



THE CULTURE OF POP



LEFTFIELD

online

**LEFTFIELD ONLINE
SPONSORSHIP DECK**



INTRODUCING LEFTFIELD ONLINE

What is LeftField Online?

LeftField Online is the digital content brand for all digital content produced and shared by LeftField Media shows. It's a new online experience with year-round online content for fans and lovers of all things geeky.

What are LeftField Online Events?

LeftField Online will be launching new themed content on a monthly basis. Each month will have its own theme. Monthly events may include panels, celebrity guests, giveaways, community events, creator demos and highlights, merchandise, and more. We will celebrate the theme all month long. Different themes will have different treatments.

Why should I participate in LeftField Online Events?

LeftField Online gives you access to our audience in both our Portland, OR and Washington DC markets and allows you to drive traffic to your website through various channels, including branding, social posts, video ads, community event, celebrity interactions, and more!

How do vendors participate in LeftField Online content?

We offer a list of tiered sponsorship packages that give vendors access to the LeftField Online monthly events. These packages offer various opportunities to reach the audience and engage with them through several different digital and in-person touch points.

If those packages don't fit with your current marketing strategy, our sales and marketing teams are happy to meet with you and brainstorm new and unique ideas to activate your brand within our digital content.

Want more information?

Please contact your sales representative for more information about LeftField Online.

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AWESOME CON

**ROSE CITY
COMIC CON**

SHOW STATS

Combined Average Monthly Website Traffic:

46,287 users

Facebook Followers:

129,000

Instagram Followers:

31,900

Twitter Followers:

23,900

Awesome Con Demographics:

Under 24 - 10.5%

25 to 34 - 35%

35 to 44 - 30%

45 to 54 - 17%

55+ - 7.5%

Male - 47% | Female - 49% |

Non-Binary - 1.5%

Rose City Comic Con Demographics:

Under 24 - 12.5%

25 to 34 - 29.5%

35 to 44 - 30.5%

45 to 54 - 18.5%

55+ - 9%

Male - 41% | Female 52% |

Non-Binary 3%

CASE STUDY: AWESOME CON ONLINE

What is Awesome Con Online?

Awesome Con Online was a virtual event that took place May 1-3, 2020 across multiple digital platforms. 27 hours of panels were broadcasted via Facebook Live, along with two celebrity Q&A sessions featuring actors Zachary Levi and Ross Marquand, a virtual show floor supporting vendors and artists, 3 movie watchalongs, virtual trivia and karaoke, a cosplay contest hosted by Mikel Mosley, a virtual 5k fun run, and a build-your-own t-shirt merchandise store.



27 HOURS
of Programming with 83 Exhibitors
and Artists Participating

36,170
Views of Video Content

12,215
Unique Website Users
(370% over previous week)

117,522,714
Media Impression

28,757
Facebook Post Engagements

5,301
Unique Visits to our Virtual Show Floor
with 25% exiting to the Vendor's Sites

