



HAL-CON

2025 SPONSORSHIP OPPORTUNITIES
HALIFAX, NS | HAL-CON.COM



Hal-Con is Happening November 7 - 9, 2025

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, hundreds of 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

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*



Image courtesy of Tyler Lamkin



SPONSORSHIP LEVELS

**PRESENTING
\$25,000**

PRESENTING SPONSOR

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).

**GOLD
\$9,000**

GOLD SPONSOR \$9,000

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
\$5,500**

SILVER SPONSOR \$5,500

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
\$3,500**

BRONZE SPONSOR \$3,500

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.*



"I am continually inspired by Hal-Con's vibrant contribution to Halifax and beyond. This event showcases our city's dynamic culture and hospitality and brilliantly weaves the threads of imagination and reality into a tapestry of endless possibilities. Hal-Con is not just a convention; it's a portal to new dimensions of connection, inclusion, and creativity. It empowers fans, creators, and professionals to boldly explore new frontiers."

- Paul Bailey, President
Meeting Professionals International -
Atlantic Chapter

"Hal-Con shows how Downtown Halifax is for absolutely everyone, regardless of which gender, species or video game you might represent. I come every year, with my kids. Yes, we all dress up."

- Paul MacKinnon,
CEO of Downtown Halifax Business
Commission

"Hal-Con is an event where imagination knows no bounds, and every corner of the Halifax Convention Centre bursts with the magic of sci-fi, fantasy, and comics. It's not just a convention; it's a celebration of creativity, passion, and community, brought together by a dedicated group of volunteers. We are thrilled to be a part of their story and look forward to many more years together."

- Genaya Cameron, Senior Director, Event
Operations, Halifax Convention Centre



Contact Us

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



Image courtesy of Dandelion Digital

