



# **Art Directors Guild at Comic-Con 2016**

**July 21-24 San Diego, Calif.**

# ART DIRECTORS GUILD AT COMIC-CON

*Sponsorship Opportunities*



## ART DIRECTORS GUILD

# For the First Time Ever, Your Company Can Partner With the ADG at Comic-Con!

*Comic-Con International returns to the San Diego Convention Center July 21-24, 2016. For the ninth consecutive year, the Art Directors Guild (ADG) will have a major presence hosting its own Comic-Con panels and events, promoting the projects of its Production Designers, Art Directors and Illustrators, while celebrating this important creative component of the storytelling process.*

For the first time in ADG/Comic-Con history, the ADG is offering several unique opportunities to brand your company with the ADG at Comic-Con! There are three highly attended panel discussions on Production Design and Illustration and the exclusive multi-guild ADG, CDG, LMGI, & Local 705 Comic-Con Mixer.

***(Deadline for participation is June 17, 2016)***



# ART DIRECTORS GUILD AT COMIC-CON

## Sponsorship Opportunities

SPONSORSHIP  
events

### MULTI-GUILD ADG, CDG, LMGI, LOCAL 705 COMIC-CON MIXER

The official Multi-Guild Comic-Con Mixer will take place at the Marriott Marquis on Friday the 22nd from 6 to 9 p.m. 400 of the most influential people in Production Design, Costume Design, and Locations and their guests will mingle and you can be the official sponsor. There will be a Red Carpet Step and Repeat opportunity for your logo, with a professional photographer and media coverage.

### ADG COMIC-CON PANELS

There will be three ADG panels at Comic-Con. Each panel attracts audiences of 400-plus and are standing room only.

### ILLUSTRATORS PANEL

Illustrators are the hidden geniuses of movies and television shows. Their sketches, both rough and detailed, and their storyboards may not make it onto the screen, but their work is the foundation of all that you see. Every building, spaceship or planet emanates from their work. Learn how this all comes together.  
(Names to follow).

### PRODUCTION DESIGNERS PANEL

Production Designers at the top of their game, responsible for many of today's big movie hits, will share their secrets with each other and with the audience. (Names to follow)

### REUNION OF THE FIREFLY ART DEPARTMENT

Those who worked on the Joss Whedon cult classic, which ran for just one season (2002-2003), reminisce on their days working 500 years in the future.



*The Martian* (2015) Production Designer Arthur Max  
*Ant-Man* (2015) Supervising Art Director David Lazan





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SPONSORSHIP packages

### PLATINUM SPONSOR

#### ADG Comic-Con Mixer Sponsor

- Sponsor of the ADG Comic-Con Mixer at the Marriott Marquis Hotel July 22 from 6 to 9 p.m.
- Verbal recognition as an ADG Comic-Con Mixer Sponsor at the Event
- Large company logo on the Red Carpet Step and Repeat banner at the entrance to the Mixer Event
- Large company logo featured at all 3 panels on screen before or after panelist introduction reels and whenever appropriate during the panels
- Large company logo on video of the panels on the official Comic-Con page on the ADG website for several months after the Event
- Additional sponsor recognition in post-Comic-Con editorial in *Perspective* (Official ADG member publication)
- Additional sponsor recognition in all press releases (courtesy of Weissman/Markovitz PR)
- Inclusion in press and social media outreach
- Invitation to the Multi-Guild Mixer Event

**\$3,500**

### GOLD SPONSOR

- Medium company logo featured at all 3 panels on screen before or after panelist introduction reels and whenever appropriate during the panels
- Medium company logo on video of the panels on the official Comic-Con page on the ADG website for several months after the Event
- Additional sponsor recognition in post-Comic-Con editorial in *Perspective* (Official ADG member publication)
- Additional sponsor recognition in all press releases (courtesy of Weissman/Markovitz PR)
- Inclusion in press and social media outreach
- Invitation to the Multi-Guild Mixer Event

**\$2,500**

*Tomorrowland* (2015) was created "somewhere in time and space" by French engineer Gustave Eiffel, Jules Verne and Thomas Edison. This is Milena Zdravkovic's concept painting of the plaza there.



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packages

### BRONZE SPONSOR

- Small company logo featured at all 3 panels on screen before or after panelist introduction reels and whenever appropriate during the panels
- Small company logo on video of the panels on the official Comic-Con page on the ADG website for several months after the Event
- Additional sponsor recognition in post-Comic-Con editorial in *Perspective* (Official ADG member publication)
- Additional sponsor recognition in all press releases (courtesy of Weissman/Markovitz PR)
- Inclusion in press and social media outreach
- Invitation to the ADG Mixer Event

**\$1,500**

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### Reservation Deadline is Friday, June 17, 2016

The Art Directors Guild (IATSE Local 892) is the official labor union for Production Designers, Art Directors, Illustrators, Set Designers and title design, working in film and television.

Comic-Con celebrates its 49th anniversary this year. Last year, it attracted 150,000 attendees and generated \$75 million in business. This year, all tickets sold out in the first 90 minutes. In 2013, 2014, 2015, Comic-Con is expected to have an economic impact on San Diego of \$488.4 million.

For more information, contact Carol Skeldon, [Carol@IngleDodd.com](mailto:Carol@IngleDodd.com) | 310 650-8838

*Mad Max: Fury Road* (2015)  
Production Designer Colin Gibson  
*Game of Thrones* (2015)  
Illustration of the Battle of Hardhome dramatizes the giant Wun-Wun breaking out of the longhall.  
Production Designer Deborah Riley  
*Star Wars: The Force Awakens* (2015)  
Production Designers Rick Carter and Darren Gilford  
Illustration by Ryan Church of Kylo Ren leaving his command shuttle.

