

MOVIES | TV | COMICS | ANIME | SCI-FI | FANTASY | GAMES | COSPLAY | WRESTLING | COMPS | FUN!

*Australia's biggest and best comic con,  
gaming and pop culture expo!*

# **supanova**<sup>TM</sup> comic con & gaming



**SPONSORSHIP OPPORTUNITIES KIT**



**UP TO 150,000  
THROUGH THE DOORS**

**APRIL  
2023**

**GOLD COAST (24,000) April 15-16**  
*Gold Coast Convention & Exhibition Centre*  
**MELBOURNE (24,000) April 22-23**  
*Melbourne Showgrounds*

**JUNE  
2023**

**SYDNEY (35,000) June 17-18**  
*Sydney Showgrounds, Olympic Park*  
**PERTH (25,000) June 24-25**  
*Perth Convention & Exhibition Centre*

**NOV  
2023**

**ADELAIDE (12,000) November 4-5**  
*Adelaide Showground*  
**BRISBANE (30,000) November 11-12**  
*Brisbane Convention & Exhibition Centre*





## SELECT SUPA-STAR CELEBRITY TALENT ALUMNI



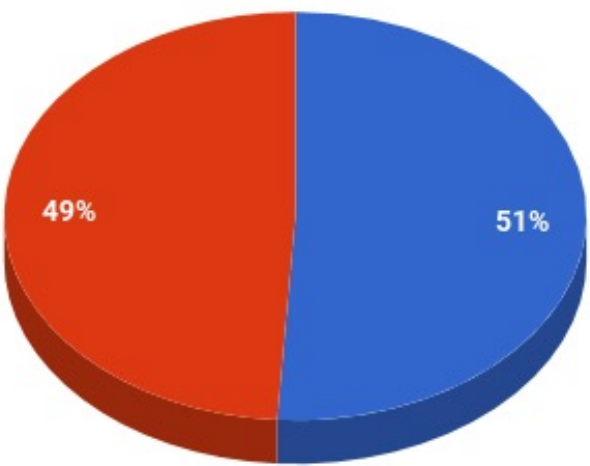


## Gender Ratio:

Are **49%** male and **51%** female

● Male ● Female

**GENDER:** Tour continues to mature with mass consumers



## Fierce Brand Loyalty:

**93%** will purchase brands & products associated with Supanova

**85%** are more likely to try a brand associated with Supanova

*NOTE: Kids 12 years & under are FREE with a paying adult or guardian.*

Brand categories that resonate with our fans	
Consumer Electronics	Video Games
Automotive	Mobile & Tech
Entertainment	Sports & Travel
Toys	Packaged Goods
Retail	Financial Services

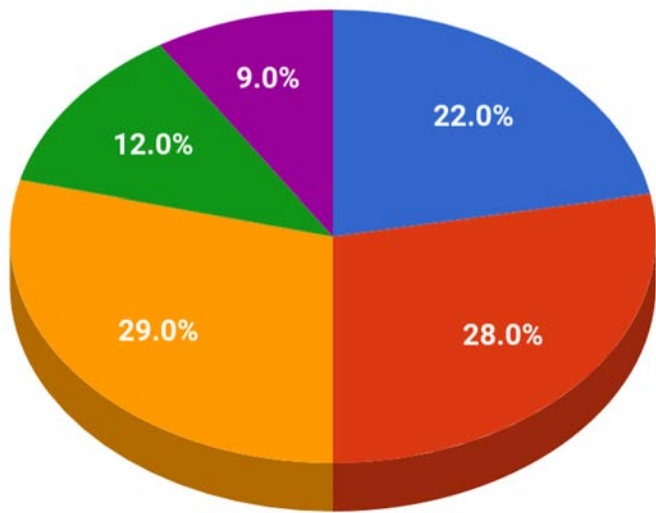
## Unmatched Consumer Passions:

