

2023 - 2024

AVCON - ADELAIDE'S ANIME AND
VIDEO GAMES FESTIVAL



**SPONSOR
INFORMATION PACK**

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WHAT IS AVCON?

AVCon is the only event of its type in Adelaide.

The AVCon Anime and Video Game Festival is an annual celebration of Japanese animation, video gaming, tabletop gaming, esports, game development, art, technology, and cosplay all in the heart of Adelaide – the capital of South Australia!

Run by Team AVCon Inc, a not-for-profit volunteer organisation dedicated to serving the local South Australian community. Team AVCon Inc also runs various other anime and gaming themed events geared towards hobbyists, professionals, and the general public; meaning no matter your skill level or need, we have you covered! Because Team AVCon Inc is a not-for-profit, all funds generated are used exclusively for making AVCon events better year after year. We put our full focus on promoting local content and giving the South Australian community an event that feels their own.

The AVCon Festival has been running for 21 years and built a lasting legacy within South Australia and stands as one of the pillars of pop culture celebration on the Australian calendar. Because of its long lasting success, AVCon has developed a sterling reputation and is respected nationwide in multiple industries and communities.

AVCon is committed to fostering local and interstate talent in fields such as game development, digital productions, writing, art and design, sewing and construction and other creative outlets such as streaming and podcasting.



SOUTH AUSTRALIA

Although many Aboriginal people settled in the area we know today as South Australia, the traditional owners and custodians of the Adelaide plains were the Kurna people who called the area Tarntanya.

Modern Adelaide was established as the first free British settlement in Australia and does not have roots as a convict colony like many other Australian cities. It is named for Queen Adelaide, wife of King William IV.



Adelaide is home to a large variety of highly renowned arts, performance and food festivals that run all year long. In fact one of the many nicknames of South Australia is 'The Festival State' so AVCon is in good company.

Greater South Australia is home to many wine regions that are considered amongst the best in the world. Areas such as the Barossa Valley and McLaren Vale produce first class wine and are also some of the most scenic landscapes in the country and well worth a visit.

DEMOGRAPHICS

Surveys have found AVCon appeals to and is attended by males and females in equal measure, with another large segment of our attendees identifying as non-binary or genderfluid.

40% of AVCon attendees fall into the 18 to 24 age range and another 40% fall into the 25 to 34 bracket meaning AVCon has solid appeal to the younger demographics who make up the largest share of consumers spending money on pop culture related products and services.



AVCon is a family-friendly event that offers free entry to children under 10 and targets content directly at young fans to foster a lifelong love of AVCon and pop culture. Feedback from previous years indicates that AVCon resonates with and is well regarded by the family demographic.

AVCon also runs "After Dark" which is an 18+ pop culture celebration run on the Saturday night of the main AVCon Festival. After Dark allows older fans to enjoy a range of pop culture entertainment not suitable for a younger audience and vendors and artists to offer a wider range of products than normal.

AVCON AFTERDARK PARTY



SPONSORS

In previous years AVCon has had Internode, a large provider of premium internet services (and now part of TPG Telecom) as a major sponsor.

Nintendo has participated in AVCon in multiple years, setting up large displays on the show floor.

Crunchyroll (through Madman) has been a sponsor of AVCon providing anime screenings and prize giveaways.

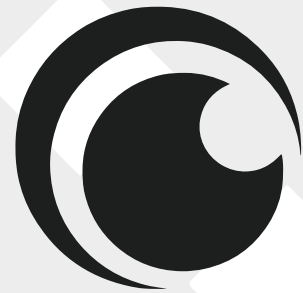
AVCon has worked with national tabletop retail outlet Good Game to run content in our table top area.

AVCon has worked with local anime and game retailer Shin Tokyo for almost two decades on promotion, exhibition and as a ticket seller partner.

UniSA has worked with AVCon to promote local technologies in development, support local game devs in the Indie Game Room and promotion of other University level courses on offer.



UniSA



crunchyroll





GUESTS

Home grown icons - AVCon has hosted many Australian icons such as **Jade Gatt** and **Ryan Lappin** (host of Australian kids show Cheez TV) and **Steven "Bajo" O'Donnell** and **Stephanie "Hex" Bendixsen** (host of Australian video game show Good Game).

International Celebrities - AVCon has flown in many international guests such as cosplayers **Jessica Nigri** and **Yaya Han**, voice actors such as **Jen Taylor**, **Caitlin Glass** and **Steve Downes** and Japanese animator **Hiroshi Nagahama**.



