



2021 Sponsorship Information

WasabiCon® PDX (wasabicon.com/pdx) is an all-ages annual event celebrating cosplay, anime, gaming and pop culture in Portland, Oregon. In the past, under the name Newcon PDX, the event has attracted over 2,000 attendees. The next convention (our ninth) is scheduled to take place the weekend of August 21-22, 2021.

Events like ours will face a number of challenges as we return to operation in a post-COVID world. **This is why your support as a sponsor is more important than ever before.** Please take a moment to review our available opportunities in this document and feel free to contact us with any and all questions. For years, the WasabiCon brand has used the phrase “fandom is family” as the mission statement for our events. This year, we look forward to once again creating an environment for the colorful and creative fan community to gather again after an extended time apart.

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OPPORTUNITIES AT A GLANCE

WasabiCon PDX offers the ability to sponsor our event in a variety of ways. There are four (4) primary sponsorship tiers based on the cash value of your contribution to the convention. This includes in-kind donations, advertising partnerships and more.

Named Sponsor
\$1,000 or less



Featured Sponsor
Over \$1,000+



Premier Sponsor
Over \$2,500+



Presented By
\$10,000+



Named Sponsor

- Small logo and link on our website.
- Email blast promoting you on behalf of WasabiCon PDX.
- Promotional post on WasabiCon PDX's Facebook, Instagram and Twitter.
- Opportunity to have flyers/literature available for attendees during the event.

Featured Sponsor

- Everything offered to Named Sponsors.
- Medium logo and link on our website.
- Your logo on the information signs placed throughout the event space.

Premier Sponsor

- Everything offered to Featured Sponsors.
- Large logo and link on our website.
- Multiple promotional posts on WasabiCon PDX's Facebook, Instagram and Twitter.
- Your logo on all flyers and posters printed to promote the event.

Presented by

- Everything offered to Featured Sponsors.
- Your logo is listed below our event logo with the words "Presented by" on the website and on all promotional materials leading up to the event.



HOW TO BE INVOLVED

(Part 1 of 2)

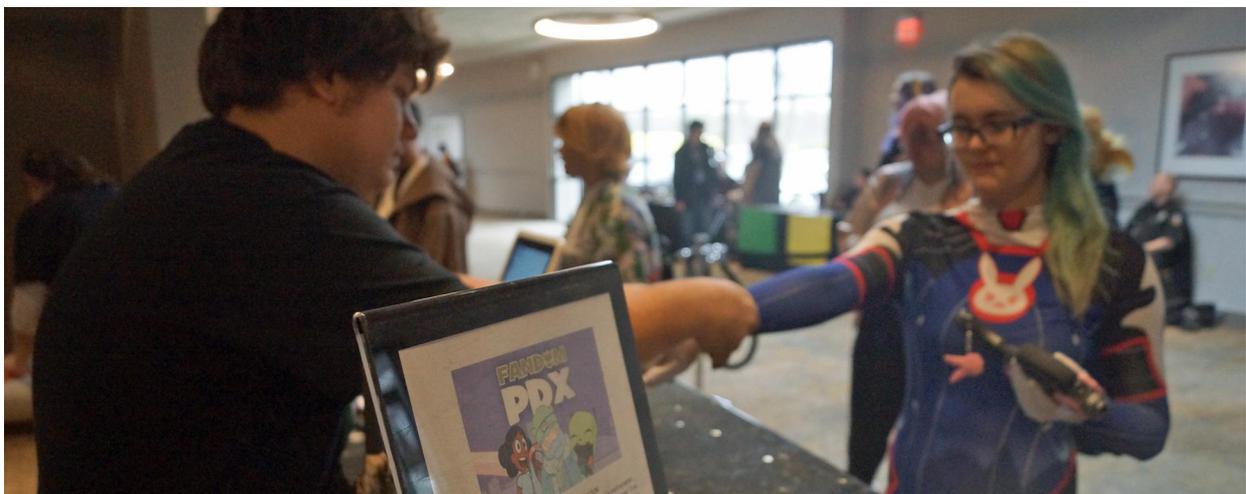
So how do you fit in? We offer a myriad of opportunities to connect with our attendees, but we're also open to creative suggestions. See if any of these concepts work for your company's marketing plans, or we can discuss other ideas as well.

SUPPLY & SWAG DONATIONS (1,000 UNITS)

- Lanyards are given to all weekend attendees and are worn by the artists, vendors, guests and staff. Why not offer them one featuring your logo? There is a \$150 fee for handling distribution, and we request that the 1,000 donated lanyards be at least one (1) inch wide. *If needed, we can help connect you with a vendor to facilitate an order.*
- Masks help limit the spread of COVID-19, and we will be asking attendees to wear them during this year's event. If you would like to provide one for each attendee, it can feature your logo for everyone to see throughout the weekend. There is a \$150 fee for handling distribution, and we request that the 1,000 donated masks be cloth and designed to cover a person's nose and mouth. *We will not be accepting neck gaiter style face coverings.*

BADGE SPONSOR (\$1,000)

All weekend ticket holders, artists, vendors, guests and staff will wear a badge denoting their 2-day access to the convention. Your logo can be featured on the back of those credentials. Badges are 4"x3" and printed on 100 lb. gloss paper with 10 millimeter lamination on both sides. 1,000 badges total will be produced.



