

# SPONSORSHIP PROSPECTUS



*MACK POPCON*

# MACK POPCON

10th August 2024 at the Big Shed and 500 Pavilion Mackay Showgrounds

Mack PopCon is our big annual event bringing together all things Popular Culture. We attracted over 1500 people to our event last year which was an increase of about 50% from our first year. This year we hope to attract even more and slowly grow over future years. We have special guests and event attendees that come from all over Australia to be a part of our unique event.

For event sponsors, this is a great opportunity to be a part of a completely unique event for the region and show your support for a community event that promotes inclusiveness for all members of our community regardless of ability, financial status or age.

Financially friendly  
ticket prices.

**\$5**

for 10yr and over

Our  
**1st Hour**  
Is  
**Sensory**  
**Hour**

**Celebrity**



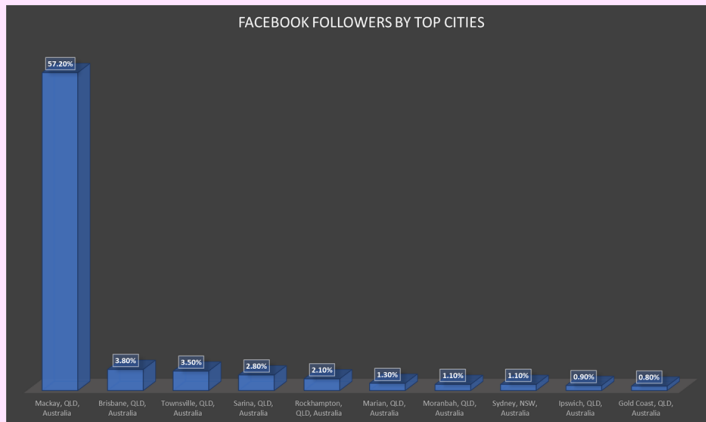
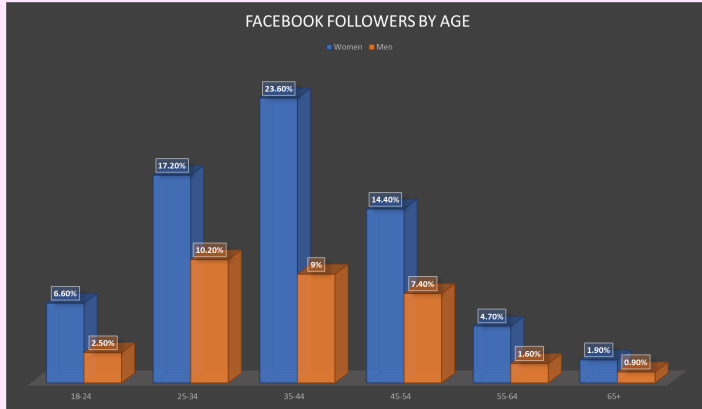
**Guests**

**Inclusivity for  
all**

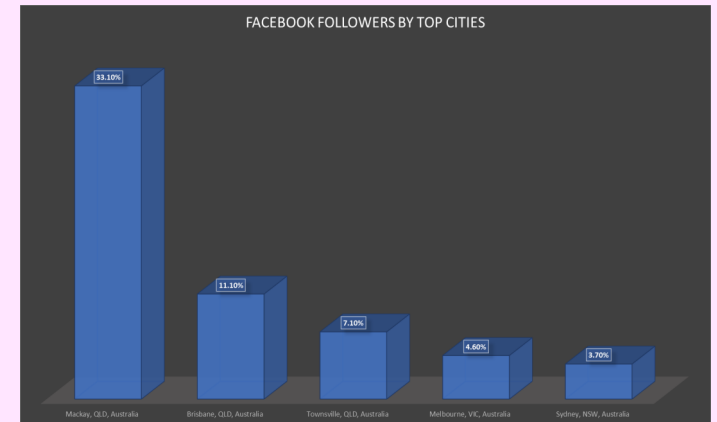
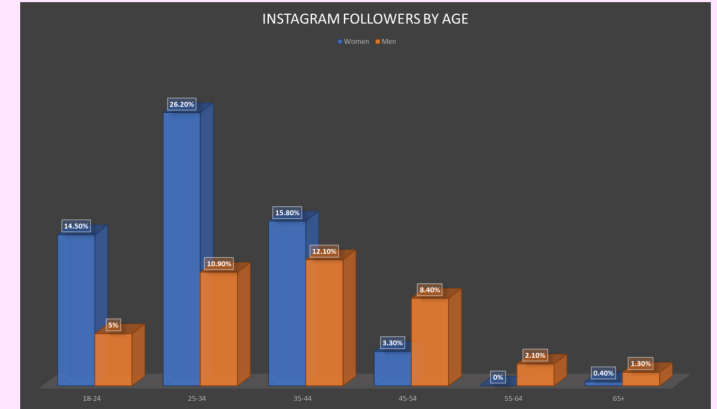