ARTISTS VENDORS INDIE GAMES



OVER 100 ARTIST IN OUR ARTIST ALLEY YEARLY

30 indie games featured in our Indie Game Room in 2023. Over the ten years plus the Indie Game Room has been running we have supported over 1000 local and interstate game developers.



40 EXHIBITORS IN OUR EXHIBITOR HALLS YEARLY

ONLINE REACH



21.1K

AVCon Facebook has 21.1k followers and reach of 100k over 2023.



4.4k

AVCon Instagram has 4.4k followers and a reach of 18.5k over 2023.



400K

AVCon Website generated 400k page views over 2023.



VENUE

AVCon will run out of the Adelaide Showgrounds. Just on the outskirts of the Adelaide CBD, the Adelaide Showgrounds is home to the Royal Adelaide Show, a mainstay of South Australian life and a venue well worn and familiar by most South Australians since childhood.

The Showgrounds is a large and modern venue and one of the largest under-cover exhibition spaces in the Southern Hemisphere. The Showgrounds accommodates other large pop culture events such as Supanova and Oz Comic-Con. The Showgrounds are easily accessible by car (with ample parking), the Adelaide Tram System and by bus.



MEDIA

As a community event, AVCon has developed specific and beneficial relationship with print, online, radio, and television media outlets in South Australia. Each year we host media representatives from TV stations, newspapers, websites and online content creators who eagerly report on our event and the impact it has on the South Australian landscape.





AVCON 2024

SPONSOR TIERS



AVCon Major Sponsor - \$20,000 (or equivalent goods or services)

Become the exclusive major sponsor of AVCon 2024!

All use of AVCon's logo in every aspects (including website, social media pages, all advertising campaigns, flyers and posters, social media posts, TV/online video and AVCon staff tshirts) up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following will include Major Sponsor logo as 'Business Name Presents - AVCon'.

All spoken references to AVCon in all advertising campaigns (radio/online) will be read as 'Business Name Presents AVCon'.

Premium exhibitor space (up to 10m x 10m, booth style build optional) on AVCon 2024 Anime and Video Game Festival show floor.

Exclusive use of your businesses product or service at all AVCon 2024 activities including at the main AVCon 2024 Anime and Gaming Festival.

Reservation of spots on AVCon main stage or in panel rooms to run content of your choosing (either your own content or with content creators/providers of your choice).

Extra Large Banner for your business designed and created (or sponsor provided) hung (rigging) on main AVCon 2024 Anime and Video Game Festival show floor.

Posters and banners designed and created (or sponsor provided) to be hung around main AVCon 2024 Anime and Video Game Festival show floor.

Logo or 15 second video looping on all available screens between content (stage/panel room/show floor) during main AVCon 2024 Anime and Video Game Festival show.

Three content campaign activation up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following (up to 3 social media posts across all platforms per activation, competition to promote and give away product and video content for Youtube/Twitch). Promotional photos package and video of your content at AVCon Anime and Gaming Festival 2024.

Appearance by AVCon Promotional Team with photography package and promotional video of up to 2 events of sponsor's choice up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following.

Up to 20 Exhibitor passes to attend AVCon 2024 Anime and Video Game Festival and passes to attend any other AVCon events.



AVCon Gold Tier: \$10,000 (or equivalent goods or services)

Large logo on AVCon website, social media pages, all advertising campaigns, flyers and posters, social media posts and TV/online video up until AVCon 2024 Anime and Video Game Festival.

Large logo on AVCon staff and volunteer tshirts and all AVCon wearable plastic event passes. Posters and banners designed and created (or sponsor provided) to be hung around main AVCon 2024 Anime and Video Game Festival show floor.

Logo and/or promotional image or 15 second video looping on all available screens between content (stage/panel room/show floor) during main AVCon 2024 Anime and Video Game Festival show.

Naming rights to a section of AVCon 2024 Anime and Video Game Festival (ie AVCon Main Stage, AVCon Chill Out Area) and exclusive use of your products and services within that area. Premium exhibitor space (up to 6m x 6m, booth style build optional) on AVCon 2024 Anime and Video Game Festival show floor.

Reservation of spots on AVCon main stage or in panel rooms to run content of your choosing (either your own content or with content creators/providers of your choice).

