

WASABI CON



**Northeast Florida's Largest &
Jacksonville's Longest Running
Pop Culture Convention**

YEAR 12: October 11-13, 2024

The Prime F. Osborn III Convention Center



Wasabi Anime® started as an anime club in Orlando, Florida in 2001. In 2012, Wasabi Anime (now a company: Green Mustard Entertainment) launched its own convention: **WasabiCon®**. WasabiCon (jax.WasabiCon.com) is a three-day consumer focused media show for fans of Asian pop culture including anime, cosplay, Kpop, manga, and related content along with tabletop and video gaming. The Jacksonville, Florida based convention has been the largest pop culture event in Northeast Florida since 2022, and has subsequently launched two spinoff events:

- **WasabiCon NOLA** (nola.WasabiCon.com) - May 11-12, 2024 in New Orleans, Louisiana.
- **WasabiCon PDX** (pdx.WasabiCon.com) - July 27-28, 2024 in Portland, Oregon.

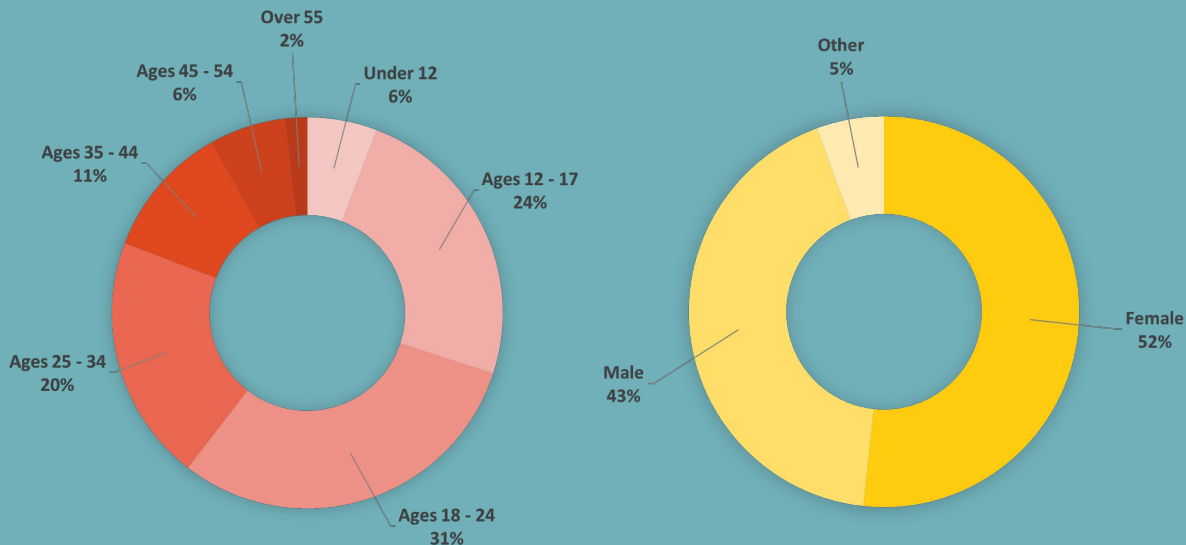


	WasabiCon 2022	WasabiCon 2023	WasabiCon 2024
Length of Event	2 Days	3 Days	3 Days
Attendance	11,042 Attendees	13,594 Attendees	15,000 Projected
Growth vs. Previous Event	26% Increase	23% Increase	10% Projected
Event Space	163,586 sq ft	166,130 sq ft	166,130 sq ft
Programming Hours	300+ Hours	350+ Hours	350+ Hours
Economic Impact	Data Unavailable	\$1,410,719*	\$1,811,020 Projected**

* Business Sales (Total) from Visit Jacksonville's WasabiCon 2023 Event Impact Summary (3/19/2024)

** Business Sales (Total) from Visit Jacksonville's WasabiCon 2024 Projected Event Impact Summary (3/19/2024)

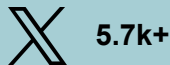
Demographic Data & Marketing



WasabiCon stays connected to fans year-round via social media, email blasts, direct mail, flyers, and promotional booths at other events. In 2023, WasabiCon spent over **\$25,000 on marketing** to promote the convention and, by proxy, its sponsors and partners.