1.6K Followers



323 Followers



PER MONTH WE AVERAGE

A reach of

5,000

with our posts

1,500

Post engagement

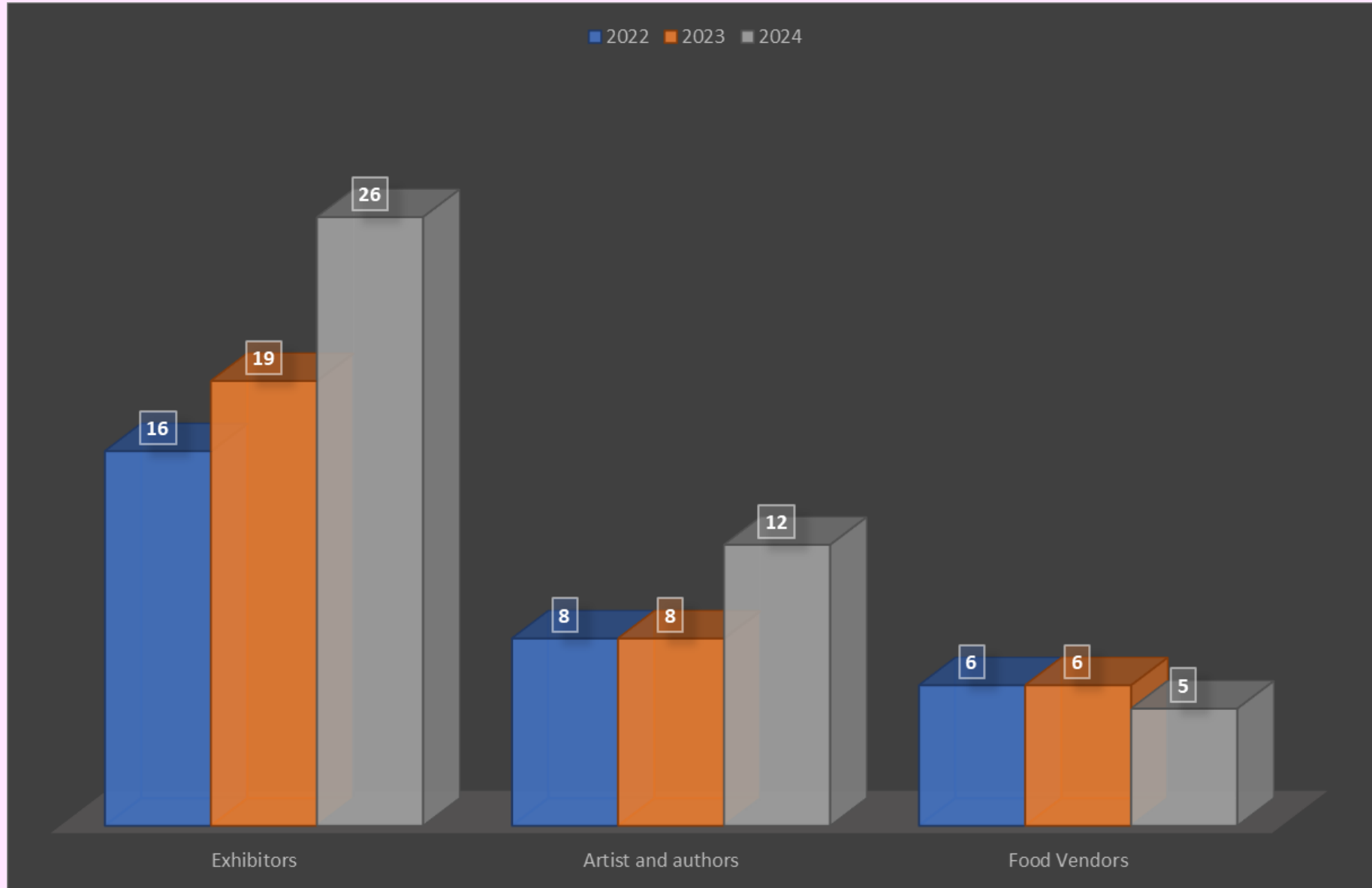
340

Interactions

570

Photo Views

# WE HAVE SEEN STEADY INCREASE IN EXHIBITOR ATTENDANCE.



# OUR BEGINNINGS

Mack PopCon started because several of us in the community knew that there were people in our region that were big fans of Pop Culture, like us, but couldn't attend the conventions in the bigger cities. This was due to either financial constraints, disability that would not allow them to travel, or they were unable to handle the big crowds that would flock to the bigger conventions.



We decided the best way to solve these problems was to organise a convention in our own town.

Since then, past events have steadily helped to grow interest, and we strive to make each year even better than the last.

2024 will be our third year, with the goal of surpassing last year's attendance and reaching further into our fellow businesses and community groups for their support and to do more with them.

We have only just begun to build what we see as an event that has the potential to be bigger and better in the future, but we would still greatly benefit from your support now and hopefully in the future. Your generous contribution will help us successfully extend our mission.

# OUR WONDERFUL SPONSORS FROM 2023

BROUGHT TO YOU BY:



MACKAY



**SPONSORSHIP  
PACKAGES  
AVAILABLE**



***MACK POPCON***

**10 AUGUST  
2024**

# WHAT SPONSORSHIP ARE WE LOOKING FOR?

This year we have broken down our sponsorship packages into the sections we need funding for rather than just asking for a sum of money. This we hope will encourage more business to jump on board with us and make this a great event, year after year.

