

GRANITE STATE COMICON

NEW HAMPSHIRE'S COMIC BOOK AND POP CULTURE FESTIVAL!

2024 Sponsorship & Advertising Packages



WWW.GRANITECON.COM

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ABOUT GRANITE STATE COMICON

Granite State Comicon's 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.

Granite State Comicon – also known as “Granitecon” – started as a small, local comic book show in Manchester, NH. Our first convention was the 2002 Granite State Comicon. It 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! And now, twenty one years later, that smaller size continues to serve our guests, vendors, and attendees well.

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.

As we continue to grow our brand, that growth is balanced by our customer service, attention to detail and personal connection. From our Convention Producers to the Volunteer Staff, our goal is not to be the biggest show, or have the most celebrity guests....

Our goal is to give everyone who attends our event the best experience possible!

Now in its **22nd year**, Granite State Comicon is the NH comic book and pop culture event featuring artists, vendors, cosplay and more!

Granitecon draws in over **5,000 fans** during the course of the weekend, many from out of town looking for a place to eat, drink and shop.

Granite State Comicon hosts over **500 Vendors and Artists** during the convention.

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

Over 20,000 social media followers

 @granitecon
13,000+

 @granitecon
4,800+

 @granitestatecomicon
3,000+



September 21-22, 2024 | DoubleTree by Hilton & SNHU Arena | Manchester, New Hampshire

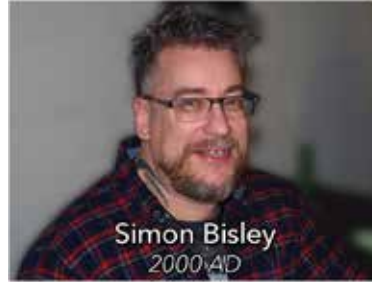
OUR GUESTS

Granite State Comicon hosts hundreds of Guests from the worlds of; Comic Books, Film, TV, Anime, Literature and more. Our guests take part in Panels, Q&A Sessions, Autograph Sessions, Artist Alley Appearances, Photo Ops, and conduct interviews with members of the Press. **Guests have included:**

Artists

Kevin Eastman
Ben Bishop
Simon Bisley
Ron Marz
Bob Almond
Dylan Andrews
Ryan Browne
Tom Hodges
George Jeanty
Andy Kuhn
Steve Lavigne
Jim Lawson
Sara Richard
Erin Lefler
Phil Noto
Ed McGuinness

Brent Peeples
Paul Pelletier
Craig Rousseau
Joseph Schmalke
Ben Templesmith
Bill Walko
Rich Woodall
JK Woodward
Todd Dezago
Rob Guillory
Freddie Williams
Mike Rooth
Tom Waltz
Esau Eacorza
Elias Escorza
Trevor Von Eeden

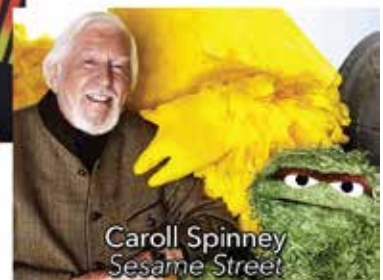
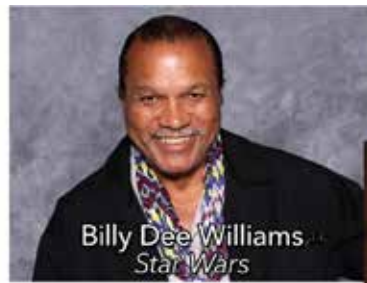


**a partial list*

Entertainment

Janet Varney
Mick Foley
Judith Hoge
Gemma Whelan
Daniel Portman
Josef Altin
Finn Jones
Ian Whyte
William Forsythe
Cindy Morgan
Cynthia Dale Scott
Ricco Ross
Dawn Wells
Larry Wilcox
Noah Hathaway
Dave Barclay
Johnny Yong Bosch
Steve Cardenas

Dameon Clarke
Jeremy Howard
Samantha Newark
Charlet Chung
Lucie Pohl
Dante Basco
Eva Bella
Livvy Stubenrauch
Linda Larkin
Rick Farmiloe
Troy Baker
Doug Jones
Jyoti Amge
Sara Mitich
Damon Runyan
Sam Vartholomeos
Steve Whitmire
Butch Patrick



**a partial list*

SPONSORS & PARTNERS

Who We've Worked With



Southern
New Hampshire
University



CROSS
INSURANCE



TIXR



SPONSORSHIP PACKAGES

Platinum Sponsorship \$7000

- Double-page ad in all Granite State Comicon programs
- Logo placement on: Convention Posters, Attendee and Exhibitor badges, All Flyers, Volunteer T-shirts, Print Ads, Step-and-Repeat Banner alongside GraniteCon logo
- 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
- Option to giveaway coupons, information, or product at the convention
- 1 large (3'x8') banner displayed at the convention, 1 banner placement at after party (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
- 8 weekend passes to the convention

Artist Alley Sponsorship \$5000

Artist Alley is home to not just artists, but writers, & creators of all kinds. This is also home to our featured guests. Sponsorship includes:

- Logo placement on: Convention Posters, All Flyers, Volunteer T-shirts, Print Ads
- Your name and link on the main page of our website and social media
- Option to giveaway coupons, information, or product at the convention
- 1 large (3'x8') banner displayed at the convention, 1 banner placement at after party (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
- 6 weekend passes to the convention

Official Costume Contest Sponsor \$2,500

ONLY ONE AVAILABLE – The most attended event at the Granite State Comicon, the 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)
- Recognition as official sponsor online and in print! "The Granite State Comicon Costume Contest presented by _____"

Lanyard Sponsor \$3,500

ONLY ONE AVAILABLE – Be part of history with the official Granite State Comicon lanyard sponsorship. Your logo along with the GraniteCon brand on all 3,000 lanyards

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 on all printed convention maps to be 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.

PROGRAM ADVERTISING

Over the course of the weekend, a printed version of our Official Program Book is given to all attendees and guests. The program is also made available in digital format on our website. That's a potential audience of more than 20,000!

Program Ad 1/4 Page \$200

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. Ad size: 4.25"x5.5" (Vertical Only).

Program Ad 1/2 Page \$300

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.: Includes Pre-Panel Slide Advertisement. Ad size: 8.5"x5.5" (Horizontal Only).

Program Ad Full Page \$450

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 : Includes Pre-Panel Slide Advertisement. Ad size: 8.5"x11"

Program Ad Double Page \$650

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

Program Inside Front Cover \$650

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

Program Inside Back Cover \$550

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



PARTNER WITH US

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.
- 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**

Local Partnerships



Scott, Chris and their team are great collaborators! We've had a blast over the past several years working together on unique beers and creative themes to commemorate Granitecon. As one of the largest events held in our city of Manchester, Great North Aleworks is honored to partner with Granite State Comicon.

Brian Parda, Great North Aleworks



Granite State Comicon not only brings people and business to Manchester, especially Downtown, but the impact lasts long after the festival is over!

Judi Winslow, Diz's Cafe



Aligning ourselves with the region's top comic book and pop culture festival makes perfect sense for the university. Partnering with the Granite State Comicon team has allowed our students to showcase their skills and abilities to a wide audience while being part of an atmosphere that is nothing short of amazing. We love this partnership!

Steve Boucher, Senior Director of Campus Communications, Southern New Hampshire University

"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 culture
items (comics, art, statues, col-
lectibles) can't be beat."*

Michael P.

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

Frank R.



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