FLAME CON

CREATED BY **GEEKS OUT**

2020
media kit

August 15-16, 2020
• NEW YORK CITY •

overview

FLAME CON is a two-day comics, arts, and entertainment expo showcasing creators and celebrities from all corners of LGBTQ geek fandom. It features thoughtful discussions, exclusive performances, screenings, costumes, and more!

Geeks of all types are invited to attend and celebrate the diversity and creativity of queer geekdom and LGBTQ contributions to pop culture.

past sponsors have included

The Ali Forney Center, Atari, Awesome Con, Blick Art Materials, Boom Studios, Comicsverse, GaymerX, Hive Works, Iron Circus Comics, Kickstarter, Legendary, Massive Goods, Thomson Reuters, Webtoon, among others.

"There was an undercurrent of joy that I hadn't felt at similar events... Flame Con was a two-day retreat that allowed queer people like myself to choose joy. Sometimes, that's all you need."

past guests

This is a sampling of our featured guests. Visit **flamecon.org** for up-to-date lists.

kris anka
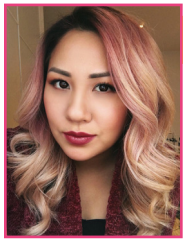Writer of *Uncanny X-men, All-New X-Factor, Wolverines, Runaways* & *Captain Marvel*.

phil jimenez
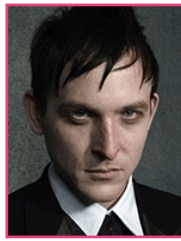Writer and artist on *Wonder Woman, Justice League, New X-Men, Fairest, The Invisibles*, and more.

mariko tamaki
Writer of *She Hulk*, and creator of graphic novels, *Skim, Emiko Superstar*, and *This One Summer*.

jen bartel
Co-creator of *Blackbird*, and artist on *Storm* and *Submerged*. 2019 Eisner Award Winner.

robin lord taylor
Television's *Gotham* and the feature film *John Wick 3*.

james tynion IV
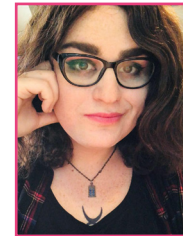Writer on *Detective Comics, Batman Eternal, Talon* and *The Woods*.

tana ford
Writer of *Silk* and the *Avengers: No More Bullying* one-shot. Artist on *Iceman* and *Star Trek: Boldly Go*.

steve orlando
Writer of *Midnighter, Midnighter and Apollo, Batman/Shadow, Martian Manhunter* and *Wonder Woman*.

mags visaggio
Writer of *Kim & Kim, Young Animal* and *Vagrant Queen* (which is being adapted by Syfy into a television series).

sina grace
Author and illustrator of *Self-Obsessed* and *Not My Bag*. Writer of Marvel's *Iceman*.

noelle stevenson
Creator of NY Times best sellers *Nimona, Lumberjanes*, & Netflix's *She-Ra and the Princesses of Power*.

kevin wada
Cover illustrator on *She-Hulk, Catwoman and Scarlet Witch*.

NEWNOWNEXT

"If you want to see some of the most iconic lewks outside the ballroom scene, head to FlameCon, the outré mecca for queer geeks and allies."

engagement

drawing over 7,500 attendees

Flame Con is the world's largest LGBTQ comic and pop culture convention. Entering it's 6th year, Flame Con continues to experience rapid growth in attendance and followers.

demographics

44%
WOMEN

35%
MEN

16%
NONBINARY

51%
AGE 18-30

56%
FIRST TIME ATTENDEES

online reach

2.9 K+
FOLLOWERS

10 K+
AVG. MONTHLY VISITORS

12 K+
EMAIL SUBSCRIBERS

12 K+
FOLLOWERS

15 K+
FOLLOWERS

THE BEAT™

"The vibrant and supportive community at Flame Con is what matters. The cosplay was spectacular, the panels I went to were great, and everyone was having a grand time. As an expression of the overall culture of fandom, the event was right on point."

sponsorships

Geeks OUT is a Non Profit. Sponsorships are tax deductible to the fullest extent allowed by law. We at Flame Con would love to partner with you.

sponsorship packages

rainbow ($20,000)

