

GRANITE STATE COMICON

NH'S COMIC BOOK AND POP CULTURE FESTIVAL



2020 Sponsorship
& Advertising

WWW.GRANITECON.COM

ABOUT GRANITECON

Double Midnight Productions' mission is to provide fans the best in comics, games, and pop culture while maintaining a family-friendly, traditional comic book convention atmosphere. But that's not the whole story.

Double Midnight Productions started as a small, three-owner comic book store in Manchester, NH. Our first convention was the 2003 Granite State Comicon. "Granitecon" was a one-day, one-room, no-celebrity, comic book and gaming convention. It was definitely small, to be sure, but it was a hit.

Now, seventeen years later, that smaller size continues to serve our guests, vendors and attendees well. We've expanded the retail side to a second location (Concord, NH) and we now produce several one-day comic book conventions throughout the year.

As we continue to grow our brand, that growth is balanced by our customer service, attention to detail and personal connections; from our Convention Producers to the Volunteer Staff. Our goal is not to be the biggest, or have the most celebrities. Our goal is to give everyone who attends our events the best experience possible.

We pride ourselves in providing a more intimate experience - fans, comic creators and celebrities get a chance to mingle and chat and enjoy each other's company. Being smaller is reflected in our pricing as well. We strive to keep our ticket prices as low as possible, our table and booth rental prices are lower too.

Yes we are smaller, we're smaller on purpose.

EXHIBITORS & PARTNERS

Granite State Comicon hosts over 400 vendors and artists during the convention. Exhibitors & Partners include:



MONKEY IN PAJAMAS MEDIA



SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP \$6000

- Double-page ad in all Granite State Comicon programs
- Logo placement on convention posters
- Logo on all attendee and exhibitor badges
- Logo placement on all flyers
- Logo placement on volunteer t-shirts
- Your name and link on the main page of our website and social media
- High-visibility 10'x10' booth in a prominent location in the Expo hall
- Mention on any radio ads
- Logo placement on print ads
- Logo on step and repeat banner along with GraniteCon logo
- Option to giveaway coupons, information, or product at the convention
- 1 large (3'x8') banner displayed at the convention (banner supplied by sponsor 2 weeks prior)
- Coupons and flyers to be displayed at your locations
- Raffle prize giveaways to be done in your name and winners receive your items
- 1 banner placement at after party (banner supplied by sponsor 2 weeks prior)
- 8 weekend passes to the convention

FANZONE SPONSORSHIP \$4000

The Fan Zone was added to the Granite State Comicon in 2016 in response to the growing amount of activities and exhibitors. Attendees can meet with various costume groups such as the Star Wars 501st, The New England Brethren of Pirates, The MA Ghostbusters and many, many more! The FanZone is also home to the CosPlace, where all things Cosplay happens as well as our all ages area where kids of all ages can participate in fun activities by Kid's Con NE! Sponsorship includes:

- Double-page ad in all Granite State Comicon programs
- Logo placement on convention posters
- Logo placement on all flyers
- Logo placement on volunteer t-shirts
- Your name and link on the main page of our website and social media
- High-visibility 10'x10' booth in the Fan Zone
- Mention on any radio ads
- Logo placement on print ads
- Logo on step and repeat banner along with GraniteCon logo
- Option to giveaway coupons, information, or product at the convention
- 1 large (3'x8') banner displayed at the convention (banner supplied by sponsor 2 weeks prior)
- Coupons and flyers to be displayed at your locations
- Raffle prize giveaways to be done in your name and winners receive your items
- 1 banner placement at after party (banner supplied by sponsor 2 weeks prior)
- 6 weekend passes to the convention

OFFICIAL COSTUME CONTEST SPONSOR \$2,000

The most attended Day 1 event at the Granite State Comicon, the 2020 Costume Contest will again be standing room only!

- 1 large (3'x8') banner displayed at the panel and outside the hall (banner supplied by sponsor 2 weeks prior)
- Online mentions as the official sponsor

LANYARD SPONSOR \$3,000

ONLY ONE AVAILABLE Be part of history with the official Granite State Comicon lanyard sponsorship. Your logo along with the GraniteCon brand on all 2,500 lanyards

SPONSORSHIP PACKAGES

CELL PHONE CHARGING STATION PREMIERE SPONSOR \$500

- Wrap-around ad encompassing the cell phone charging station
- Video ad to be run on charging station touch screen

CELL PHONE CHARGING STATION SPONSOR \$100

- Video ads to be run on charging station touch screen

CONVENTION MAP SPONSOR \$300

- Logo or coupon printed on the map on all printed convention maps to given out to the fans at the convention.
- Logo placed on your location on the map
- Must be received and purchased no later than August 15, 2020

ADVERTISING OPPORTUNITIES

PROGRAM AD 1/4 PAGE \$150

1/4 page color ad in our GraniteCon program. Ad must be family friendly and can not promote another event. Ad must be received not later than August 15, 2020