**89%** are early adopters of new products

**86%** are heavy users of mobile phone (data, apps and more)

**80%** purchase tech products, video gaming and entertainment programming within 90 days of launch

● Under 18 ● 18-24 ● 25-34 ● 35-44 ● 45-54+



**AGE BREAKDOWN:** 69% are in advertising sweet spot of 18-45 years old



## SELECT BRAND SPONSORS FROM THE TOUR





## **DIGITAL MEDIA OPPORTUNITIES**



## Web & Mobile Media:

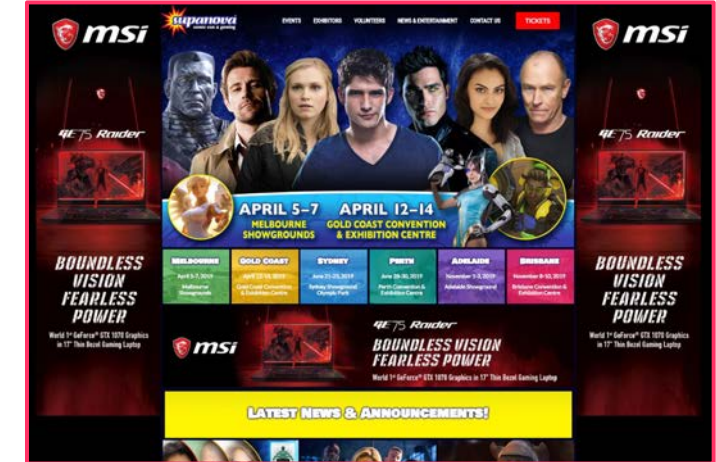
Supanova.com.au offers great opportunity for brands to make impressions and capture our passionate national fans right on their mobile device or a web browser and, with a click, turn them into customers.



Homepage Slider & Web Skins Ads (Takeover)



Web Banners (Online & Mobile)

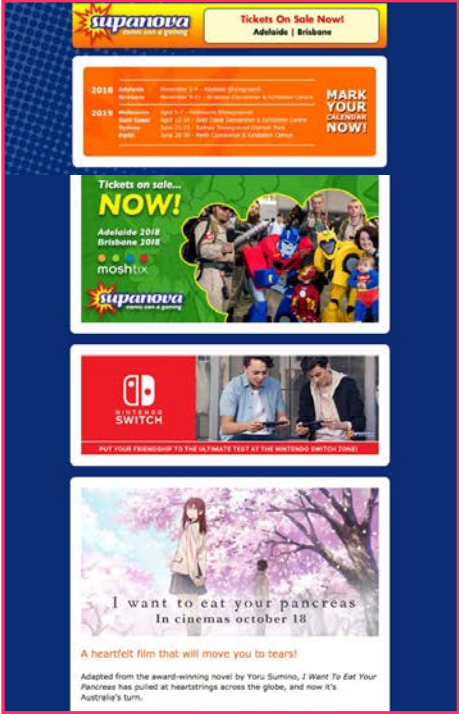


TRIPLE BUNDLE Takeover: WebSkins, Homepage Slider & Banner Ad (rotation)

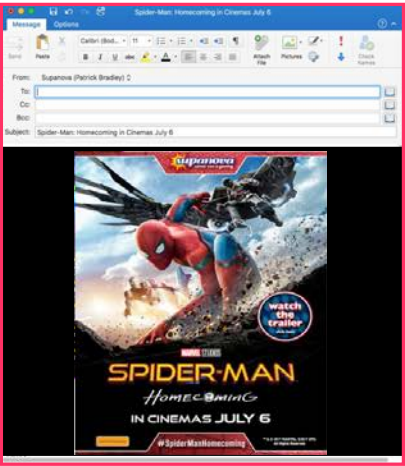
DIGITAL SPONSORSHIP OPTIONS:	HOT ZONE (EXPO WEEKS & TWO WEEKS PRIOR)				ALL OTHER WEEKS			
Website Media	\$ Week	Est. Imps (Weekly)	\$ Month	Est. Imps (Monthly)	\$ 1 Week	Est. Imps (Weekly)	\$ 1 Month (4 weeks)	Est. Imps (Monthly)
Web Skins Ads (Site Takeover)	\$2,530	180,000	\$10,120	720,000	\$1,650	140,000	\$6,600	560,000
Homepage Slider Ad (2 avails)	\$715	55,000	\$2,860	220,000	\$605	40,000	\$2,420	160,000
Banner Ads	\$935	70,000	\$3,740	280,000	\$825	60,000	\$3,300	240,000
Logo Listing (Tour only)	N/A	N/A	N/A	28,800	N/A	N/A	N/A	22,400
COMBO: Homepage Slider + Banner (rotation)	\$1,744	125,000	\$6,277	500,000	\$1,513	100,000	\$4,840	400,000
DOUBLE BUNDLE Takeover: Web Skins & Banner Ad (rotation):	\$3,456	250,000	\$11,058	1,000,000	\$2,376	200,000	\$7,603	800,000
TRIPLE BUNDLE Takeover: Web Skins, Homepage Slider & Banner Ad (rotation)	\$4,171	305,000	\$12,512	1,220,000	\$2,981	240,000	\$8,943	960,000

\*Annual Tour Sponsors receive discounted pricing on all combo & bundled website media packages. All prices are in AUD and include GST.





