

# 2024 MEDIA KIT

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TORONTO COMIC

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**TCAF**

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ARTS FESTIVAL  
[WWW.TORONTOCOMICS.COM](http://WWW.TORONTOCOMICS.COM)

# Who we are at TCAF

The Toronto Comic Arts Festival (TCAF) exists to promote the breadth and diversity of comics and what is considered comics as a medium of literary and artistic worth. We seek to promote the creators of these works in their broad and diverse voices for the betterment of the medium of comics and to reach as broad an audience as possible for them. To this end, we have created an international festival that spotlights these creators with a vibrant festival for all ages that is free to attend.

Since 2009, TCAF has been hosted at the Toronto Reference Library, the flagship branch of the world's largest library system. Located in the heart of downtown Toronto's Yonge & Bloor intersection, TCAF features 3 floors of a diverse vendor marketplace with over 350 creators, over 100 hours of panel programming, and unique experiences to expand the public's knowledge and appreciation of comics.

In 2022, TCAF became a hybrid festival featuring 2 weeks of online programming and a digital vendor marketplace.

## Key Highlights

- A curated festival that highlights the best comics and creators working today
- Dozens of Featured Guests from all over the world
- Annual attendance of 28,000 in person
- 350 Exhibitors & 100 Digital Vendors
- Over 8,000 unique visitors to our digital marketplace

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# TORONTO COMIC ARTS FESTIVAL

TORONTO COMIC ARTS FESTIVAL



# GOLD

\$20,000 CASH OR  
\$40,000 IN-KIND VALUE



The top tier of our sponsorship offerings, Premier sponsors will see their names on all our materials and will have a spotlight presence at the festival itself. Unparalleled brand exposure and access to all the festival has to offer are the benefits of this tier.

- One exhibit area at the Festival (as space allows) will be named after premier sponsor
- 2 Full-page ads (or double page spread) in Festival Guide (8,000 minimum print run)
- Web ads on TCAF's Digital Marketplace
- Logo placement on all advertisements
- Logo placement in Festival Guide
- Logo placement on Festival Posters (full colour)
- Logo placement on and enhanced sponsor listing on [www.torontocomics.com](http://www.torontocomics.com) (approximate 100,000 unique visitors annually)
- Press release on [www.torontocomics.com](http://www.torontocomics.com) and social media announcing partnership
- Verbal thank-you in Friday evening gala events
- Banner advertisements hung at Toronto Reference Library for duration of festival
- Sponsorship message and/or link in all outgoing promotional emails.
- Run-of-show access for two persons to all TCAF events. Includes tickets to all screenings
- Right to sponsorship exclusively within your business type
- Right of first refusal for Sponsorship in following year

# TCAAF

TORONTO  
COMIC ARTS  
FESTIVAL



TCAF

# SILVER

\$10,000 CASH OR  
\$20,000 IN-KIND VALUE



Logo placements and event presence. Two key components of the gold tier. From the festival guide to the posters, enjoy a marquee presence for your organization's logo.

- Full-page ad placement in Festival Guide (8,000 minimum print run)
- Web ads on TCAF's Digital Marketplace
- Logo placement on all advertisements
- Logo placement in Festival Guide
- Logo placement on Festival Posters (full colour)
- Logo placement on and enhanced sponsor listing on [www.torontocomics.com](http://www.torontocomics.com) (approximate 100,000 unique visitors annually)
- Verbal thank-you in Friday evening gala events
- Banner advertisements hung at Toronto Reference Library for duration of festival
- Sponsorship message and/or link in all outgoing promotional emails.

TORONTO PUBLIC LIBRARY PRESENTS

# TCAF

TORONTO COMIC ARTS FESTIVAL  
2017





# BRONZE

\$5,000 CASH OR IN-KIND VALUE



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A cost effective way of supporting the festival while still getting your organization's logo in front of thousands of festival goers and target key demographics of the festival.

