

# POP CULTURE CLASSROOM'S FALL POPUP, OCTOBER 2022



## Sponsor Sheet EVENT SUMMARY

PCC's Fall PopUP is a one-day event for kids and families to celebrate the fun, creativity, and diversity of pop culture. The event includes discussions, workshops, and hands-on sessions that will engage attendees of all ages with practical, entertaining, and educational ways to enjoy and learn from comics, books, games, film, television, and other pop culture.

### GOALS

- Provide an opportunity for Denver area families to participate in an event that increases their love of literacy, encourages learning, prompts new forms of expression, and facilitates family connections.
- Highlight the power of pop culture in education, emotional support, and social engagement/growth.
- Promote partner organizations/missions and sponsor organizations – *with the potential for additional goals, based on partner needs*

### ATTENDEE BENEFITS

- Fun and exciting pop culture activities for the entire family
- A variety of panels and workshops for kids/teens - including art demo/instruction, writing workshops, exploring careers in pop culture, constructing, and participating in gaming, etc.
- Panels/workshops designed for parents/guardians – including, presentations on the best in graphic literature, roundtable discussions on harnessing pop culture for 'good', etc.

### SPONSOR BENEFITS

- Engage key demographics with your brand and offerings
- Promote upcoming opportunities to a diverse audience of families, educators, and kids.
- Opportunity to connect with other local business, non-profits, organizations, school groups, and more.
- Support a local non-profit organization on a mission to inspire a love of learning, celebrate diversity, and build community through the tools of pop culture and the power of self-expression.

*Qualifying/Appropriate sponsors will be selected on a first-come, first-served basis.*

1 Interested sponsors may inquire into *in-kind sponsorships* or partial sponsorships on all a carte options.

## LOCATION & EVENT LOGISTICS

- **Location:** McNichols Civic Center [144 W Colfax Ave, Denver CO 80202]
- **Date:** Saturday, Oct 16 from 10:00 am – 5:00 pm
- **Number of Attendees (goal):** ~200-300 kids, teens, parents/guardians
- **Primary Attendee(s):** Kids/Teens (5+) and their Parent/Guardians
- **Registration Cost:**
  - 5 + \$15
  - Kids Under 5: Free
  - Military/first responders, teacher 10% discount off full purchase.
- **Included w/ Registration** Admittance to all panels/sessions, a registration pack, an entry in event raffles and prize packs
- **Number of Panels/Workshops:** 25-32 panels, activities, and workshops for kids, teens, and parents (provided by PCC and event partners)

## SPONSORSHIP PACKAGES

<b>PopUP Pal</b>	\$100
<ul style="list-style-type: none"> <li>• Logo inclusion on PCC's PopUP website and program/schedule</li> <li>• Opportunity to include promotional materials (provided by sponsor) in attendee registration pack</li> <li>• Logo included in e-mail marketing</li> <li>• Exhibiting Table (<i>dependent on space requirements</i>)</li> </ul>	
<b>PopUP Superhero [limited to 6 sponsors]</b>	\$200
<ul style="list-style-type: none"> <li>• Everything in "PopUP Pal" package</li> <li>• Logo inclusion on event signage</li> <li>• Inclusion in general social media post(s) promoting sponsor involvement with the event</li> </ul>	
<b>Room/Track Sponsor [limited to 4 sponsors]</b>	\$500
<ul style="list-style-type: none"> <li>• Everything in "PopUP Superhero" and "PopUP Pal" packages</li> <li>• Sponsor specific social media post(s) promoting sponsor's involvement</li> <li>• Prominent Placement/Association with a specific track/room at the PopUP</li> </ul>	
<b>Presenting Sponsor [limited to 1 sponsor]</b>	\$1,750
<ul style="list-style-type: none"> <li>• Everything in "Room Sponsor," PopUP Superhero" and "PopUP Pal" packages</li> <li>• Full page program ad</li> <li>• Prominent name recognition and logo inclusion on all media, promotional materials, and event signage as PopUP presenting sponsor</li> </ul>	
<b>Colorful History – History of Halloween Print Run</b>	\$1,000
<ul style="list-style-type: none"> <li>• Everything in the "PopUP Superhero" Package</li> <li>• Logo on back cover of Colorful History Comic</li> <li>• Presented by Logo on front of Colorful History Comic</li> </ul>	
<b>All a Carte Opportunities</b>	
<ul style="list-style-type: none"> <li>• Exhibiting Table (<i>dependent on availability</i>)</li> </ul>	\$75
<ul style="list-style-type: none"> <li>• Sponsor Branded Attendee registration pack bags</li> </ul>	\$300
<ul style="list-style-type: none"> <li>• Program Ad (1/4 page, 1/2 page, full page)</li> </ul>	\$50, \$75, \$100

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