



**2023 SPONSORSHIP OPPORTUNITIES**  
HALIFAX, NS | [HAL-CON.COM](https://hal-con.com)





# Hal-Con is Happening October 27 - 29, 2023

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Hal-Con is the biggest and best “comic con” in Atlantic Canada. Known throughout the Maritimes as the ultimate geek event, thousands of fans make the trek every year. We’ve found our new home in the Halifax Convention Centre and have become their most-attended event, ever! Over 15,000 attendance over three days, and nearly 20,000 participants at the convention.

Almost nonstop action - 300+ pop culture panels, 100 hours of educational workshops, scheduled games, live theatre, art exhibits, pop culture events, special events, and a costumed dance party - all included in the price of admission.

Hal-Con's mission is to provide a family-friendly environment that is welcoming to all. Programming includes gaming, Q&As with special guests from film and television, comic book artists and writers, science fiction authors and other popular names in sci-fi and fantasy.





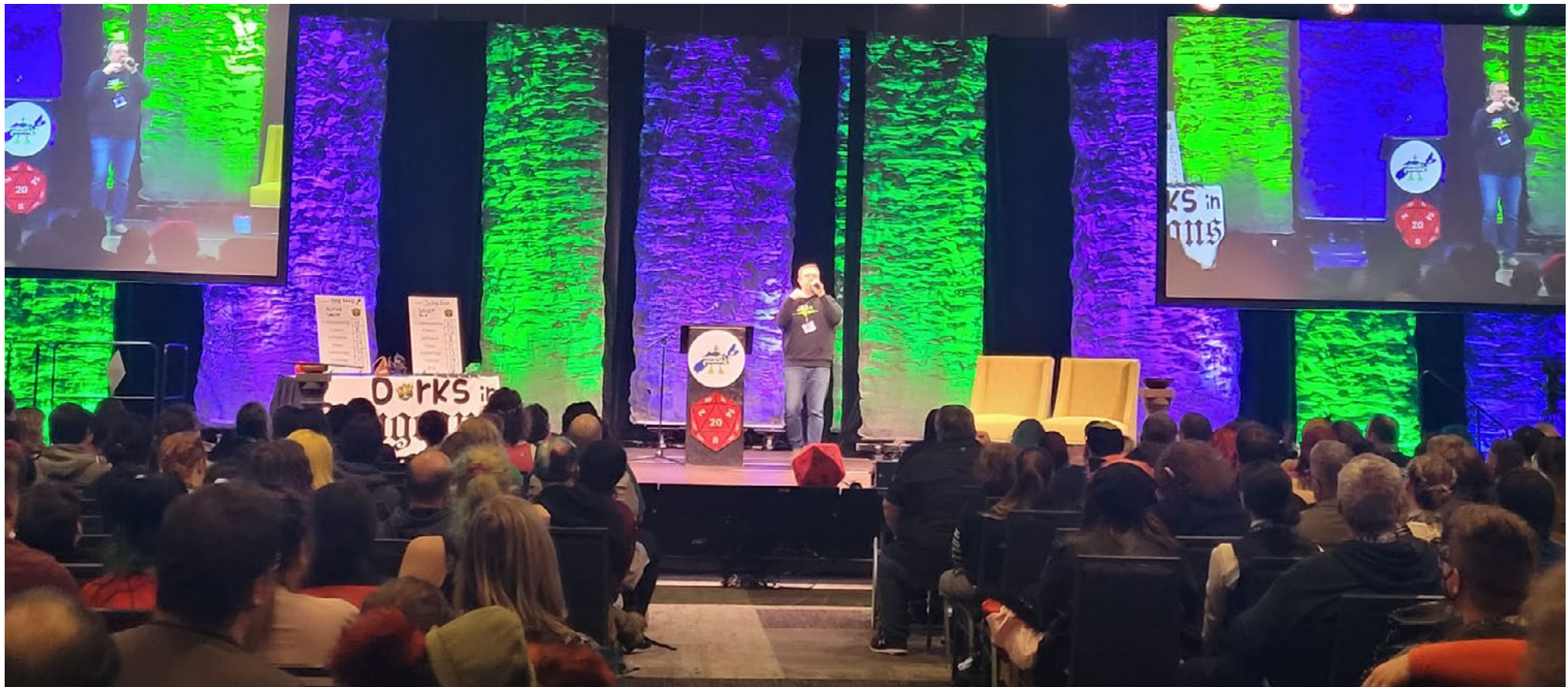
# Sponsorship Opportunities

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Hal-Con's growing event is the best place for to get in front of a huge audience. Pop culture and entertainment run throughout Hal-Con and the event sends a powerful message about equality to its audience. Be part of the fun, the positive movement, and the biggest pop culture sensation the Maritimes has ever seen!