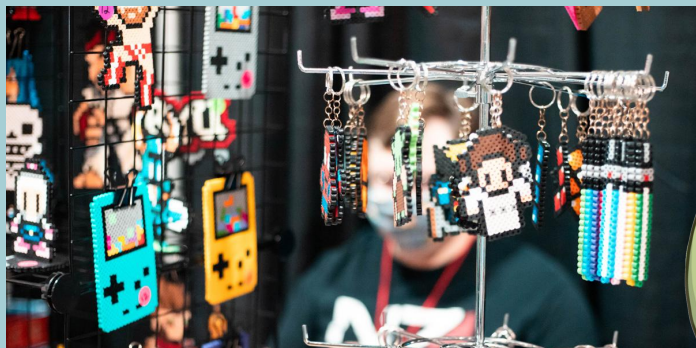
- **Over 50,000 flyers** placed in **100+ anime stores, comic shops, barcades, and related brick-and-mortar businesses** in Florida and Georgia with another **50,000+** distributed at other pop culture conventions and festivals.
- **10,000 direct mail postcards** to previous attendees.
- **Paid ads and boosted posts** on Facebook, Instagram, TikTok, and X (formerly Twitter).

@WasabiCon



Exhibitors Hall

The WasabiCon 2024 Exhibitors Hall is over 78,000 square feet and will offer over 300 booths for Artists, Exhibitors, and Vendors to connect with our attendees. **Premium (end caps) are allocated to event partners and sponsors.**



ARTIST ALLEY (\$275)





Includes a 6'x8' space with one (1) six foot skirted table, two chairs, and two (2) Artist badges. Every WasabiCon Artist space includes Wi-Fi. Power and parking must be purchased from the host venue.



VENDOR SPACE (\$665)

Includes a 10'x10' space with one (1) six foot skirted table, two chairs, and two (2) Vendor badges. Every WasabiCon Vendor space includes Wi-Fi. Power and parking must be purchased from the host venue.

Sponsorship Levels

Sponsor Levels:	 Platinum \$12,000	 Gold \$6,000	 Silver \$2,500	 Bronze \$500
Logo On Website and Printed Signs.	Large	Medium	Small	Small
Booths. Booths are corner booths at the E.H. entrance or placed along the center walkway.	4	2	2	N/A
Weekend Passes. In addition to the Booth badges.	12	8	4	2
Email Blast.	Included	Included	Included	N/A
Social Media Posts.	2 on all platforms	2 on all platforms	2 on a single platform	1 on a single platform
Access to Flyer Distribution. Sponsor supplies flyers for info table and/or swag bags.	Included	Included	Included	Included

Sponsorship Opportunities



APP (\$7,500)

Every attendee will be able to download the WasabiCon app for the schedule, etc. This sponsorship denotes you as a **Silver Sponsor** for all three (3) WasabiCons!



BADGE (\$4,000)

Take up a 3"x2" space on the back of the 3"x5" badge worn by all attendees and exhibitors. 6,500 badges total. You will be denoted as a **Silver Sponsor**.



CAR SHOW (\$3,500)

Secure a 10'x15' space to showcase your vehicle plus a 10'x10' space for your business next to it. Ideal for a car dealership! You will be denoted as a **Silver Sponsor**.



LANYARD (Donation)

All 3-Day ticket holders receive a badge worn around their neck for the duration of the event. Donate 6,000 branded lanyards, and you will be denoted as a **Gold Sponsor**.



SWAG BAG (Donation)

We will put out your branded bag out for attendees at registration and the Info Desk to collect flyers, etc. 7,500 bags needed, and you will be denoted as a **Gold Sponsor**.



CUSTOM SPONSOR

Looking for a way to connect with our attendees? Would you like to sponsor a specific element like a Game Room? We can design a unique opportunity just for you!



WasabiCon conventions are community driven events made possible by businesses, organizations, and - most importantly - the fans. You can be a part of one WasabiCon, or find a way to connect with attendees at all three of our conventions in 2024. Contact Danielle Garbett, the WasabiCon Ops Coordinator, to start a conversation about opportunities today. (She's always on the run, so you might need to leave a message!)

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