

# HAL-CON 2016

## SPONSORSHIP PACKAGE

The Coast  
HALIFAX'S WEEKLY



AMBASSADOR

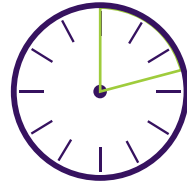
• HALIFAX •

Spirit of Halifax Award  
2015

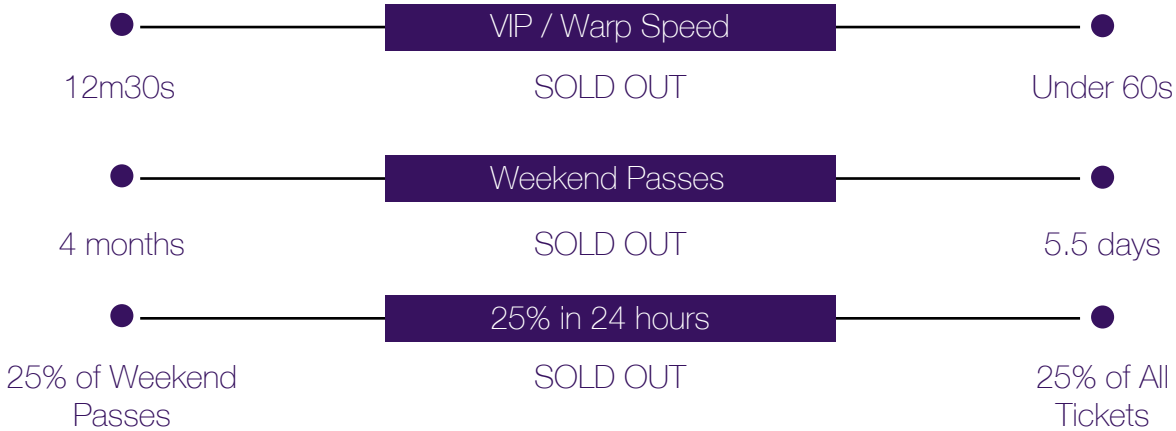


# DEMAND FOR TICKETS INCREASING!

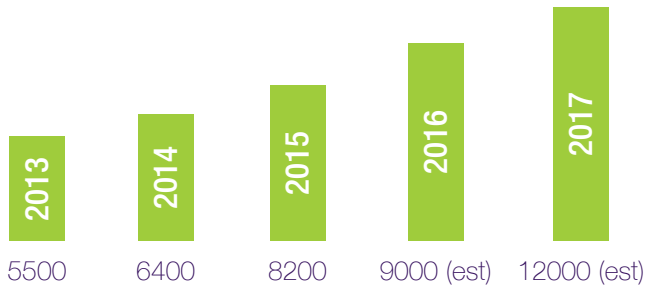
2014



2015



## ATTENDANCE



## AGE OF AUDIENCE

Under 19:	10.8%
19-25:	25.2%
26-30:	19.2%
31-40:	24.8%
41-50:	14.5%
51+:	5.6%

## WHO DID THEY ATTEND HAL-CON WITH?

I went by myself:	15.6%
I went with my partner:	22.5%
I brought my family:	22.5%
I went with a group of friends:	39.3%

## HOW DO THEY SPEND THEIR TIME?

Q&A panels with guests:	61.3%
Fan run panels:	43.9%
Video games:	39.3%
Arcade games:	42%
Board/card games:	46%
Exhibitor hall:	61.8%

## HOW DID THEY RATE OUR VOLUNTEERS?



## ARE THEY PLANNING TO COME BACK TO HAL-CON NEXT YEAR?

Yes:	81.8%
Probably:	12.4%
Not sure:	5.1%
No:	0.7%

## WHERE DID THEY FIRST HEAR ABOUT HAL-CON?

Friend/word of mouth:	65%
Facebook/Twitter:	14.6%
Hal-Con website:	7.3%
Other:	13%

## HAL-CON SOCIAL MEDIA

Twitter:	5600+
Facebook:	16,000+
Other:	600+



85% Attendees from Atlantic Canada

62% Attendees from HRM

38% Attendees outside HRM

75% of the audience knew who sponsors were, before the event started

70% Attendees aged 18-40

55% Female Attendees

45% Male Attendees




Family event - over 750 children aged 12 and under attend each year

## 2015 HAL-CON TICKETS SELLING AT WARP SPEED

- Day one sales tripled over last year

Sold more tickets in the first 24

- hours than we had attendees in our first year (2010)

-  Warp Speed (VIP) tickets were claimed in 20 seconds

- Over 50% of all weekend tickets were sold in 12 hours, with more available than the previous year

- After 24 hours, more than 25% of all tickets were sold