**"Hal-Con has become an integral part of Halifax culture and community, with positive effects that spread well beyond the event itself."**

- Christine Ollier, Operations Manager,  
Venus Envy



# SPONSORSHIP LEVELS

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**PRESENTING  
\$25,000**

## PRESENTING SPONSOR | 1 Available

Hal-Con; presented by you! There's no level higher than this and no greater appreciation can be given. Your company name and logo will be on every sign at the event and you can name the main stage, where the best events are held. Included is a custom exhibit area, mentions on our traditional and social media outlets, your logo on our website and on our online streaming platform, and top billing on print advertising (which may include billboard campaign).

**PLATINUM  
\$15,000**

## PLATINUM SPONSOR \$15,000 | 2 Available

Create your own custom opportunity, with your name on major advertising year-round. Design how you influence our audience year-round and help us celebrate the biggest pop culture convention event east of Montreal. Your logo will be included on all advertising (billboards, bus ads, traditional media and more).

**GOLD  
\$9,000**

## GOLD SPONSOR \$9,000 | 4 Available

Solidify your message to the market through partnership. Design how you influence our audience year-round and help us celebrate the biggest pop culture convention event east of Montreal. Your logo will be included on all digital advertising. Includes a booth\*, admission for staff and passes for contesting.

**SILVER  
\$5,000**

## SILVER SPONSOR \$5,000 | 10 Available

Be part of the event and invest in others. Your logo will be included on all digital advertising. Includes a booth\*, admission for staff and passes for contesting.

**BRONZE  
\$3,000**

## BRONZE SPONSOR \$3,000 | 20 Available

Show your support for Hal-Con through sponsorship. Your logo will be included on all digital advertising. Includes a booth\* and admission for staff.

*\*Based on availability, limited booths available.*







# Engagement Opportunities

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## REGISTRATION SPONSOR | \$8,000

The easiest way to get your branding on thousands of Hal-Con attendees. Provide us your own lanyards for ticket holders/ media/ volunteers badges and more. Your logo/ branding will be added to the wristbands and there is an opportunity for an exclusive coupon for all attendees.

**1 AVAILABLE**



## SATURDAY NIGHT GALA SPONSOR | \$4,000

In 2022 we held our first Discovery Gala at the Discovery Centre; by all accounts it was a rousing success! This is where con goers take a break from the hustle and bustle on the convention floors. Our 19+ Saturday night event offers a casual atmosphere, with a cocktail vibe. Music, hors d'oeuvres, cash bar, and an interactive photo booth, will make this experience a most enjoyable one of the weekend. Acknowledgment of your sponsorship will be included with the venue posts on social media.

**3 AVAILABLE**

## YOUTH TICKETS SPONSOR | \$3,000

How awesome are you? With your support, all youth 12 and under can attend for free! Cover the cost of youth registrations for either Saturday or Sunday. Wristbands will include your logo. Acknowledgment of your sponsorship will be included with ticket promotion posts on social.

**2 AVAILABLE**

## INFO DESK SPONSOR | \$2,500

Our info desks are heavily trafficked and used by attendees all weekend. Your employees or own volunteers in your branded shirts will sit alongside our Hal-Con info desk experts to provide assistance to event fans. The info desk signage will be branded with your logo and your volunteers will get single-day entry perks when they work.

**1 AVAILABLE**

## FAMILY LOUNGE SPONSOR | \$2,000

This quiet area will take people away from the hubbub of the main event, offering them time alone. Why not add your company's messages and information to the lounge, and the room will be named for you. Acknowledgment of your sponsorship will be included with the venue posts on social.

**1 AVAILABLE**

## PROGRAMMING SPONSOR | \$1,500

Hal-Con provides over 300 programmed activities including educational workshops, panels, interactive sessions with board games, video games - over 500 hours in total each year. Your sponsorship helps provide quality content to thousands of people.

- What's your specialty? Do you want to host all of the workshops and sessions on creative writing?

**10 AVAILABLE**



**“There are no days more vibrant in Halifax than the weekend when you can share the sidewalk with Klingons and Super Mario Brothers”**

- Mayor Mike Savage, City of Halifax

**“Hal-Con is more than a conference or an event. It is a community. Hal-Con provides a safe and accepting space for all sorts of creative folks and fans to explore worlds beyond worlds. Halifax needs more Hal-Con.”**

- Waye Mason, Councillor for District 7, HRM

***“As a parent, I sincerely want to thank you for what you do. [My son]’s found that he doesn’t have a lot in common with his old friends and has really struggled to find his social identity. I’m sure that he isn’t the only kid who had his eyes opened over the past few years, and he won’t be the last.”***

- Shawn Freeze







# Contact Us

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## **Sandra Butler**

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Email [sponsor@hal-con.com](mailto:sponsor@hal-con.com)  
for more information.

Custom packages can be created  
to suit your needs! Just reach out  
to us and let's work together.

