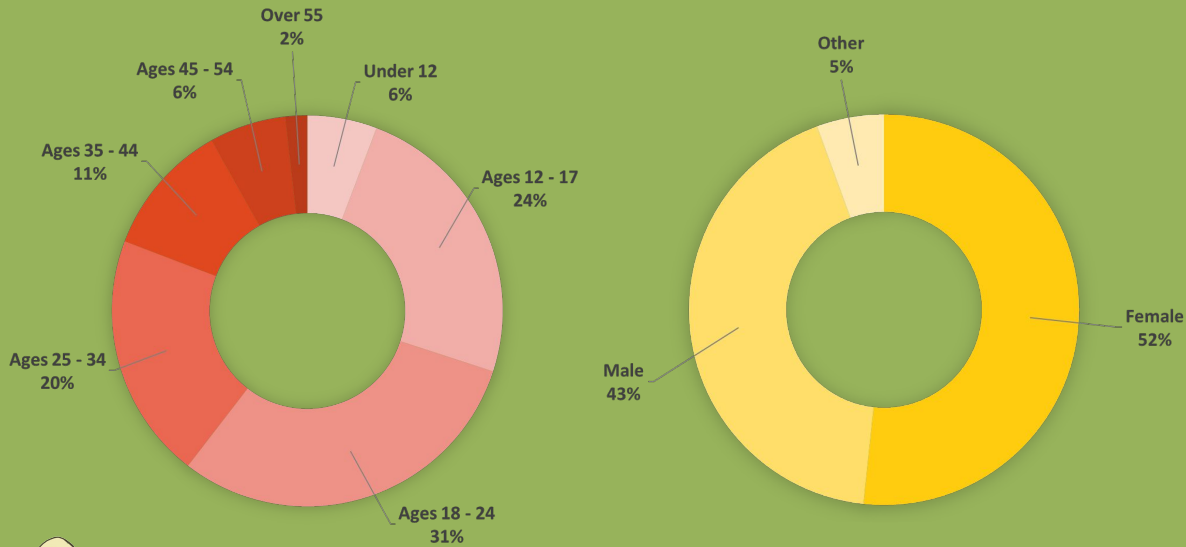
## **WasabiCon**

October 10-12, 2025  
Jacksonville, FL  
*12,000+ Attendees*

You can find information (including social media links) for all three of our conventions online at [WasabiCon.com](https://WasabiCon.com)



# Demographic Data & Marketing



WasabiCon stays connected with fans year-round via social media and email blasts. Additionally, **over \$56,000 was spent on in-person and online marketing** for WasabiCon's conventions in 2024.

Our marketing strategy includes:

- Social Media with a primary focus on Instagram.
- Information and posters in local comic stores, anime/K-pop retail outlets, and boba tea shops.
- Direct mail postcards to previous attendees.
- Flyers and promotional booths at similar events in each region.
- Email blasts to a list of over 27,000 contacts.

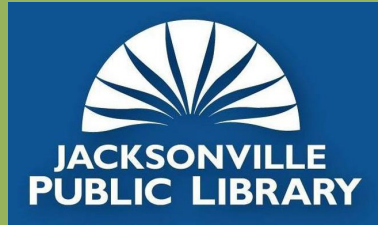
Looking for the direct links to social media, ticket sales, and open applications?

[LinkTr.ee/WasabiCon](https://LinkTr.ee/WasabiCon)  
[LinkTr.ee/WasabiConNOLA](https://LinkTr.ee/WasabiConNOLA)  
[LinkTr.ee/WasabiConPDX](https://LinkTr.ee/WasabiConPDX)



# Partnership vs. Sponsorship

## Previous Partners Include:



Are you a nonprofit organization or a business that can bring value to thousands of WasabiCon's attendees?





Partners offer resources in the form of in-kind exchanges for content, promotions, or other elements. This can include unique advertising opportunities or the creation and operation of experiences during our conventions to engage our fans.

Partnerships can include cultural organizations, public libraries, sports teams, and local community groups. If you feel that you or your group might be a fit for this style of involvement, email [Tom@GreenMustard.com](mailto:Tom@GreenMustard.com) to start a conversation. We'd love to find a way for you to be involved!

Did you know that WasabiCon has its own app? You can download for iOS and Android to get access to the event schedule, buy tickets, and more! [WasabiCon.com/app](http://WasabiCon.com/app)



# Sponsorship Levels

Sponsor Levels	 Platinum	 Gold	 Silver	 Bronze
<b>Logo on the Convention's Website.</b>	Large	Medium	Small	N/A
<b>Booths.</b> Booths include premium placement at the end of a row or in a high traffic zone.	Up to 4	Up to 2	Up to 2	N/A, but placement preference.
<b>Weekend Passes.</b> In addition to the Booth badges.	12	8	4	Up to 2
<b>Email Blast.</b>	Included	Included	N/A	N/A
<b>Social Media Posts.</b>	2 on all key platforms	2 on all key platforms	1 on all key platforms	N/A
<b>Access to Flyer Distribution.</b> Sponsor supplies flyers for info table and/or swag bags.	Included	Included	Included	Included

# Sponsorship Opportunities



**Premium Booth Placement | Flyer/Promo Item Distribution**



**Printed Ad in Event Tri-Fold Brochure | Event-Specific Sponsor (Costume Contest, IdolFest, Gaming Tournaments, Etc.) | Swag Bags | Lanyards**



**Event Badges | Section Signage in Exhibitors Hall | Custom Keys with Partner Hotels | Maid Cafe Named Sponsor | Itasha Showcase Named Sponsor**



**Named Sponsor on all Signage On-Site and Marketing**

## **Bronze**

- New Orleans \$500 to \$1,500
- Portland \$500 to \$1,500
- Jacksonville \$1,000 to \$2,500

## **Silver**

- New Orleans \$1,500 to \$3,000
- Portland \$1,500 to \$3,000
- Jacksonville \$2,500 to \$5,000

## **Gold**

- New Orleans \$3,000 to \$6,000
- Portland \$3,000 to \$6,000
- Jacksonville \$5,000 to \$10,000

## **Platinum**

- New Orleans \$6,000+
- Portland \$6,000+
- Jacksonville \$10,000+

# WASABI CON



Ready to move forward with a partnership or sponsorship? Do you have more questions regarding a specific opportunity? Reach out to **Sydney Earp**, the WasabiCon Event Coordinator, to discuss how we can work together!

**[Sydney@GreenMustard.com](mailto:Sydney@GreenMustard.com)**  
**(904) 878-8503 (call or text)**