- Naming Rights to TCAF satellite event (like TCAfter Party, Queer Mixer, etc)
  - Half-page ad placement in Festival Guide (8,000 minimum print run)
  - Logo placement on all advertisements
  - Logo placement in Festival Guide
  - Logo placement on Festival Posters (full colour)
  - Logo placement on and enhanced sponsor listing on [www.torontocomics.com](http://www.torontocomics.com) (approximate 100,000 unique visitors annually)
  - Verbal thank-you in Friday evening gala events
  - Banner advertisements hung at Toronto Reference Library or event venue for duration of festival/event (provided by sponsor)
-

# T.C.A.F. Kids!



Anesha Syed \*

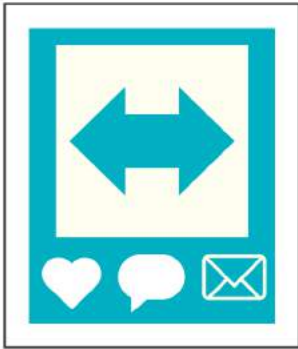
# KID'S PRESENTING SPONSOR

\$10,000 CASH OR  
\$20,000 IN-KIND VALUE

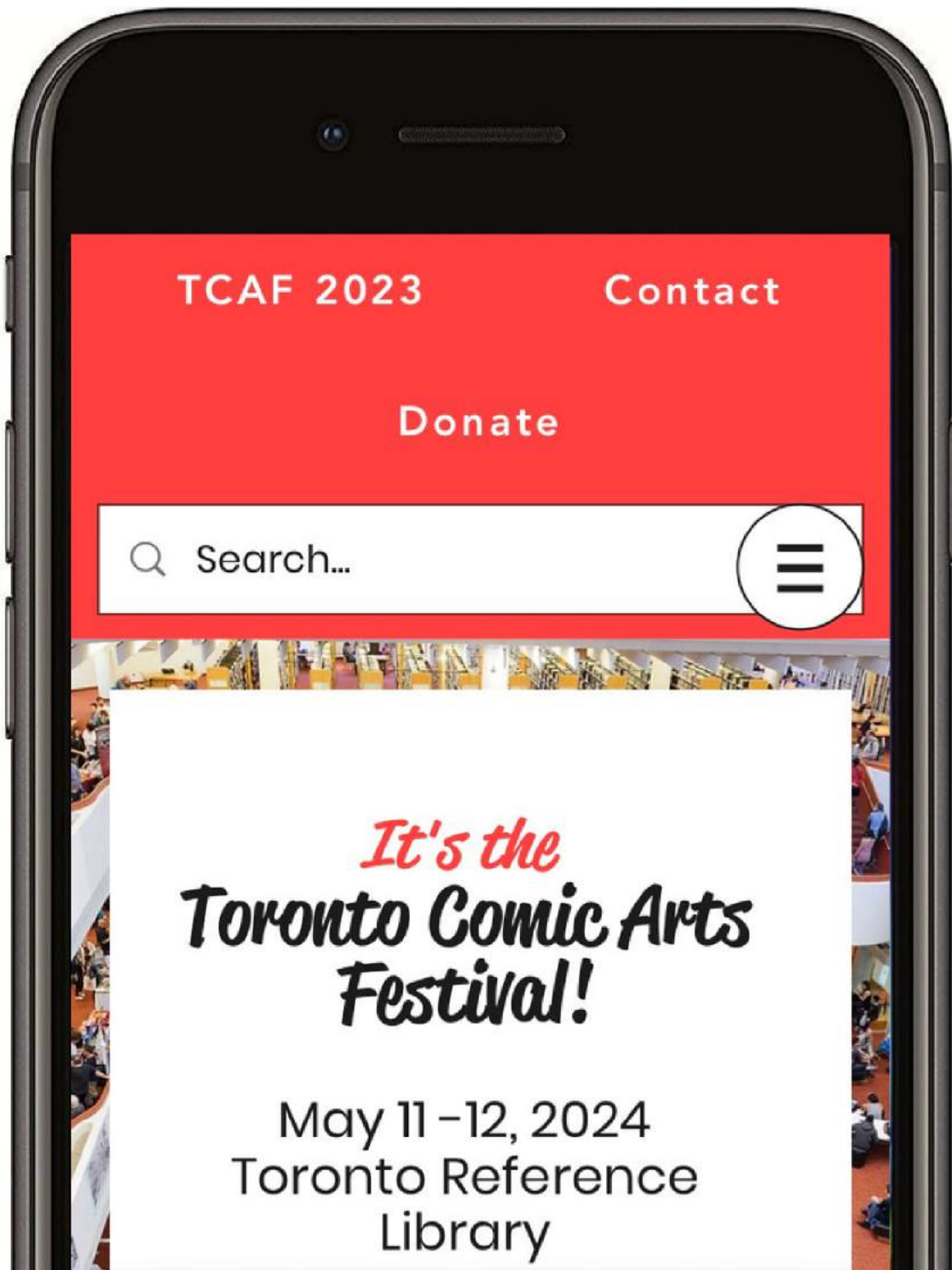


Logo placements and event presence. Two key components of the gold tier. From the festival guide to the posters, enjoy a marquee presence for your organization's logo across the kids events space and programming.

