



ART DIRECTORS GUILD AT COMIC-CON 2019

July 18-21 | San Diego, Calif.

ART DIRECTORS GUILD AT COMIC-CON

Sponsorship Opportunities

2019



ART DIRECTORS GUILD

Partner With the ADG at Comic-Con 2019!

Comic-Con International returns to the San Diego Convention Center July 18-21, 2019. The Art Directors Guild (Local 800) will have a major presence and, a booth on the convention floor.

Double your exposure by default. This year, we share our booth on the floor with the Los Angeles Academy of Figurative Art (LAAFA)—our education partner, so you'll be reaching two trade groups.

For more information, contact Dan Evans, DEvans@IngleDodd.com | 310 918-4882



IngleDodd Media | Your Industry Connection | 310.207.4410 | adg@ingledodd.com

ART DIRECTORS GUILD AT COMIC-CON

Branding Opportunities

2019

BRANDING
opportunities

- Branding/Display/Gifting on the convention floor at our booth
- Branding/Gifting at the well-attended panel discussions on Production Design, Art Direction and Illustration
- Branding/Display at the ADG Social Meet-up on Friday night (Location TBD)
- Award-naming opportunity at the Saturday-night Masquerade Ball

COMIC-CON BOOTH

The Art Directors Guild will share a booth with LAAFA. There will be live illustration demos displayed on a large monitor. Sponsor Logos will be featured on a continuously running Video Loop to increase exposure.

ART DIRECTORS GUILD PANELS

There are three ADG Panels at Comic-Con: Production Designers, Art Directors and Illustrators. Each panel attracts sold-out audiences of 250-plus. Sponsor branding will be on the main screen, prior to and during panel discussions.

ADG SOCIAL MEET-UP

The Official ADG Social Meet-up will take place on Friday the 19th. 100 of the most influential people in Production Design & Art Direction and their guests will come together and you can be the official sponsor. Opportunities include branding on the step & repeat and the opportunity to display your brand.

AWARD-NAMING OPPORTUNITY

The Art Directors Guild serves as the judging panel at the Masquerade Ball on Saturday evening. One-time special awards presented by your brand increase your awareness at the show and in social media.

GIFTING OPPORTUNITIES

VIP Gift Bags: ADG-branded gift bags. Provide 75 upscale pieces for our VIP gift bags for panelists, hosts, winners, etc.

ADG Swag: ADG sponsors can provide up to 3,000 pieces of promotional material to be distributed at all ADG Comic-Con events by ADG representatives.



ART DIRECTORS GUILD AT COMIC-CON

Sponsorship Opportunities

2019

SPONSORSHIP
packages

PRESENTING SPONSOR I \$15,000 (1 MAXIMUM)

PRESENTING SPONSOR PREMIUMS

- Named Award Opportunity
- Branding on VIP Gift Bag Exterior
- 2 passes to the Comic-Con Floor for 1 day
- Full Page Ad in *Perspective* July/August issue, the Official Publication of the Art Directors Guild, distributed at Comic-Con and mailed to all ADG members

AT THE BOOTH

- Dominant branding, including extended Solo card or branding media content on a continuous Sponsor loop throughout the show

AT THE PANELS

- Largest logo on the main screen, before and during the panel discussions
- Gifting opportunity to general panel attendees with swag, vouchers or promotional material

AT THE ADG SOCIAL MEET-UP

- Largest logo on the step & repeat
- Presenting Sponsor recognized verbally for its contributions
- Dedicated Brand display area
- Largest logo on ADG website, recognizing your support
- Photos posted or sent via the Guild's social media



ART DIRECTORS GUILD AT COMIC-CON

Sponsorship Opportunities

2019

SPONSORSHIP
packages

PREMIER SPONSOR I \$10,000 (2 MAXIMUM)

PREMIER SPONSOR PREMIUMS

- 2 passes to the Comic-Con Floor for 1 day
- Full Page Ad in *Perspective* July/August Issue, the Official Publication of the Art Directors Guild, distributed at Comic-Con and mailed to all ADG members
- Branding on VIP Gift Bag Exterior (if available)

AT THE BOOTH

- Solo-card Branding on a continuous Sponsor loop throughout the show

AT THE PANELS

- Larger logo on the main screen, before and during panel discussions
- Gifting opportunity to general panel attendees with swag, vouchers or promotional material

AT THE ADG SOCIAL MEET-UP

- Larger logo on the step & repeat
- Premier Sponsors will be recognized verbally for their contributions
- Dedicated Brand display area
- Larger logo on ADG website, recognizing your support
- Photos posted or sent via the Guild's social media



ART DIRECTORS GUILD AT COMIC-CON

Sponsorship Opportunities

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SPONSORSHIP packages

PLATINUM SPONSOR | \$5,000 (4 MAXIMUM)

AT THE BOOTH

- Platinum Level Branding on a continuous Sponsor loop throughout the show

AT THE PANELS

- Large logo on the main screen, before and during panel discussions
- Gifting opportunity to general panel attendees with swag, vouchers or promotional material

AT THE ADG SOCIAL MEET-UP

- Large logo on step & repeat
- Platinum Sponsors recognized verbally for their contributions
- Large logo on ADG website, recognizing your support
- Photos posted or sent via the Guild's social media

GOLD SPONSOR | \$3,500

AT THE BOOTH

- Gold Level Branding on a continuous Sponsor loop throughout the show

AT THE PANELS

- Gold Level logo on the main screen, before and during panel discussions
- Gifting opportunity to general panel attendees with swag, vouchers or promotional material

AT THE ADG SOCIAL MEET-UP

- Gold Sponsor recognized verbally for its contributions
- Logo on the ADG website, recognizing your support
- Photos posted or sent via the Guild's social media



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SPONSORSHIP packages

SILVER SPONSOR I \$2,500

AT THE BOOTH

- Silver Level Branding on a continuous Sponsor loop throughout the show

AT THE PANELS

- Small logo on the main screen, before and during panel discussions

AT THE ADG SOCIAL MEET-UP

- Silver Level logo on ADG website, recognizing your support
- Logo on the step & repeat; photos posted or sent via the Guild's social media

GIFT BAG ONLY SPONSOR I \$250

AT THE BOOTH

- Gift Bag Level Branding on a continuous Sponsor loop throughout the show

AT THE PANELS

- Gift Bag Level logo on the main screen, before and during panel discussions

AT THE ADG SOCIAL MEET-UP

- Logo on ADG website, recognizing your support



Reservation Deadline is Friday, June 21, 2019

The Art Directors Guild (IATSE Local 800) is the official labor union for Production Designers, Art Directors, Illustrators, Set Designers and title design, working in film and television.

For more information, contact Dan Evans, DEvans@IngleDodd.com | 310 918-4882