**eDM (MONTHLY) NEWSLETTER**  
Ad Tile - Top Position/Premium  
(Nintendo example #1 slot)



**eDM (Bespoke) STATIC**  
Feature Image - National

## eDM Marketing – National & Geo-targeted:

Email marketing is still one of the most effective ways to make an impression and the Supanova consumer database of active “opt-in” members keeps growing every month. With over 140,000 active loyal consumers in the Supanova eDM audience, brands can take advantage of a solus (exclusive) brand message or be a part of a monthly newsletter with a branded Ad Tile.

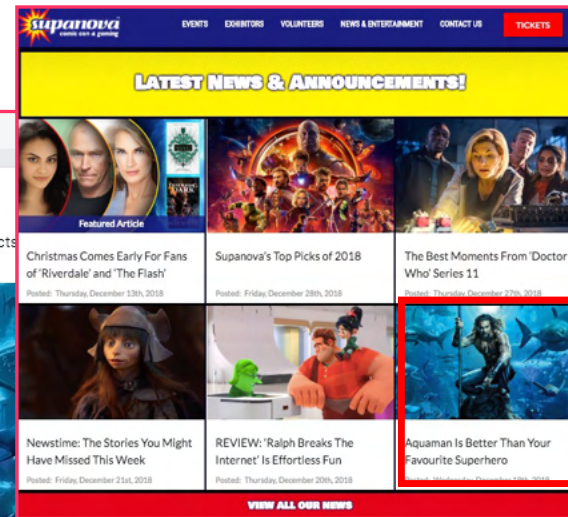
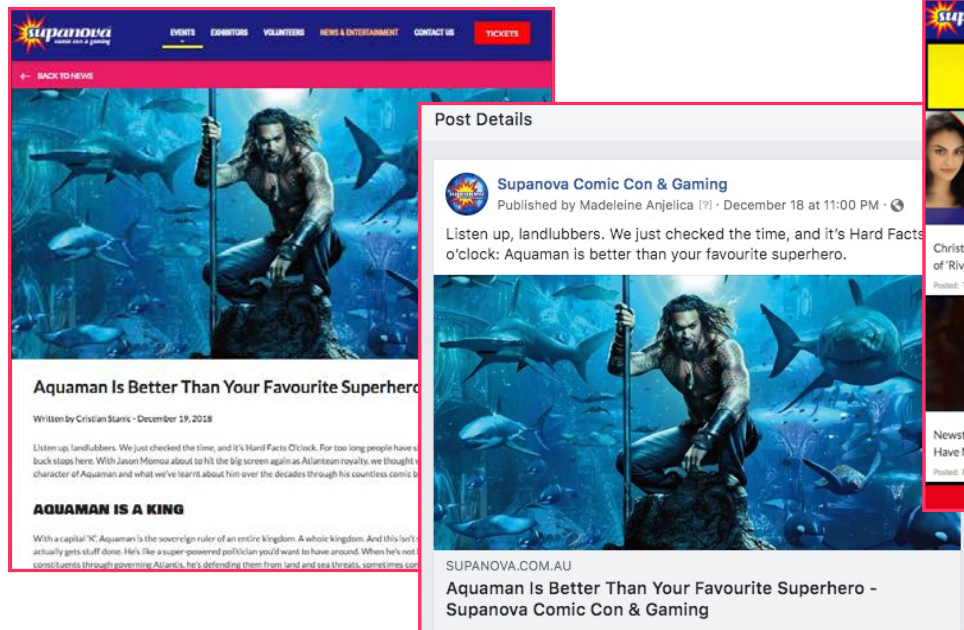
eDM Options	*PRICING (ONE TIME)
eDM (Monthly) Newsletter inclusion - Ad Tile	\$1,540
eDM (Bespoke) Image Feature/static - National	\$4,400
eDM (Bespoke) Image Feature/static - Geo-targeted (regional)	\$ varies by state