27 NPS
79% Satisfied/Very Satisfied

74%
Would Attend Again

26%
Never Attended an
Awesome Con Prior

62%
Would Pay \$5 - \$25

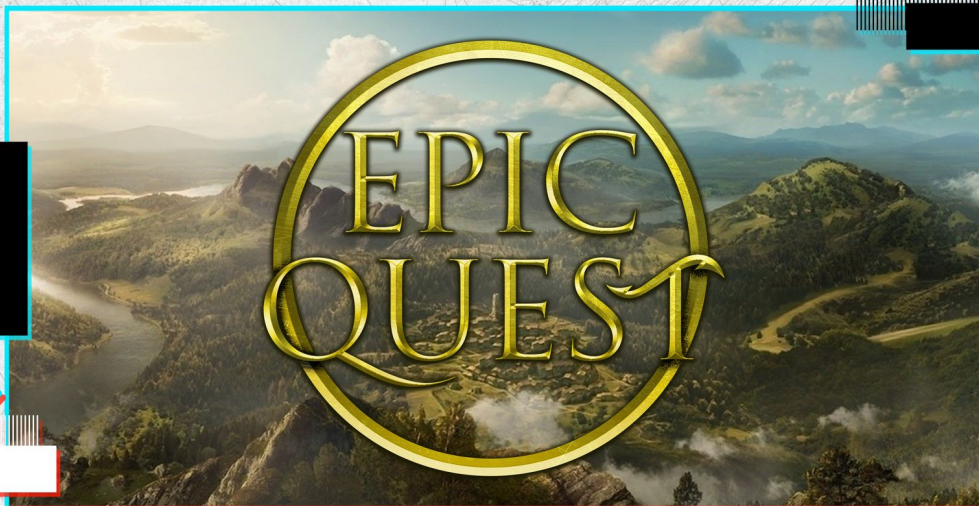
Why Awesome Con Online?

Awesome Con Online took place across the original dates scheduled for Awesome Con 2020. Awesome Con Online allowed us to support our vendors and artists and give our fans and community a way to come together as a community and celebrate some of their favorite features from Awesome Con. After gathering research from post-event surveys and 1:1 conversations, fans and exhibitors both were satisfied by the virtual event and communicated a want for more virtual content and engagement.

SEPTEMBER: EPIC QUEST



**SEPTEMBER IS
EPIC QUEST
MONTH**



Drive fans and participants from the Rose City Comic Con and Awesome Con Epic Quests to your website and engagement with them in a meaningful and memorable way.

TIMELINE

- Sponsorship assets due 9/2/20
- Event runs 9/11/20-9/13/20
- Panels and the virtual Show Floor will take place within the Rose City Epic Quest only and will run across all 3 days.

SAMPLE PANEL TOPICS

- D&D Oneshot Special Live Gaming Event
- Worldbuilding in your RPG for inclusivity and diversity
- Embark on an Epic Quest with NASA to space
- A celebration of Critters: Critical Role fans unite!

COMMUNITY EVENT

- **Think “Scavenger Hunt.” Now think bigger... much bigger.** Epic Quest is a 3-day long team-based competition to determine who among you are the Epic Questmasters! The competition is app-based and will be held **September 11-13, 2020**. The top 3 fastest teams will win incredible prizes, along with 5 randomly selected runners-up!
- Meanwhile, as the questing goes on, fans can enjoy a weekend full of virtual panels, celebrity guest Q&A sessions and 1:1 opportunities, and a virtual Show Floor including an Artist Alley.

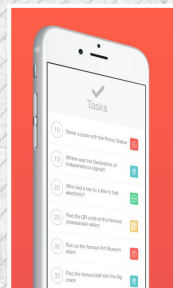
LEFTFIELD MEDIA: THE CULTURE OF POP

SEPTEMBER: EPIC QUEST SPONSORSHIP OPPORTUNITIES

PREMIUM PACKAGE - \$4,000

Sponsorship includes:

- Digital Rotating Website Ad - Homepage
- Digital Rotating Website Ad - Interior pages
- (3) dedicated social posts
- (2) newsletter ads
- Video commercial to be played during a minimum of 2 streamed panels through the month
- Opportunity to distribute a cultural artifact to fans
- Option to sell an exclusive throughout the month
- Giveaway opportunity
- Digital Ad on Scavify App used for team task management throughout the weekend
- Listing on Virtual Show Floor
- (3) Social posts during Epic Quest weekend on Facebook and Instagram
- Up to 2 sponsored tasks within Epic Quest challenge list (see below)



PRO PACKAGE - \$2,500

Sponsorship includes:

- Digital Rotating Website Ad - Homepage
- Digital Rotating Website Ad - Interior pages
- (2) dedicated social posts
- (1) newsletter ads
- Video commercial played during a minimum of 2 streamed panels through the month
- Giveaway opportunity
- Listing on Virtual Show Floor
- (2) Social posts during Epic Quest weekend on Facebook and Instagram
- Up to 4 sponsored tasks within Epic Quest challenge list (see below)