- 10x10 Spotlight Booth Space *($5,000)*
- Branded Room *($5,000)*
- Logo on volunteer/staff Shirts *($5,000)*
- Full page ad w/ premium placement *($3000)*
- Logo on Step & Repeat *($2,500)*
- eNewsletter (logo + description) *($1500)*
- Logo placement on website *($1000)*
- Social media promotion *($750)*
- 10x weekend passes to Flame Con 2020 *($500)*

total value: $24,250

glitter ($15,000)

- Branded Room *($5000)*
- Logo on volunteer/staff Shirts *($5,000)*
- Full page ad w/ premium placement *($3000)*
- eNewsletter (logo + description) *($1500)*
- Logo placement on website *($1000)*
- Social media promotion *($750)*
- 8x weekend passes to Flame Con 2020 *($400)*

total value: $16,650

gold ($10,000)

- Branded Speaking Spot (Main rooms) *($3000)*
- Logo on Tote bag *($3,000)*
- Full page ad w/ standard placement *($2000)*
- eNewsletter (logo + description) *($1500)*
- Logo placement on website *($1000)*
- Social media promotion *($750)*
- 4 x weekend passes to Flame Con 2020 *($200)*

total value: $11,450

silver ($5,500)

- Flame Con after party sponsor *($3000)*
- eNewsletter (logo + description) *($1500)*
- Logo placement on website *($1000)*
- Social media promotion *($750)*
- 4x weekend passes to Flame Con 2020 *($400)*

total value: $6,650

custom sponsorship

We're excited to find the messaging that works best for your brand. Please ask about any of the previous individual sponsorship benefits listed..

CBR.

"Flame Con is dedicated to creating a safe space for all. They welcome anyone of any gender identity or sexuality and offer extensive services for those with disabilities...It's a great way to support LGBTQ+ vendors and artists."

sponsorships: badges

Flame Con is offering the unique chance to sponsor conference badges. An integral part of any convention, badges offer likely the most immediate access to attendees. These badges must be worn by every single one of our 7,500+ guests and attendees, securing your logo and message throughout the convention. Badges are also considered collectible items, so your reach will extend well beyond Flame Con's festivities.

full badge sponsorship
$8,000

lanyard sponsorship
$5,000

combined lanyard + badge
$12,000

"Flame Con attracts nerds from all fandoms — comic books, anime, video games, tabletop games like Dungeons & Dragons, as well as the ubiquitous TV and movie adaptations thereof."

sponsorships: after party

Every year Flame Con produces an 18+ party in tandem with the convention called "Fire Ball". It's a fabulously geeky extravaganza with acts pulled right out of pop culture. There is dancing, drag queens, burlesque, and a wonderful atmosphere of community and inclusivity. You are welcome to be a part of building this event with us a presenting sponsor.

GIZMODO

"Drag. Burlesque. Superheroes. Airbending. Jigglypuff. It's a classic recipe for the best night out in ages... It was definitely an energizing night."

sponsorships: gaymer lounge

Gaming is a big part of Flame Con and helping build community. It is a place for con goers to unwind with video, board, card, and tabletop games. It's a big communal aspect of the convention and we are looking for partners to help grow it. In addition to presenting rights to the space, you will have the option to create custom programming for the space. You can demo your games in organized lets-play sessions in a way only Flame Can can provide. Ever seen an all-drag-queen run of Betrayal at House on the Hill? We also have an avid competitive gaming audience, making tournaments a perfect fit.

them.

"Fans who had never seen themselves represented before were able to talk directly to the creators and artists who helped them feel seen for the first time."

sponsorships: panel rooms

One of the most beloved aspects of Flame Con is our unique and thought-provoking panels. We regularly host industry notables and influencers to participate in these discussions, workshops, and demonstrations. As a panel room partner you have the opportunity for exclusive branding of the dais, to be captured on social media and live streams. You also have the opportunity to coordinate with our panel committee to craft a panel of your very own.

nic gitau

SHE / THEY

SPONSORSHIP LIAISON
PRESIDENT OF GEEKS OUT

NICOLE@GEEKSOUT.ORG

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@FLAMECON

Please also visit us at **www.flamecon.org**

DESTRUCTOID™

"Looking at everyone's vibrant art, the smiles and excitement on everyone's face, and engaging in engrossing conversations about fandom, I felt an affection, comfort, and friendliness that I can't imagine is inherent in many other fandom conventions."