*\*Annual Tour Sponsors receive discounted pricing for multiple campaigns throughout the year.  
All prices are in AUD and include GST.*

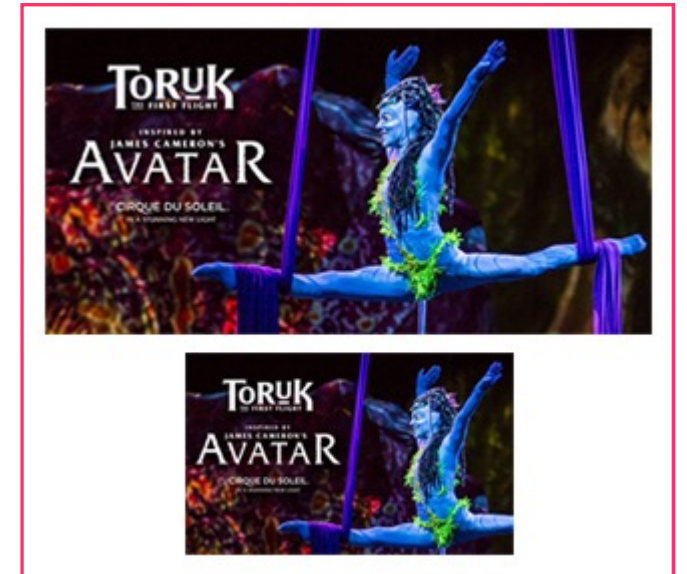


## Original Content Social Engagement:

The Supanova.com.au site is part e-commerce (buy tickets) and part pop-culture news and entertainment for fans. Our staff of editorial writers are constantly covering all areas of fan interest. As part of a sponsorship package, let our writers talk about your exciting consumer product or new programming release with an article that will be promoted, read, and socially shared by the national audience.



Case Study: Village Roadshow's Film Aquaman  
Supa-News Article and social media (selects)



Supa-News Article Design Specs, client provided

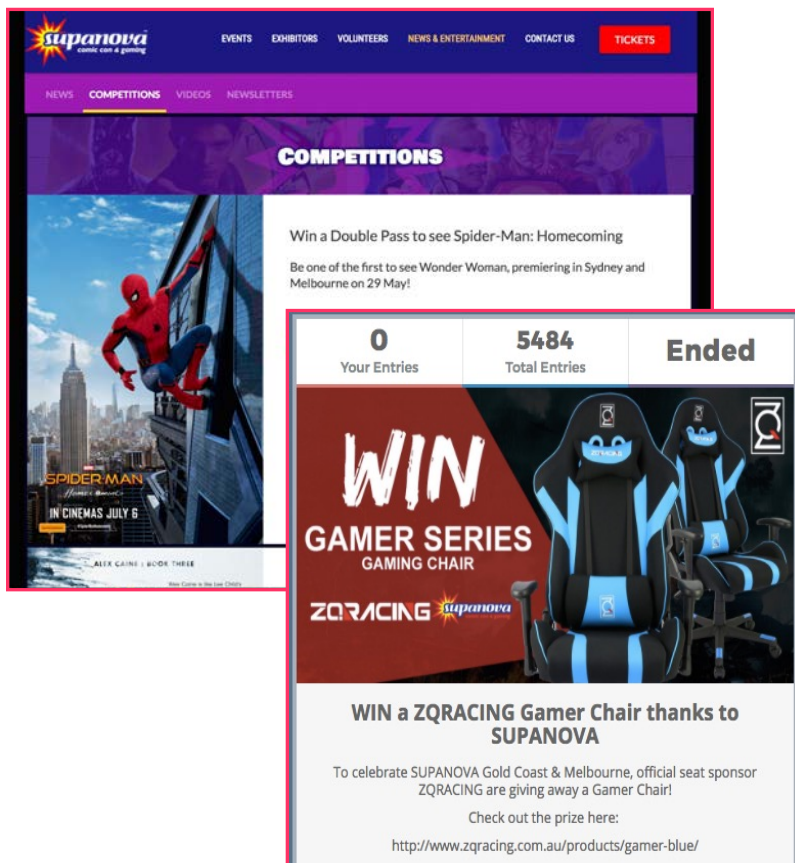
FEATURED SUPA-NEWS PRESS ARTICLE (w/social media)	PRICING	EST. IMPS.
Online/Mobile Editorial & Publicity Article with Social Amplification	\$2,475	160,000

\*Annual Tour Sponsors receive discounted pricing for multiple campaigns throughout the year. All prices are in AUD and include GST.



