



June 3-4, 2023
Lone Star Convention & Expo Center
Conroe, TX

OFFICIAL SPONSOR KIT

Silverback Events
291 Scarborough Dr. Conroe, TX 77304
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Kimokawaii Anime Experience & Convention

The birth of a Montgomery County Staple Attraction

With 1,629 in attendance at Kimokawaii's 1st year, we are excited to present more opportunities for year 2.

With the boom of pop culture conventions all over the world it's no secret that these events are highly sought out and attended by their respective communities. What makes the Kimokawaii Anime Experience & Convention so special is revealed in the name. It's more than a convention. It's an "*experience*." Unlike Kimokawaii, many conventions are "cookie-cutter" business plans that mirror exclusively the bare minimum of what other conventions do and lack a sense of creativity and innovation. Kimokawaii has everything attendees expect from other anime events while also taking the experience to a whole nother level that will delight and highly engage attendees like never before. Simply put. The focus goes all into attendee experience.

Taking place at the Lonestar Convention & Expo Center in Conroe, this unique event is the very first anime convention in Conroe. Founder & President, J. Christopher Carson has been in the event industry for over 15 years as a well known artist and businessman published worldwide under the moniker, Dirk Strangely. Chris has an extensive background successfully hosting events that gather crowds in the thousands, specializing in not only strategic marketing practices, but innovative ways of exciting and engaging targeted communities leading up to the events.

2023 Kimokawaii Anime Experience & Convention will include the following:

- Cosplay Contest directed by the best in the industry.
- 2 days of highly anticipated celebrity panels and anime workshops & seminars.
- A vending hall
- Voice over recording session for attendees to participate in a real anime production.
- Giant life-sized Totoro Photo Ops, Giant life-sized No Face
- ...and so much more!

The advertising campaign for the 2022 Kimokawaii Anime Experience & Convention is extensive & aggressive focusing on Montgomery County and surrounding areas and will include but not be exclusive to the following:

- Radio Advertising with local broadcasts
- Local business marketing with 50+ participating local stores & shops covering Conroe, Spring, The Woodlands, Kingwood, Katy & Houston with a concentrated focus on Montgomery County.
- Select Billboard placement in focused areas
- Printed ads in local magazines and papers
- Booths at local events leading up to our event.
- Over 50k postcards distributed at conventions, local shops, and targeted events
- Hundreds of full color posters distributed in the above mentioned locations
- Banner ads on relevant targeted websites as well as convention websites
- Photo Ops with Giant Totoro for PR and local awareness
- PR campaigns with 100+ media groups including local news groups
- Extensive Social Networking on Facebook, Instagram, TikTok, YouTube
- Affiliate marketing with influencers containing over 10k-1m followers
- Celebrity Video invites are distributed through various online networks
- Regular Email marketing Campaigns
- + many more promotional strategies

2023 KimoKawaii Anime Experience & Convention Sponsorship Levels

Presenting Sponsor (1) \$10,000

- 10x10 Booth in the Main Lobby of the Convention Center
- Corporate logo prominently displayed on the main stage
- Corporate event banners displayed on main stage
- Corporate name added to the main stage title
- 25 Weekend Passes to the event
- 4 VIP Passes
- Corporate Logo on one side of the event swag bags
- Full 2-page color ad in the Event Program
- Digital Banner with link on website

- Corporate Recognition on Commercials
- Corporate logo added to Billboards, Promotional Postcards & Event Posters
- Recognition in press releases, and media promotions.

Celebrity Sponsor (4)

\$5,000

- Corporate banner displayed in the Celebrity Autograph Signing area. 3'x6'
- Corporate Logo displayed in the Main Stage area. Your logo will be placed on the 8x10 banner which is where everyone in the cosplay, dragshow, battle of the bands, and comedy improv will be viewing.
- 15 Weekend Passes to the event
- 2 VIP passes to the event
- Full Page color ad in the event program 8.5"x11"
- Digital banner ad on the website Dimensions are 2400x1200px
- Corporate logo added to the Event Posters (Over 1k) 11x17 inch poster.
- Recognition in the Event Program & Website

Main Lobby Sponsor (3)

\$3,500

- Corporate banner displayed in a high traffic area of the main lobby.
- 10 Weekend Passes to the event
- Half page color ad in the Event Program
- Digital Banner ad with link on the website
- Recognition in the Event Program & Website

Cosplay Contest Sponsor (1)

\$3,000

- Corporate banner displayed on the main stage
- Recognized on the website as the Cosplay Contest sponsor.
- 6 Weekend Passes to the event

- Quarter page color ad in the Event Program
- Advertisement piece in the Event swag bag (supplied by sponsor)

Panel Room Sponsor (5) \$2,000

- Corporate banner displayed in one of the Panel Rooms
- 5 Weekend Passes to event
- Half Page color ad on Event Program
- Digital Banner ad with link on website
- Recognition in the Event Program & Website

Main Events Room Sponsor (1) \$1,500

- Corporate Banner displayed in the entrance to the Main Events Room where the stage and all the main events take place.
- 4 Weekend Passes to the event
- Quarter Page color ad in Event Program
- Corporate name added to the Event Program
- Corporate logo added to the website
- Add promotional material to the VIP swag bag

Gaming Room Sponsor (1) \$1,500

- Corporate logo displayed in the Gaming Area which is open for extended hours during the weekend.
- 2 Weekend Passes to the event
- Quarter page color ad in the Event Program
- Recognition in the Event Program & Website

Activities Sponsor (5) \$1,000

All activities sponsors get 2 weekend passes, Logo in the Event Program & Website, Recognition as the designated sponsor of the

activity sponsored, Quarter page ad in the Event Program, Signage recognizing sponsor at the activity booth or area.

(Below are the various activities available for sponsorship.)

- Sumo Wrestling Competition
- Anime Station (This is where attendees can be drawn as an anime character by professional anime artists) (It's like a caricature booth but anime style.)
- Voice Recording Session
- Anime Cartoon Produced by KimoKawaii (Sponsor will also be credited in the credits of the produced anime cartoon voiced by our guests and attendees.)

Event Program Ads

<p>FULL PAGE COLOR AD</p> <p>8.5 X 5.5</p> <p>\$500</p>	<p>HALF PAGE COLOR AD (HORIZONTAL)</p> <p>8.5 X 5.5</p> <p>\$250</p>
<p>HALF PAGE COLOR AD (VERTICAL)</p> <p>8.5 X 5.5</p> <p>\$250</p>	<p>QUARTER PAGE COLOR AD (VERTICAL)</p> <p>4.25 X 2.75</p> <p>\$125</p>

For more information on these opportunities, please contact:
Chris Carson, Community Relations Coordinator at 936-499-1174 or
contact@kimokawaii.net