



**MULTIVERSE**

**OCTOBER 18-20 2019 : ATLANTA GA**



## **SPONSORSHIP OPPORTUNITIES**

Multiverse Science Fiction & Fantasy Convention offers a wide array of sponsorship opportunities to build your brand, showcase your products and services, maximize your visibility, and ensure that your marketing dollars are well-spent.

**MULTIVERSECON.ORG | INFO@MULTIVERSECON.ORG**

# MULTIVERSE

SCIENCE FICTION & FANTASY CONVENTION

## WHEN:

October 18-20, 2019

## WHERE:

Hilton Atlanta Airport, 1031 Virginia Ave.,  
Atlanta, GA 30354

## ABOUT MULTIVERSE:

Multiverse is a 3-day fan convention celebrating science fiction, fantasy, horror, and comics, held annually in Atlanta, Georgia. Multiverse features more than 70 industry guests over a jam-packed weekend of panels, gaming, shopping, cosplay, art, and parties, as well as charity events and a hospitality suite serving free, delicious food. Multiverse is also a shared ideal, a community of enthusiasts, a fan family... it's the perfect "geek party" where fans of all kinds can meet and share the stories and characters they love.

## WHY MULTIVERSE:

Multiverse attendees are educated, diverse, creative early adopters with disposable income. These are people who believe in big ideas, who support causes they believe in, and who aren't afraid to try something new. When you sponsor Multiverse, you're helping us grow, throw a better party, and attract even more fans; at the same time, you're putting your business directly in front of your target market. Read on to find the best option for you to reach future customers at Multiverse.

## GUESTS & ARTISTS:

Multiverse features more than [70 exciting guests](#), including famous award-winning authors, artists, comics creators, performers, cosplayers, academics, publishing industry pros, and more! The Multiverse Market features dozens of hand-picked vendors offering the coolest hard-to-find SF-themed items, along with amazing original art and hundreds upon hundreds of book titles.

**Author Guest of Honor: Seanan McGuire**  
NYT bestselling, award-winning author

**Artist Guest of Honor: John Picacio**  
Highly acclaimed and awarded SFF artist

**Industry Guest of Honor: Cat Rambo**  
Prolific author, teacher, and 2-term SFWA President

## USEFUL LINKS:

[View the full lineup of guests and activities](#)

[Register for Multiverse 2019](#)

[Book a hotel room](#) at the discounted Multiverse rate

[Contact us with your questions or comments](#)

[Apply for Media/Press Passes](#)

[Apply to be a Guest or Presenter](#)

[Sell your wares at Multiverse](#)

Here is the [Multiverse Code of Conduct](#) and [accessibility information](#).

[Facebook](#)

[Instagram](#)

[Twitter](#)

## TITLE SPONSOR:

*\$1,500 (only 1 available)*

Sole listing as Official Sponsor on ALL print and electronic promotional materials, website, and signage.

- Up to two free registration bag stuffers (give your swag to attendees)
- Up to four free all-access Multiverse memberships for your staff
- One complimentary booth in the Dealers' Hall to sell or promote your product
- One hour of programming for demo or presentation of your product (optional)
- Listing on the Multiverse website with company logo and link to your website
- One free full-page advertisement in the Multiverse 2019 souvenir Program Book
- Listing in Multiverse newsletters from time of sponsorship through the convention
- Space on the Marketing Table to place flyers, branded swag, giveaways, etc.
- Listing in post-convention Multiverse newsletter

## PREMIER SPONSOR:

\$800

- Your logo on the Multiverse homepage and sponsor page with a link to your company website
- One free half-page advertisement in the Multiverse 2019 souvenir Program Book
- Listing in the Multiverse souvenir Program Book's sponsor acknowledgements, if received by 9/15/19
- Listing in Multiverse newsletters from time of sponsorship through the convention
- Listing as Multiverse Premier Sponsor on website and print materials
- Space on the Marketing Table to place flyers, swag, giveaways, etc.
- One free registration bag stuffer
- Two complimentary all-access Multiverse memberships for staff

## PARTNER SPONSOR:

\$500

- Listing as Multiverse Partner on website and print materials
- Listing in the Multiverse souvenir Program Book's sponsor acknowledgements, if received by 9/15/19
- Space on the Marketing Table to place flyers, swag, giveaways, etc.
- One complimentary registration bag stuffer
- A plug on our social media channels
- Two complimentary all-access Multiverse memberships for staff

## INTERESTED IN BECOMING A SPONSOR?

We'd love to hear from you! Please contact:  
[sponsors@multiversecon.org](mailto:sponsors@multiversecon.org)

# IN-KIND SPONSORSHIPS:

Provide or pay for the service/discount to members, and your name will be all over it. We'll list you as our Official Partner in the area of your item, and help promote it to all Multiverse members.

## WiFi

Everyone will be using it. Put your name on it.

## Dead Dog Party

The traditional post-con party celebrating the volunteers who made it all happen. Give them some food, drinks, or cool swag. They've earned it.

## Quiet Room

A calming, soothing space for members experiencing anxiety or sensory overload.

## Parenting Room

A quiet, secluded room where parents can feed, pump, calm, and otherwise care for young children.

## Mobile App

Help everyone schedule and navigate the convention all weekend.

## Ride Sharing

People need to get to Multiverse from all over, and no one wants to look (or pay) for parking downtown.

## Main Stage

This is where the biggest programming items happen.

## Con Suite Food and Drink

Feed the people and make them happy, and they won't forget your kindness ... or your brand.

## Printing

Programs, signs, and schedules. These last after the convention ends.

## Phone Charging Station

A life-saver for convention members. Solve this problem for them and they will be forever grateful.

## Airline

Our website and communications will drive our members to book their flights with you.

## Accessibility Services

ASL interpreters, mobility scooters, assisted-listening devices, captioning services, etc.

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# MULTIVERSE DEMOGRAPHICS:



## **AGES:**

85% of convention attendees are age 23-55.



## **GENDER:**

49% Male, 49% Female, 2% nonbinary or agender.



## **EDUCATION:**

Majority have bachelor's degree or higher.



## **INCOME:**

Above average with moderate disposable income.  
Most fans spend between \$100-\$500 at shows over and above tickets, parking, lodging and food.



## **POLITICS:**

Strong (though not exclusive) leaning toward progressive political views.



## **HABITS:**

Heavy readers with positive views of science and technology.

# CONTACT INFO

Reach out to us! For general questions contact: [sponsors@multiversecon.org](mailto:sponsors@multiversecon.org)  
Or reach out to the appropriate director:

**Chair:**

Jesse Adams  
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**Co-Chair:**

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## Multiverse Events

4575 Webb Bridge Rd.  
#5998, Alpharetta, GA 30023

P.O. Box 5998,  
Alpharetta, GA 30023

678-667-2434 (678-66-SCIFI)