SEPTEMBER: EPIC QUEST SPONSORSHIP OPPORTUNITIES

BASIC PACKAGE - \$1,500

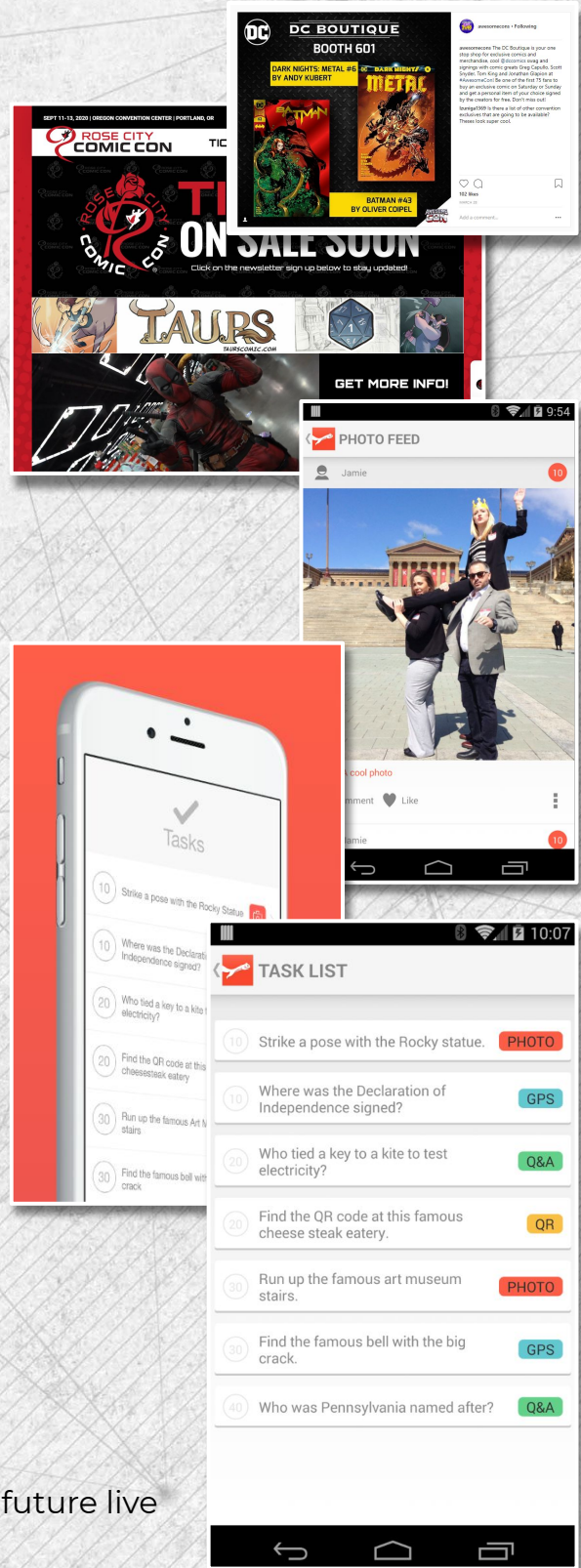
Sponsorship includes:

- Digital Rotating Website Ad - Homepage
- Digital Rotating Website Ad - Interior pages
- (1) dedicated social posts
- (1) newsletter ads
- Listing on Virtual Show Floor
- Social post during Epic Quest weekend on Facebook and Instagram
- Up to 2 sponsored tasks within Epic Quest challenge list (see below)

ENTRY PACKAGE - \$1,000*

Sponsorship includes:

- Listing on Virtual Show Floor
- Social post during Epic Quest weekend on Facebook and Instagram



*Exhibitors who have transferred their booth to a future live event receive 50% off on this package.

LEFTFIELD ONLINE EPIC QUEST SAMPLE TASKS

WEBSITE

Take Our Poll

Visit our website and vote for our new t-shirt design.