Two content campaign activation up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following (up to 3 social media posts across all platforms per activation, competition to promote and give away product and video content for Youtube/Twitch).

Promotional photos package and video of your content at AVCon Anime and Gaming Festival 2024.

Appearance by AVCon Promotional Team with photography package and promotional video at an events of sponsor's choice up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following.

Up to 10 Exhibitor passes to attend AVCon 2024 Anime and Video Game Festival and passes to attend any other AVCon events.





Silver Tier: \$5,000 (or equivalent goods or services)

Medium logo on AVCon website, social media pages, all advertising campaigns, flyers and posters, social media posts and TV/online video up until AVCon 2024 Anime and Video Game Festival.

Medium logo on AVCon staff and volunteer tshirts and all AVCon wearable plastic event passes. Posters and banners designed and created (or sponsor provided) to be hung around main AVCon 2024 Anime and Video Game Festival show floor.

Logo and/or promotional image created and looping on all available screens between content (stage/panel room/show floor) during main AVCon 2024 Anime and Video Game Festival show. Premium exhibitor space (up to 3m x 3m, booth style build optional) on AVCon 2024 Anime and Video Game Festival show floor.

A content campaign activation up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following (up to 3 social media posts across all platforms per activation, competition to promote and give away product and video content for Youtube/Twitch).

Promotional photos package and video of your content at AVCon Anime and Gaming Festival 2024.

Appearance by AVCon Promotional Team with photography package at an events of sponsor's choice up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following. Up to 5 Exhibitor passes to attend AVCon 2024 Anime and Video Game Festival and passes to attend any other AVCon events.



Small Business Package: \$3,000 (or equivalent goods or services)

Small logo on AVCon website, social media pages, all advertising campaigns, flyers and posters, social media posts and TV/online video up until AVCon 2024 Anime and Video Game Festival.

Sponsor provided posters hung around main AVCon 2024 Anime and Video Game Festival show floor.

Logo and/or promotional image looping on all available screens between content (stage/panel room/show floor) during main AVCon 2024 Anime and Video Game Festival show.

A content campaign activation up until the date of AVCon 2024 Anime and Video Game Festival and 2 months following (up to 3 social media posts across all platforms per activation, competition to promote and give away product and video content for Youtube/Twitch).

CUSTOM PLANS

AVCon Sponsorship Team can design custom plans that include any options included in other tiers or unique sponsorship and marketing opportunities to fit your desired outcomes and budgets. Please contact sponsorship@avcon.org.au and we'll be able to help!



COMPETITIONS, GIVEAWAYS, PRODUCT PROMOTIONS

If you are a company wanting a short term promotion of a specific product or service AVCon can offer single activation or limited campaigns that are one time only, non contracted agreements. AVCon can use its considerable social media reach to promote or give away products such as movie tickets, new release games or special anime or game inspired products. Companies must be willing to donate the product or service in question for use by AVCon in future events or to be given away to the general AVCon audience.

These give away or promotions do not result in companies being listed as 'Sponsors of AVCon' or any other recognition by AVCon without an accompanying agreement in one of the listed AVCon sponsorship opportunities.

Please contact sponsorship@avcon.org.au to enquire about these opportunities.



PURCHASABLE OPTIONS

Content campaign activation - \$500 (or equivalent goods or services) - includes 5 social media posts across all platforms to promote a company, product or service. Includes use of any provided media (images or video) and can optionally include short video created by Team AVCon Promotional Team.

AVCon Poster Pack - \$500 (or equivalent goods or services) - Sponsor provided posters hung around main AVCon 2024 Anime and Video Game Festival show floor.

AVCon Screen Pack - \$500 (or equivalent goods or services) - Logo and/or promotional image looping on all available screens between content (stage/panel room/show floor) during main AVCon 2024 Anime and Video Game Festival show.

AVCon Logo Sponsor - \$1000 (or equivalent goods or services) - Small logo on AVCon website, social media pages, all advertising campaigns, flyers and posters, social media posts and TV/online video up until AVCon 2024 Anime and Video Game Festival.

AVCon Photo/Videography Package - \$1500 (or equivalent goods or services) - Promotional photos package and video of your content at AVCon Anime and Gaming Festival 2024.

Event Photo/Videography Package - \$2000 (or equivalent goods or services) - Appearance by AVCon Promotional Team to event or store with photography package and promotional video.

CONTACT US

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