- Full-page ad placement in Festival Guide (8,000 minimum print run)
- Web ads on TCAF's Digital Marketplace
- Logo placement on all advertisements
- Logo placement in Festival Guide
- Logo placement on Festival Posters (full colour)
- Logo placement on and enhanced sponsor listing on [www.torontocomics.com](http://www.torontocomics.com) (approximate 100,000 unique visitors annually)
- Verbal thank-you in Friday evening gala events
- Banner advertisements hung at Toronto Reference Library for duration of festival and at the entrance to the kids and family space
- Sponsorship message and/or link in all outgoing promotional emails

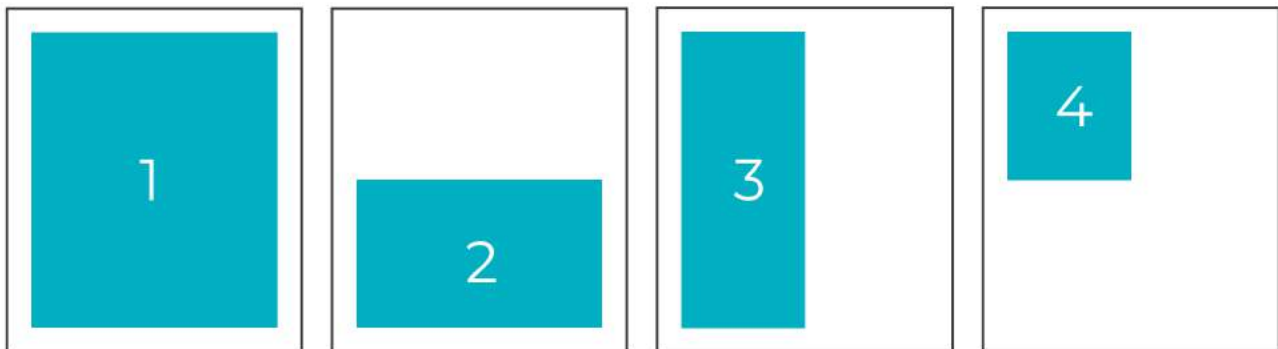


If sponsorship is not for you, perhaps consider taking out an ad in the printed Festival Guide or through our far reaching social accounts and webstore. The Toronto Comic Arts Festival 2024 Festival Guide will be distributed and read by over 8 thousand of our attendees while our social media accounts reach upwards of 35 thousand people year round.



# FESTIVAL GUIDE AD RATES

- |  |             |
|--|-------------|
| 1. Full page: 8" wide x 10" tall           | CDN \$2,500 |
| 2. Half page horizontal: 8" wide x 5" tall | CDN \$1,500 |
| 3. Half page vertical: 4" wide x 10" tall  | CDN \$1,500 |
| 4. Quarter Page: 4" wide x 5" tall         | CDN \$1000  |



# SOCIAL MEDIA AD RATES

- |                                       |            |
|---------------------------------------|------------|
| 1. Organic Social Media               | Negotiable |
| 2. 24 Hr Posts                        | CDN \$100  |
| 3. Reposts and Socials wide push      | CDN \$500  |
| 4. Full timeline post and cross promo | CDN \$750  |

# WEBSITE AD RATES

- |                          |                   |
|--------------------------|-------------------|
| 1. 300 X 250 RECTANGLE   | CDN \$50W-\$150M  |
| 2. 336 X 280 RECTANGLE   | CDN \$75W-\$200M  |
| 3. 728 X 90 HEADER       | CDN \$100W-\$300M |
| 4. 300 X 600 SIDE BANNER | CDN \$150W-\$400M |

# TCAF.

## TORONTO COMIC ARTS FESTIVAL





# CONTACT US

[sponsorship@torontocomics.com](mailto:sponsorship@torontocomics.com)

[www.torontocomics.com](http://www.torontocomics.com)