Take Our Survey

Visit our website and fill out our brief survey.

Sign Up for Our Newsletter

Sign up for our newsletter and get a 20% off coupon code (Get 10 bonus points if you use the coupon code during the weekend of the Epic Quest!)

What Did You Learn?

Visit our website and read the "About Us" section. Share the three coolest things you learned about our company. Don't forget to tag us!

Visit our website and check out the "Featured Items" section. Share the three coolest items you can't live without. Don't forget to tag us!

SOCIAL MEDIA

Share This Post

Visit our pinned post on [Facebook/Instagram/Twitter], share it on your wall/in your story.

Share and Tag (5) Five Friends

Visit our pinned post on [Facebook/Instagram/Twitter], share it, and tag (5) friends.

Post a Photo

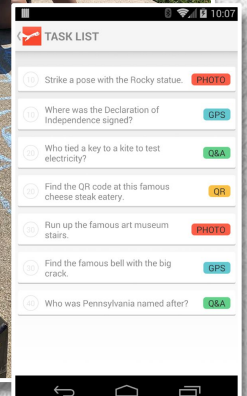
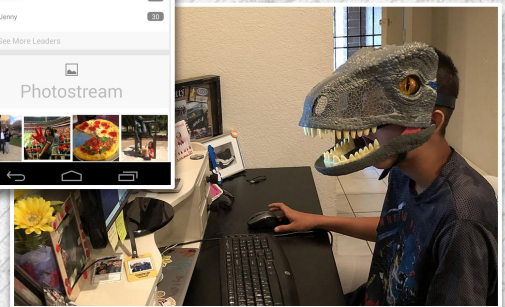
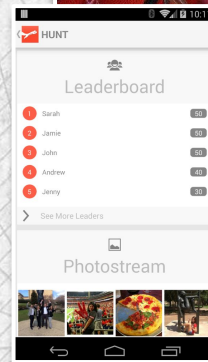
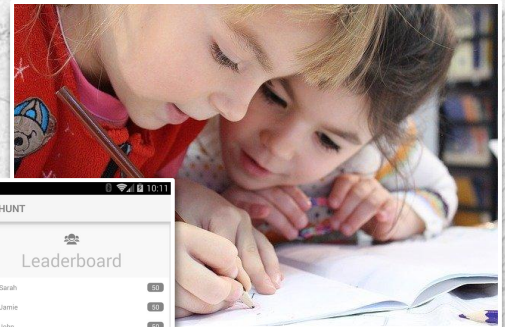
Post a photo of yourself with your favorite [BRAND NAME] product/art that you own. Don't own it yet? Post a WANTED photo with a picture of the product/art from our website. Don't forget to tag us!

Post a Video

Post a video of you playing our video/board/card game! Don't own it? Post a WANTED photo with a picture of the product/art from our website. Don't forget to tag us!

General "Show Us"

Show us all the unique ways you use our products. Don't forget to tag us!



LEFTFIELD ONLINE EPIC QUEST SAMPLE TASKS

DISCOUNT OFFER

Use Our Coupon Code

Use the coupon code **LFOEQ20** on any purchase over \$20 during the weekend of the LFO Epic Quest!

Pre Order Our Upcoming Product

Visit our website to pre order our upcoming release.

Support Our Kickstarter, Patreon, etc.

Contribute to our crowdfunding effort and help us make something amazing!

CREATIVE

Design a Logo

Get creative and design a cool new logo for [BRAND NAME] and we'll share your submissions on our social media!

Create a Slogan

Get creative and design a catchy new slogan for [BRAND NAME] and we'll share your submissions on our social media!

PRIZES

Mini-Prize

Provide a small prize to all participants who complete a task.

Grand Prize

Provide a large prize to the winning team which will be advertised throughout the event

CUSTOM

Create a physical challenge.

Create a physical challenge relative to your brand - make something or do something physical!

Your Ideas Welcome!

Got a great sponsorship idea? We want to know about it!