PROGRAM AD 1/2 PAGE \$250

1/2 page color ad in our GraniteCon program. Ad must be family friendly and can not promote another event. Ad must be received not later than August 15, 2020 *NEW for 2020: Includes Pre-Panel Slide Advertisement*

PROGRAM AD FULL PAGE \$400

Full page color ad in our GraniteCon program. Ad must be family friendly and can not promote another event. Ad must be received not later than August 15, 2020 *NEW for 2020: Includes Pre-Panel Slide Advertisement*

PROGRAM AD DOUBLE PAGE \$600

Double page color ad in our GraniteCon program. Ad must be family friendly and can not promote another event. Ad must be received not later than August 15, 2020

PROGRAM INSIDE FRONT COVER \$600

Inside front cover ad in our GraniteCon program in color. Ad must be family friendly and can not promote another event. Ad must be received not later than August 15, 2020

PROGRAM INSIDE BACK COVER \$500

Inside back cover ad in our GraniteCon program in color. Ad must be family friendly and can not promote another event. Ad must be received not later than August 15, 2020

PROGRAM AD SIZES

**HALF PAGE
(HORZ. ONLY)
5.5" X 4.25"**

**QUARTER PAGE
(VERT. ONLY)
2.75" X 5.5"**

**FULL PAGE
8.5" X 11"**

Now in its **18th year**, Granite State Comicon is *the* NH comic book and pop culture event featuring artists, vendors, cosplay and more!

Granite State Comicon draws in over **5,000 fans** during the course of the weekend, many from out of town looking for a place to eat & drink during the convention.

Granite State Comicon is a **family-friendly** event with activities for all ages.



We're once again teaming up with downtown businesses to enhance the convention experience and drive traffic to you! Here are some ways we can team up:

- Hero-themed drinks and menu items.
- Employees dress in superhero costumes or t-shirts.
- Specials for our VIP ticket holders. Each VIP ticket holders get a goodie bag with badge pick up at the start of the weekend. Special offers, coupons, flyers can be placed in the bag.
- Specials for attendees that come in costume. Cosplay and Costume Contests are a highlight of the weekend.



These are just a few suggestions/ideas. We would love to talk about creating fun and unique experiences with your business! All special offers will be promoted on our website and social media so we can drive traffic to you during the convention.

Please contact Scott Proulx at:

603-365-1171 or **scott@dmcomics.com**

Our website is www.granitecon.com - And you can see plenty of pictures from past events on our Facebook page: facebook.com/granitecon

OVER 18,000 Combined Social Media Followers!



CELEBRITY GUESTS

Granitecon hosts hundreds of Guests from entertainment and comics. Guests participate in Panels, Q&A Sessions, Autograph Sessions, Photo Ops, Artist Alley and conduct interviews with members of the Press. Guests have included:



Gemma Whelan
Game of Thrones

Daniel Portman
Game of Thrones

Josef Altin
Game of Thrones

Finn Jones
Game of Thrones

Ian Whyte
Game of Thrones

William Forsythe
Dick Tracy

Cindy Morgan
Tron

Cynthia Dale Scott
Aliens

Ricco Ross
Aliens

Dawn Wells
Gilligan's Island

Larry Wilcox
CHiPs

Noah Hathaway
The Neverending Story

Dave Barclay
Star Wars

Johnny Yong Bosch
Power Rangers

Steve Cardenas
Power Rangers

Dameon Clarke
Dragon Ball Z

Jeremy Howard
TMNT

Samantha Newark
Jem

Charlet Chung
Overwatch

Lucie Pohl
Overwatch

Dante Basco
Hook

Eva Bella
Frozen

Livvy Stubenrauch
Frozen

Linda Larkin
Aladdin

Ming Chen
Comic Book Men

Rick Farmiloe
Aladdin

Troy Baker
The Last of Us

Doug Jones
The Shape of Water

Jyoti Amge
American Horror Story

Sara Mitich
Star Trek: Discovery

Damon Runyan
Star Trek: Discovery

Sam Vartholomeos
Star Trek: Discovery

Steve Whitmire
Sesame Street

Butch Patrick
The Munsters

Kevin Eastman
TMNT

Matty Cardarople
Stranger Things

Rob Paulsen
TMNT '89

Cam Clarke
TMNT '89

Townsend Coleman
TMNT '89

Barry Gordon
TMNT '89

Rob Paulsen
TMNT '89

Jennifer Blanc
Actor/Director

Michael Biehn
The Terminator

"Great event for families."

Andrew B.

*"Great show with great people!
More and more each year!
A show that cares about their
fans!"*

Brandon B.

*"Everything. The atmosphere
and the wide range of pop cul-
ture items (comics, art, statues,
collectibles) can't be beat."*

Michael P.

*"Once again you all put on a
great show!"*

Frank R.



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