## VENUE



As with the past 2 years, we will be utilising the Big Shed at the Mackay Showgrounds. In addition to the Big Shed we are expanding into the 500 Pavilion and utilising the grass area in between both buildings for other activities and more food and eating space.

**From - \$1,200 to \$7,000**

There are multiple levels that make up the Venue sponsorship package, please contact us and we will arrange a time to sit with you and discuss these options.



# BOOTHING



Another improvement we are looking at this year is professional bothing for our guests and exhibitors. This will enable them to decorate their space with a lot more options than in previous years and we will be able to provide power to more locations as well.

**From \$150 to \$200 per booth**

# MERCHANDISE

What better way to remember your time at the convention than with a metal pin, lanyard, t-shirt, tote bag etc. Our merch store is one feature that we are looking to improve, as well as the offerings for our attendees.

**From \$4000 to \$8000**



# GUEST PACKAGES

## AUTHORS

We enjoy having our guest authors join us on the day. Whether local or interstate our attendees love to chat with them and see what new and exciting adventures they will be releasing in the future.

**From \$500 to \$2000 per guest (max 2 guests)**

Our cosplay guests are as diverse as our attendees. With costumes and characters ranging from movies, TV, Anime, comic books and so much more.

## COSPLAY

**From \$500 to \$2000 per guest (max 2 guests)**

## GRAPHIC

## ARTISTS

Our graphic artist guests are very skilled at bringing life to a character on a two dimensional canvas. Whether for comics, graphic novels or children's story books, their work is amazing.