## eDM Online Fan Contesting and Consumer Data Gathering:

Fans love to be fans and with online/mobile based contests and giveaways, is a great opportunity to turn fans into active consumers. The brand sponsor has the opportunity to make an impact, engage, create excitement and ultimately start a relationship with a loyal group of people.



**COMPETITIONS**

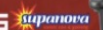
Win a Double Pass to see Spider-Man: Homecoming  
Be one of the first to see Wonder Woman, premiering in Sydney and Melbourne on 29 May!

**0**  
Your Entries

**5484**  
Total Entries

**Ended**

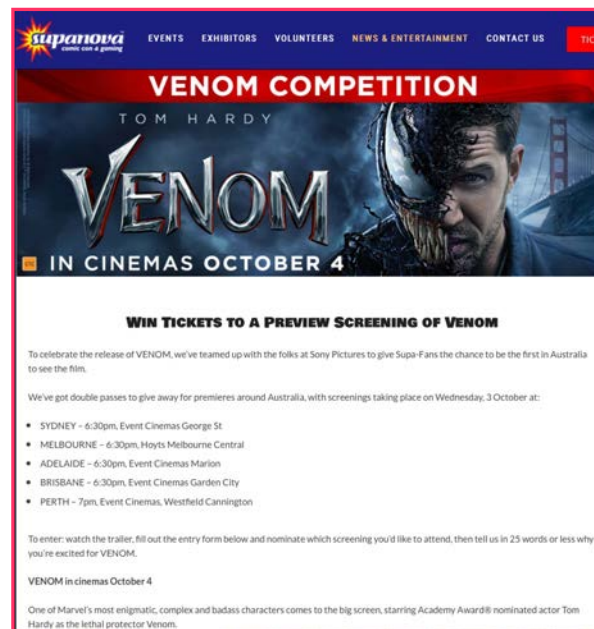
**WIN**  
GAMER SERIES  
GAMING CHAIR

**ZQRACING** 

**WIN a ZQRACING Gamer Chair thanks to SUPANOVA**

To celebrate SUPANOVA Gold Coast & Melbourne, official seat sponsor ZQRACING are giving away a Gamer Chair!

Check out the prize here:  
<http://www.zqracing.com.au/products/gamer-blue/>



**VENOM COMPETITION**

TOM HARDY

**VENOM**

IN CINEMAS OCTOBER 4

**WIN TICKETS TO A PREVIEW SCREENING OF VENOM**

To celebrate the release of VENOM, we've teamed up with the folks at Sony Pictures to give Supa-Fans the chance to be the first in Australia to see the film.

We've got double passes to give away for premieres around Australia, with screenings taking place on Wednesday, 3 October at:

- SYDNEY - 6:30pm, Event Cinemas George St
- MELBOURNE - 6:30pm, Hoyts Melbourne Central
- ADELAIDE - 6:30pm, Event Cinemas Marion
- BRISBANE - 6:30pm, Event Cinemas Garden City
- PERTH - 7pm, Event Cinemas Westfield Carriington

To enter: watch the trailer, fill out the entry form below and nominate which screening you'd like to attend, then tell us in 25 words or less why you're excited for VENOM.

VENOM in cinemas October 4

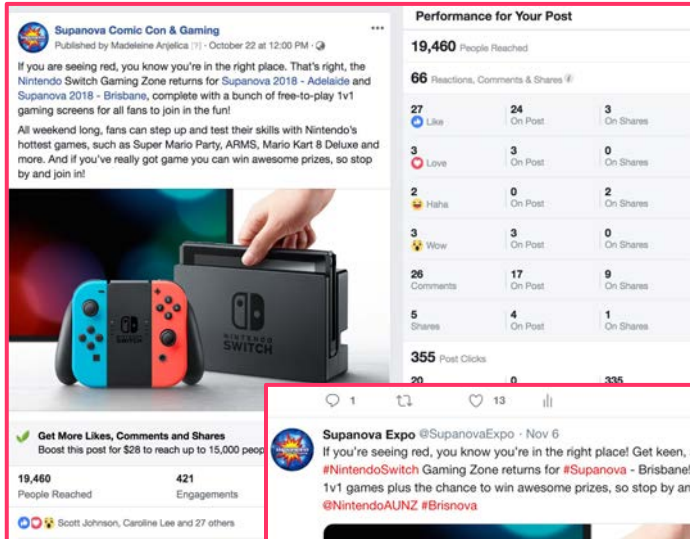
One of Marvel's most enigmatic, complex and badass characters comes to the big screen, starring Academy Award® nominated actor Tom Hardy as the lethal protector Venom.



