



HAL-CON

2026 SPONSORSHIP OPPORTUNITIES
HALIFAX, NS | HAL-CON.COM



Hal-Con is Happening November 6 - 8, 2026

The following are out-of-the-box sponsorship offerings. Each tier delivers strong visibility, meaningful engagement, and measurable value, with clear opportunities to expand your presence as your involvement grows. Of course, every great quest benefits from customization. If you're looking to unlock something more unique, our team is happy to collaborate on bespoke sponsorship opportunities tailored to your objectives.

Other opportunities may include naming rights to programming spaces, panel rooms, the event's popular board game library, and the gaming passport, all providing visibility throughout the weekend. Think of us as your D&D party members, we'll help you build the perfect strategy to achieve your goals.

LEGENDARY (\$20,000)

Hal-Con, presented by you. This is the final boss, the highest level of sponsorship. As our exclusive title sponsor, your company becomes part of the core storyline, fully integrated into the entire event experience.

Your name and logo will appear across all event signage, putting you in front of every attendee. You'll also gain naming rights to the main stage, the site of headline panels and major events, where must-see moments unfold.

Your booth space becomes your home base on the show floor—designed for immersive, hands-on interaction with fans. Beyond the event weekend, your presence expands through traditional media mentions, co-branded social content, and integrated product placement—helping you connect with audiences across multiple channels.

Your logo will also be featured on our website and social media platforms, extending your reach to digital attendees and viewers from afar. With top billing in print campaigns (including potential billboard placement), your business achieves true “legendary status”.

In addition, your sponsorship includes digital signage in Rogers Square, expanding your visibility beyond the walls of the Halifax Convention Centre.

This tier delivers maximum exposure, premium positioning, and direct access to a highly engaged community ready to discover, share, and champion your brand.

Includes a booth, staff admissions, and contest entry passes.



Image courtesy of Seymour Snaps

MASTER (\$9,500)

Step into a high-level role and solidify your place in the world of Hal-Con. This tier is ideal for companies looking for strong recognition and meaningful connections with a dedicated community.

Your logo will be featured across all digital advertising. You'll also collaborate with our team on co-branded social media content, creating engagement opportunities with the Hal-Con community.

Your sponsorship also includes digital signage in Rogers Square, adding another high-traffic touchpoint with the Hal-Con community.

Includes a booth, staff admissions, and contest entry passes.

KNIGHT (\$6,000)

This tier offers a strong entry into the sponsorship realm while still delivering meaningful exposure.

Your logo will be included across all digital advertising, ensuring your presence is seen as excitement builds. You'll also receive social media mentions, helping you connect with our online audience and extend your reach beyond the event itself.

Your sponsorship also includes digital signage in Rogers Square, providing added visibility in a prominent public space.

Includes a booth*, staff admissions, and contest entry passes.



Image courtesy of Mike Montgomery

APPRENTICE (\$4,000)

Every journey starts somewhere. This tier is perfect for organizations beginning their involvement with Hal-Con while still gaining valuable exposure and access.

Your logo will be included across all digital advertising, helping introduce you to attendees as they plan their experience. With a booth presence on-site, you'll have the chance to meet fans face-to-face, showcase your offerings, and start building lasting connections.

Includes a booth* and staff admissions.

INITIATE

Join the party through in-kind sponsorship, prizing, or product collaboration. This flexible option allows you to contribute in a way that aligns with your resources while still being recognized as part of the event.

Your logo will be featured during our closing ceremonies, celebrating your part in bringing the experience to life. Depending on your contribution, additional opportunities for integration may be unlocked.

****Knight and Apprentice level booths are subject to availability.***



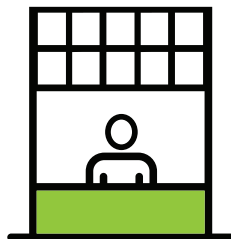
Image courtesy of Tiplix Media

2025 Hal-Con Lore

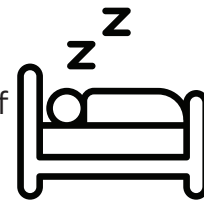
- Hal-Con is **100% volunteer run**. 580 volunteers work at the event, in addition to 73 committee and 14 board members, aka “staff”, who participated in the planning of the event throughout the year.
- Hal-Con continues to be the **largest event of its kind in the maritimes**. In addition to guests and vendors from outside of the region, we continue to boast participation from local groups and talented individuals, exhibiting, providing niche programming to fans, and giving demonstrations.
- Tickets sold out almost two months in advance with turn stile **attendance over 19,000** people.
- Hal-Con partnered with Cosplay-Eh, the new national costume contest, to host the region’s qualifying round.



- **30+ guests** represented television/film, voice acting, comic books, artists, and popular authors from science fiction and fantasy.
- The number of artists and exhibitors participating on our vendor floor was nearly 200!



- Hal-Con **stayed in 385 rooms over a five day period** for our board, staff, and guests. 25% of attendees who responded to our survey said they stayed at a hotel and of those, 89% spent two or more nights.



- In May, 2025 the Hal-Con programming team hosted the sold-out Fae-Ball at the Lord Nelson Hotel.



- With **over 400 attendees**, the event was such a success that in June, 2026 it is moving to a bigger venue, the Halifax Marriott Harbourfront Hotel. This event included a dance, circus performers, finger foods, photo opportunities, and door prizes all under a theme that encompassed fantasy, romance and folklore.
- Hal-Con held its first ever market event on June 8th, 2025 at the Halifax Brewery venue. We had over **1500 attendees**, many of whom wore their finest medieval garb!
- There were **30+ themed vendors and activities** such as face painting and a photobooth. The event is scheduled to happen again on June 7, 2026.