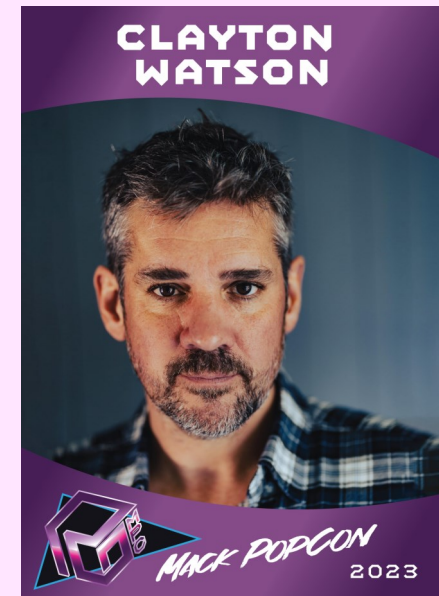
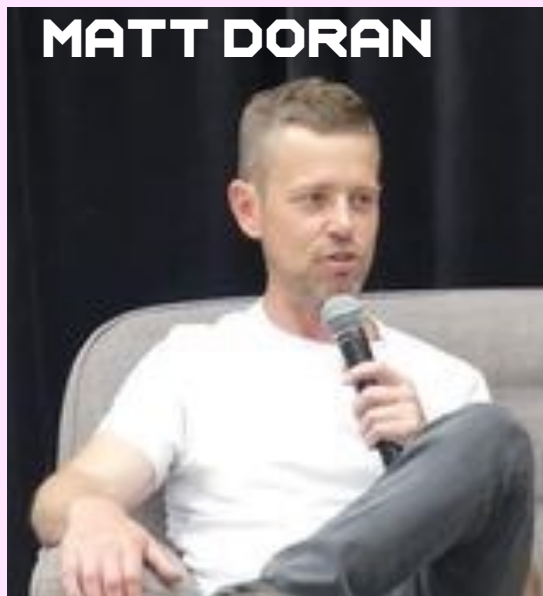
**From \$500 to \$2000 per guest (max 2 guests)**

# CELEBRITY

The celebrity guests we invite make the day more special because our attendees can meet the people who have portrayed their favourite characters in film and television. Guests can talk to them, get autographs and pictures with them as well.

**From \$1000 to \$5000 per guest (max 3 guests)**

## Previous celebrity guests



# GUEST FEEDBACK

“I had such an enjoyable experience. The community was amazing and I couldn’t have been treated better by the staff who ran the convention. Thanks, Mack PopCon!”

**-Trista (Cosplay Guest)**



“My experience at Mack Popcorn was one of the most enjoyable experiences I have had at a convention. Well organised and professional staff and enthusiastic patrons. Would definitely return if asked.”

**-Marc & Kate Lindsay (Author Guest)**

“I really do feel it's a fantastic event, I'm so impressed with what you guys put together. Very cool stuff with a lot of heart. “

**-Nix\_Cosplay (Cosplay Guest)**



# MORE FUN ACTIVITIES

This year we will be increasing the amount of fun activities we have available for our attendees such as...

## VIRTUAL REALITY

VR gaming is such a big appeal to a lot of people but is not so price friendly to buy one for personal use. We would like to welcome back to the event this year the VR gaming station when anyone can experience what it is all about without the big price tag. Last year this was an amazing success with the vendors not stopping all day.

From \$3,000 to \$6,000



At the time of writing this proposal, we are still awaiting responses from other activity companies like jumping castles, pony rides and petting zoo to name a few. Please contact us to discuss further.

# OUR THANKS TO YOU

Whether it's naming rights to the event, or venue, VIP tickets, branding on event swag, different sponsorship levels are available for every budget.

All event sponsors will be featured in marketing collateral, both in print and across social media and have a free booth at the event.

## Our VIP ticket package for 2024 will include:

- ◆ Free entry to the event
- ◆ VIP lanyard and ID tag
  - ◆ Merch Pack
  - ◆ 2 Free Autographs
  - ◆ 2 Free photographs
- ◆ Priority seating at panels and line skip at guest signing and photos
  - ◆ Free entry to our afterparty

There are multiple levels that make up all of the sponsorship packages, please contact us and we will arrange a time to sit with you and discuss these options.

# NEXT STEPS

**We sincerely appreciate you taking the time to read all the way through this proposal.**

**We hope that we have given you enough of an idea of what we do and how our event benefits the community.**

**We eagerly await your contact to discuss how you want to be involved with our great event.**

**For further information or to organise a meeting please email our wonderful executive committee on:**

**[execs@mackpopcon.org.au](mailto:execs@mackpopcon.org.au)**

**[www.mackpopcon.org.au](http://www.mackpopcon.org.au)**

**THANK YOU**