COMPETITION & OPT-IN SIGN-UP CAMPAIGNS	PRICING
National Fan Online/Mobile/Social Contest (w/ social media package)	\$5,825
Event based RSVP Programmes (Screenings, Premieres, Previews)	\$3,784

\*Annual Tour Sponsors receive discounted pricing for multiple campaigns throughout the year. All prices are in AUD and include GST.





## Social Media Community Engagement:

As an amplification to your campaign, Supanova social media channels offer great opportunity for brands to make impressions and capture our passionate national fans right on their mobile device or a web browser; engage and empower them to share.

*\*Social media posts included with sponsorship campaigns, not sold separately*

Platform	Followers/Reach	Image specs	Text/Character	NOTES
Facebook	166K+	1920px(W) X 1460px(H)	up to 350	include hashtags, URLs
Twitter	24K+	506px(W) X 253px(H)	up to 180	include hashtags, accounts, URLs
Instagram	45K+	1080px(W) x 1080px(H)	up to 180	include hashtags, accounts

*All prices are in AUD and include GST.*



## EVENT MEDIA OPPORTUNITIES



## Experiential Brand Stand:

Brands and businesses secure space on the show floor to engage fans, market, sell merchandise and gain loyal customers.



**Sponsor: Nintendo** - 9Mx9M space for free-to-play experiential and fan comps



**Sponsor: ESL** 25Mx25M space for Pro Esports gaming stage and merch stand

## Sponsor Experiential Space Features:

- Minimum 6m x 6m hire of space
- Must be custom designed and/or externally developed displays
- Carpet included with stand hire
- Furniture, Power & Lighting ordered as required
- Exhibitor Passes (limited, upon request)

*\*Larger space available on request with custom pricing provided. All prices are in AUD and include GST.*



## Static Out-of-Home Signage XL Billboard Banner

Event based Out of Home media, full sized overhead banners and signage is an ultimate way to create impact and awareness. Signage hangs directly above a main high trafficked concourses, entryways or lobby or even on the main exterior of the Event Center (urban centers).



BILLBOARD / BANNER ADVERTISING	SINGLE SHOW	EST. IMPS. (ONE SHOW)	DOUBLEHEADER	EST. IMPS. (TWO SHOWS)	TOUR	EST. IMPS. (6 SHOWS)
BANNER (two-sided/rigged) Show Hall Main Entrance Exclusive (3mx6m min)	\$5,473	300,000	\$9,851	600,000	\$26,268	1,800,000
BANNER (two-sided/rigged) Main Concourse Limited (3mx6m min)	\$4,373	270,000	\$7,871	540,000	\$20,988	1,620,000
BRANDED PHOTO WALL (floor level) (est. 6mx2.4m min.)	\$2,805	150,000	\$5,049	300,000	\$13,464	900,000
BILLBOARD KEY SHOW AREA (two-sided/rigged) Celebrity Signing Zone (3mx6m min)	\$3,823	210,000	\$6,881	420,000	\$18,348	1,260,000
Barricade Cover Ads (assumes 12 Ads per brand/per show)	\$3,273	180,000	\$5,891	360,000	\$15,708	1,080,000
BILLBOARD (one-sided/mounted) Exterior Event Ctr/Main Show entrance (Size TBD)	TBD	varies	TBD	varies	TBD	varies

All prices are in AUD and include GST.



## TV Commercials, Exclusive Content & Entertainment Trailers

Give your brand the big screen treatment it deserves. Whether you want to simply run your newest TVC/spot or your upcoming Movie or TV show trailer, or create custom cinematic content, we'll help you go BIG and engage with our influential audience of Con-goers nationwide.



