

SPONSORSHIP MEDIA KIT

contact: sponsorship@torontocomics.com



TORONTO COMIC

TCAF

ARTS FESTIVAL

WWW.TORONTOCOMICS.COM

ADVERTISING OPPORTUNITIES

- Print ads within the festival guide in a range of sizes up to a full page
- Your organization's logo on the annual exhibition poster (a limited run print that ends up in the hands and on the walls of thousands of attendees)
- Your organization's logo included in print news and media outlet ad buys such as Exclaim! magazine and the Toronto Star
- Web based ads on the festival website and social media platforms in the months leading up to the festival and weeks after
- Bumper ad space at the beginning and end of our digital programming such as live/prerecorded panels and workshops
- "brought to you by" segments and sponsorship signage at in person events and panels
- Atrium posters of your organization's banners/logos in the main floor space of the festival for over 25,000 attendees to see



YOUR BANNER HERE!!



YOUR LOGO HERE!!

FESTIVAL GUIDE PRICES

1. FULL PAGE: 8"X10" \$2,500

2. HALF PAGE HORIZONTAL: 8"X5" \$1,500

3. HALF PAGE VERTICAL: 4"X10" \$1,500

4. QUARTER PAGE: 4"X5" \$1000

- 10,000 COPIES TO BE PRINTED AND DISTRIBUTED TO EXHIBITORS AND THE PUBLIC
- PRICES TO BE NEGOTIATED FOR PUBLISHER/EXHIBITOR ADS AND BANNERS BASED ON SIZE AND LOCATION

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News & Updates

KEEP CURRENT WITH THE LATEST NEWS,
UPDATES & EVENTS FROM TCAF

YOUR ADS AND WEBLINKS ON THE FESTIVAL WEBSITE AND WEDSTORE!

WEBSITE ADVERTISING PRICES

1. 300 X 250 RECTANGLE: \$60/WEEK - \$200/MONTH
2. 336 X 280 RECTANGLE: \$80/WEEK - \$300/MONTH
3. 728 X 90 HEADER: \$80/WEEK - \$300/MONTH
4. 300 X 600 SIDE BANNER: \$160/WEEK - \$600/MONTH

- REACH THOUSANDS OF SITE VISITORS AND SHOPPERS
- WEEKLY AND MONTHLY RATES AVAILABLE
- PERMANENT PLACEMENT OR SCROLLING AD OPTIONS
- LINKS TO YOUR ORGANIZATION'S WEBSITE AND SOCIALS

exclaim!★@#

TORONTO STAR

HAVING YOUR LOGO APPEAR IN THE
PRINT AND WEB BASED AD BUYS
REACHING THOUSANDS OF READERS

SOCIAL MEDIA PROMOTIONS

REACH OVER 30,000 FOLLOWERS ACROSS INSTAGRAM, FACEBOOK AND TWITTER!

ORGANIC SOCIAL MEDIA

Grow your brand's reach and share your work through TCAF's established online follower base of graphic and comic enthusiasts

*Price to be negotiated based on frequency of posts

PAID SOCIAL MEDIA AD BUYS

Give your brand an instant boost of visibility and target specific demographics and promote choice content through TCAF's social channels

*Price to be negotiated based on price of Ads and frequency of posts

SPONSORSHIP OPPORTUNITIES

SELECT FROM A WIDE ARAY OF PHYSICAL / DIGITAL EVENT SPACES, PANELS, PARTIES AND WORKSHOPS TO SPONSOR IN ORDER TO REACH SPECIFIC AUDIENCES DURING AND AFTER THE WEEKEND'S FESTIVAL



PROMO OPPORTUNITIES INCLUDE

- **OPENING CEREMONIES FRIDAY KICK OFF**
- **KID'S SPACE, EVENTS AND PROGRAMMING**
- **1ST, 2ND AND 3RD FLOOR EXHIBITOR SPACES**
- **FESTIVAL'S DIGITAL MARKET PLACE (POWERED BY SHOPIFY)**
- **ALL AGES IN PERSON AND DIGITAL EVENTS AND PROGRAMS**
- **TAILOR MADE PROGRAMING TO FIT YOUR DESIRED AUDIENCE AND NEEDS**
- **EXHIBITOR GREEN ROOM FOOD AND BEVERAGES**
- **SALON AND GALLERY SHOWS**
- **SATURDAY MIXER AT THE MASONIC TEMPLE**
- **ANNUAL DRINK AND DRAW PARTY**
- **QUEER MIXER / DANCE PARTY AT THE GLAD DAY BOOKSHOP**
- **WORD BALLOON ACADEMY PANELS AND WORKSHOPS**
- **INTERNATIONAL CREATOR RIGHTS MARKET WORKSHOP**

**WE ARE EXCITED TO
COLLABORATE AND WORK
WITH YOU !!**

TO SET UP A MEETING PLEASE CONTACT US AT
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