Attendees picking up credentials at Fandom PDX (now WasabiCon PDX) in 2019.



HOW TO BE INVOLVED

(Part 2 of 2)

MAIN EVENT SPONSOR

There are a number of events that can be sponsored through cash or in-kind donations for use as prizes. These include:

- Cosplay Lip Sync Battle (\$150-\$300)
- Costume Contest (\$500-\$1,000)
- Tabletop Gaming Tournaments (\$100+)
- Video Game Tournaments (\$250+)
- After-party/After-hours event sponsor (\$200+)
- Workshops Sponsor (\$200+)



GAME AREA SPONSORS

WasabiCon PDX will have dedicated spaces for tabletop and video games for attendees to play and participate in throughout the weekend. These areas often need staff and supplies to create an engaging experience, and each year we seek out partners to help manage this. Contact us for anticipated costs and resource requirements.

GUEST SPONSORS

Media Guests are an attraction at every major pop culture event in Oregon, and WasabiCon PDX is no different. Our convention works to bring in exciting personalities for attendees to meet each year in an attempt to enhance the overall fan experience for the weekend.

You can see all of our previous guests online at wasabicon.com/pdx/about.

Partnering with WasabiCon PDX to bring a Media Guest can draw exposure to your business when planned for alignment with your company's goals and theming. The Media Guest could be featured at your booth at WasabiCon PDX and/or showcase your business via social media by making an appearance there in person. Contact us for pricing and details.

EXHIBITORS

WasabiCon PDX's Exhibitor's Hall is a great place to connect with our attendees. On average, a person spends approximately six hours a day at a pop culture convention with at least one third of that time exploring artists, vendors and exhibits. Information for securing space can be found online at wasabicon.com/pdx/vendors.



WHY WASABICON PDX?

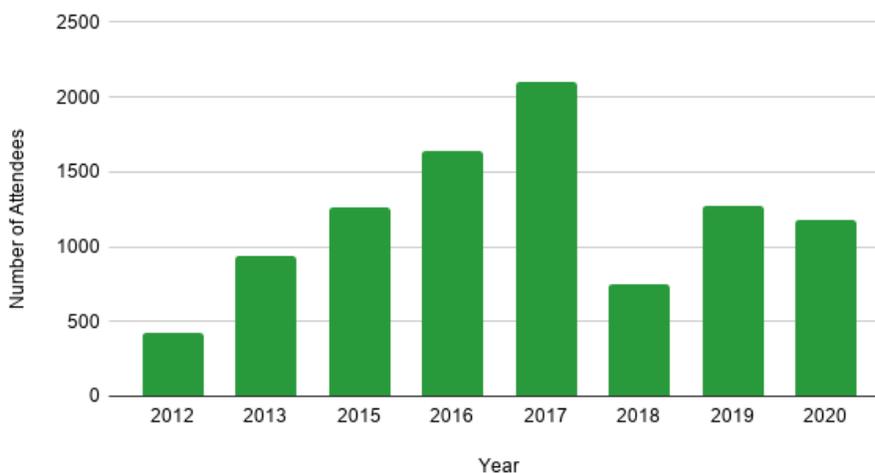
(Part 1 of 2)



The Main Events room at Fandom PDX (now WasabiCon PDX) in 2019.

In 2012, Green Mustard Entertainment (greenmustard.com) started WasabiCon as an event focused on video games, cosplay, anime, and “geek culture.” In 2018, the company acquired Newcon PDX in Portland, Oregon - an event practically identical in theme and rebranded in 2020 to WasabiCon PDX. During its initial run between 2012 through 2017, the event would grow (on average) at a rate of over 50% per year. Our goal is to return to that trend by 2024. The original WasabiCon in Jacksonville, Florida currently grows at a rate of 20% per year.

Newcon/Fandom/WasabiCon PDX Attendance





WHY WASABICON PDX? **(Part 2 of 2)**

Diversity and inclusiveness are a big part of what drives WasabiCon PDX each year. Our convention welcomes fans of all ages with interests in comic books, cosplay, video games, anime, science fiction, tabletop gaming and a wide assortment of genre-based entertainment.

According to our data acquired via onsite registration forms and Eventbrite.com since 2007, our primary customers at our conventions are between 15 and 24 years old and consist of 54% female and 46% male attendees. For WasabiCon PDX specifically, over 90% of these attendees are local to the Portland, Oregon/Vancouver, Washington area.

WasabiCon PDX actively stays connected with attendees year-round via email blasts, live streams and social media. Sponsors benefit from exposure via our key online outlets:



3,600+ Followers



3,700+ Followers



1,100+ Followers



2,600+ Followers



MOVING FORWARD

WasabiCon PDX sponsorship opportunities are not limited to those listed in this packet. Do you have an idea for being involved with our convention and connecting with thousands of pop culture enthusiasts? Other examples include:

- Official WasabiCon PDX kick-off events Friday night before the convention.
- Co-branded local events leading up to the convention.
- Official after-parties.
- Other ideas we haven't thought of, but you have!