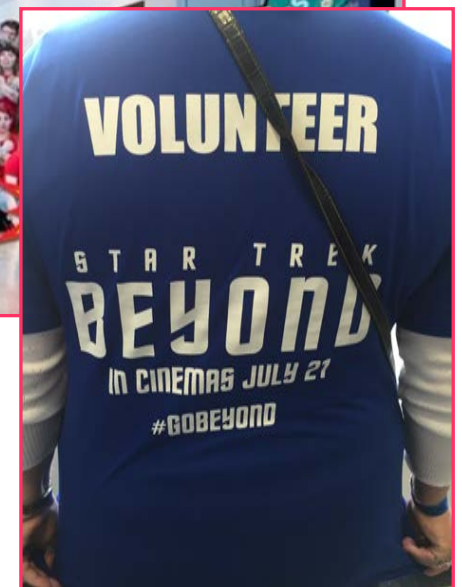
TVC & TRAILER VIDEO PLAY	SINGLE SHOW	EST. IMPS. (ONE SHOW)	DOUBLEHEADER	EST. IMPS. (TWO SHOWS)	TOUR	EST. IMPS. (6 SHOWS)
(:30) TVC/Trailer Video Play	\$1,788	95,000	\$3,575	190,000	\$9,653	570,000
(:60) TVC/Trailer Video Play	\$2,173	95,000	\$4,345	190,000	\$11,732	570,000
(1-2 Min) Alt. Length Video Play	\$2,998	70,000	\$5,995	140,000	\$16,187	420,000
(5 min/approx) Special Video Play (limited)	\$3,245	65,000	\$6,490	130,000	\$17,523	390,000

*\*Video assets client provided. 20% discounts for tour campaigns. All prices are in AUD and include GST.*



## With the Supanova national community, the bond is strong!

93% of our fans tell us they will purchase brands & products associated with the Supanova Tour, so the passion is also extreme. Just like community groups such as cosplay and artist alley, the volunteer base is a vital piece of the live event production experience. Volunteer T-Shirt Advertising allows you to be a part of, and worn by, the passionate community.



VOLUNTEER T-SHIRTS	DOUBLEHEADER	EST. IMPS. (TWO SHOWS)	TOUR	EST. IMPS. (6 SHOWS)
Total Volunteer Community (250+ per show)	\$5,225	280,000	\$14,108	840,000

*Includes t-shirt production and delivery included. Key art client provided. All prices are in AUD and include GST.*



## Branded Message on Every Attendee:

Want to make an impression with consumers literally all day or all weekend long? Then you're going to want to choose branded wristbands advertising. Great for new product launches or movie releases or pretty much any campaign where you want to consumer to take action.



BRANDED WRISTBANDS	DOUBLEHEADER	EST. IMPS. (TWO SHOWS)	TOUR	EST. IMPS. (6 SHOWS)
Entire Fan Audience	\$12,750	12,000,000	\$34,425	36,000,000
Kids Targeted (12 yrs & under, free admission)	\$4,975	3,000,000	\$8,033	10,800,000

All prices are in AUD and include GST.



## (Sponsor's Name) Supa-Star Signing Area

- Premium Show Floor Ad Space
- Featured brand placement above guests
- Unmatched show floor visibility and impressions
- Featured naming of brand in all Supanova PA announcements for guests

Naming rights to theatres available through tailored packages.  
Please enquire for pricing.





## Grand Theatre – Theatre I (Sponsors Name) Theatre

- Holds both Supanova Odyssey national Qualifiers & Championships including Local Cosplay competitions
- Arena used for larger headline guest panels where AV content is essential
- Most frequented theatre
- Full AV and Technical setup
- Minimum 1000 seat capacity

Naming rights to theatres available through tailored packages.  
Please enquire for pricing.





## Seminar Theatre – Theatre 2 (Sponsors Name) Seminars

- Minimum 300 seat capacity
- Panels booked in 50 minute time slots
- Includes Master Classes for all who wish to advance their skill set in movie making and literature

Naming rights to theatres available through tailored packages.  
Please enquire for pricing.





## Show Floor Open Theatre – Theatre 3 (Sponsors Name) presents Imagineer's & Gaming

- Workshop style panels
- Full AV setup on stage
- Home of the Fan Art and Model/Prop Exhibition and Competitions
- Min. 80 seat capacity with additional standing room
- Exclusive interaction & patron engagement within exhibition show floor

Naming rights to theatres available through tailored packages.  
Please enquire for pricing.







Please contact our team for all  
Sponsorship enquiries:

Email: [sponsorship@supanova.com.au](mailto:sponsorship@supanova.com.au)

Web: [supanova.com.au](http://supanova.com.au)

Facebook: <https://www.facebook.com/supanovaexpo/>

Twitter: <https://twitter.com/SupanovaExpo>