



FIFOCON

— FIND YOUR TREASURE —

2017 SPONSORSHIP
OPPORTUNITIES

DEAR FRIEND,

FifoCon...is about discovery...

We would like to ask you for a favor. We would like for you to think back to the years of your childhood, back when you flew through the air as a super hero or plotted in a secret lair as a villain. Back when your Star Wars and GI Joe figures struggled in epic Battle Royales or you slayed a dragon with a stick in your backyard.

As we grew older, our imagination grew as well and we became fascinated by tabletop and role-playing games. It was there where whole worlds were created by pen and paper and brought to life by like-minded individuals who participated in creating interactive experiences. Elements of chaos, magic, and mystery were limited only by our imaginations and helped create experiences and friendships that lasted lifetimes.

Video games came after, allowing us to visually immerse ourselves in the worlds that we had previously only been able to imagine, bringing myths to life and allowing us to share real-time experiences with our friends.

It was not long before people pushed those boundaries as well, and ventured even further into the realm of make believe, actively becoming a part of the story through Live Action Role Playing and CosPlay. Individuals learned different crafts and trades and entire industries were created from the desire to develop screen accurate replicas of props from movies, comic books, and video games.

FifoCon...is about opportunity... for those who seek and for those who can bestow.

We want a hand in creating these experiences for others. We want to share our vision and our creativity by building worlds in which others can play.

FifoCon however, is not just a place to play games, it is a place for individuals to discover the avenues of entry into the creative industries, both through the arts and technology. FifoCon is a place for creatives to once again, come together, create new worlds, and develop opportunities.

But, most importantly, FifoCon is about supporting the preservation efforts of our most valuable resource - our people.

Please consider adding your coin to the treasure that is FifoCon.

Andre Chapoy,
Event Manager

At FifoCon, we believe that the **greatest discoveries** happen when people who **create experiences** come together and **share their knowledge**.

ABOUT FIFOCON

FifoCon is excited to be bringing a new concept to the Gulf Coast Region. FifoCon is a convention that is dedicated to showcasing the intersection and convergence of Cosplay, Making, and Video and Tabletop Gaming. Inspired by Louisiana Lore about the Fifolet (the Cajun Will O' Wisp) FifoCon is a convention dedicated to the idea of discovery, and finding the treasure that the fi-fo-let can lead you to. The event takes place over Halloween weekend and is a destination for people interested in any aspect of making, cosplaying, or video or table-top gaming. It features sessions, showcases, exhibitions, educational panels, and the opportunity to meet like-minded individuals.

INVESTMENT IN DOWNTOWN BATON ROUGE This event is being held as an annual gathering that will help establish Baton Rouge as a destination location and attract people from across the United States. The event will support local industry and showcase Baton Rouge as the Creative Capital of the South.

By investing in FifoCon, you'll make an impression on the following audiences:

YOUNG AND UPCOMING TALENT Vital to the lifeblood of any growing community, these individuals are involved in growing the making and gaming industries in Baton Rouge and Louisiana at large. These people are interested in everything that the industry can provide and are hungry for knowledge.

INDUSTRY PROFESSIONALS These professionals are currently engaged in the making and gaming businesses in Baton Rouge and Louisiana. These people are interested in companies that help to support their respective industries.

IT AND SOFTWARE DEVELOPMENT PROFESSIONALS Fifocon is a draw for the IT and Software development experts. It is a networking opportunity for professionals and support businesses alike.

DEMOGRAPHIC PROFILE Attendees of Fifocon are projected to be upper middle class or above, have college and advanced degrees, be in the top quartile of income earners and have disposable income. They are passionate about their interests, plugged into popular culture, and are willing and able to spend money on their pursuits and hobbies. They are looking for unique experiences that connect them with other like-minded individuals. They are consumers of technology and are interested in events that will educate, inform and entertain them.

Attendance is projected to be more than 8,000 people across the three day event.

FIFOCON FEATURES

MAKER'S SHOWCASE

IMMERSE

Our makers showcase will have a strong emphasis on makers who are involved in the cosplay industry. Attendees will have the opportunity to see panels, education events and participate in exciting workshops related to creation in the cosplay industry.

INNOVATE

Our video gaming events will bring in indie game developers and professionals working in the video gaming profession. Attendees will have the opportunity to see panels that will educate and entertain as well as have the chance to participate in tournaments showing off some of the latest trends in the video gaming industry.

VIDEO GAMING

TABLETOP GAMING

ENGAGE

Our tabletop gaming events will feature tournaments, education panels, and a variety of games such as Dungeons and Dragons, Magic the Gathering, Cards Against Humanity, Settlers of Catan and more. Attendees will have the opportunity to play demos of new games before they hit the market and get the chance to play with experienced gamers. Whether you are a casual Cards Against Humanity player, or a gamer with their own card deck, tabletop gaming will offer something for all attendees.

SPONSORSHIP LEVELS

Your sponsorship gives yourself the unique opportunity to be part of the FifoCon experience.

It puts your brand, services, and products in front of more than 8000 attendees.

The benefits you will receive for your sponsorship are listed below.

SPONSORSHIP BENEFITS	PIONEER (X3) \$15,000	NAVIGATOR (X5) \$10,000	SCOUT (X3) \$5,000	TRAVELER (X15) \$1,500	ADVOCATE \$500
VIP Passes	10	8	4	2	2
Verbal Recognition	•	•	•	•	•
Booth	20x20/ Placement	10x10	10x10	10x10	
Swag Bag Name on Insert	•	•	•	•	
Logo on Sponsor Banner	•	•	•	•	
Social Media Mentions	15	6	3		
Promo Item in Swag Bag	•	•	•		
Ad in Program Booklet	Full Page	½ Page	¼ Page		
Banner Ad on FifoCon App	•	•	•		
Push Notifications on FifoCon App	6	4	2		
Logo on Swag Bag	•	•			
All Access Passes	2	2			
Logo on FifoCon T-shirt	•	•			
Company Highlight Video Promo	•	•			
Step & Repeat Logo	•				
Prominent Website + Logo Link	•	•			
Website + Logo Link			•	•	•
Thanks TEXT			•	•	•