



**December 17-18, 2022**  
**The Lone Star Convention & Expo Center**  
**Conroe, TX**

# **OFFICIAL SPONSOR KIT**

**Silverback Events**

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**TerrorFest : A Christmas Horror Convention**

The birth of a Montgomery County Staple Attraction

With the boom of pop culture conventions all over the world it's no secret that these events are highly sought out and attended by their respective communities. TerrorFest : A Christmas Horror Convention is different from other conventions because it's an "*experience*." Unlike TerrorFest, many conventions are "cookie-cutter" business plans that mirror exclusively the bare minimum of what other conventions do and lack a sense of creativity and innovation. TerrorFest has everything attendees expect from other horror events while also taking the experience to a whole nother level that will delight and highly engage attendees like never before. Simply put. The focus goes all into attendee experience.

Taking place at The Lonestar Convention & Expo Center this unique event is the very first horror convention in Conroe, TX. Founder & President, J. Christopher Carson has been in the event industry for over 15 years as a well known artist and businessman published worldwide under the moniker, Dirk Strangely. Chris has an extensive background successfully hosting events that gather crowds in the thousands, specializing in not only strategic marketing practices, but innovative ways of exciting and engaging targeted communities leading up to the events.

When Covid-19 began haunting the world back in March of 2020 and the security of the entire event industry was uncertain, Chris took immediate action and created the very first fully immersive virtual convention complete with fully monetized functions for Artist Alley, Vendors, Celebrity Guest Panels and everything else you would expect to find at a convention. The promotion leading up to the event was as dynamic as the event itself and garnered over 2,000 attendees and reached over 127,000 visitors during the promotion on a shoe-string budget. The event was called, "QuarantinedCon" and was so successful and impressive, it became a bit of a media sensation and other event promoters began to reach out to Chris asking how he did it. For the remainder of the lockdown Chris helped other conventions on the brink of bankruptcy salvage their business by following his formula inevitably saving their convention and delighting their housebound communities.

This is when Chris realized it was time to move forward full steam in the event industry and his calling became written in stone by creating the most exciting experiences possible with high quality events. He then created "KimoKawaii Anime Experience & Convention." Chris wanted to not only create an exciting event for the community but an experience like no other! Chris and his team built a 9ft giant Totoro for photo Ops, created Anime Stations for attendees to get drawn as an anime character and even hosted a voice acting session. The voice acting session gave those involved a part of an experience that has never been done before. There

were full action packed events such as a cosplay contest and battle of the bands. Both events had judges and the winners received trophies and cash prizes. KimoKawaii had 2,000 attendees and reached 127,000 in the local surrounding areas through marketing and promotions. Chris has built an outstanding team with a formula that works. He has taken his formula to create additional events to cater to the community the different genres attendees will love. Based on similar past events at The Lone Star Convention & Expo Center, TerrorFest is expecting between at least 3.5k-5k local attendees who reside in Montgomery County & surrounding areas.

Events at the 2022 TerrorFest : A Christmas Horror Convention will include the following:

- Costume Contest directed by the best in the industry.
- 2 days of highly anticipated celebrity panels and horror workshops & seminars.
- A vending hall
- An opportunity for attendees to participate in a real horror film.
- Creative High Quality Themed Photo Ops
- ...and so much more!

The advertising campaign for the 2022 TerrorFest : A Christmas Horror Convention is extensive & aggressive focusing on Montgomery County and surrounding areas and will include but not be exclusive to the following:

- Radio Advertising with local broadcasts
- Local business marketing with 50+ participating local stores & shops covering Conroe, Spring, The Woodlands, Kingwood, Katy & Houston with a concentrated focus on Montgomery County.
- Select Billboard placement in focused areas
- Printed ads in local magazines and papers
- Booths at local events leading up to our event.
- Over 50k postcards distributed at conventions, local shops, and targeted events
- Hundreds of full color posters distributed in the above mentioned locations
- Banner ads on relevant targeted websites as well as convention websites
- Photo Ops with Giant Totoro for PR and local awareness
- PR campaigns with 100+ media groups including local news groups
- Extensive Social Networking on Facebook, Instagram, TikTok, YouTube
- Affiliate marketing with influencers containing over 10k-1m followers

- Celebrity Video invites are distributed through various online networks
- Regular Email marketing Campaigns
- + many more promotional strategies

# **2022 TerrorFest : A Christmas Horror Convention Sponsorship Levels**

## **Presenting Sponsor (1) \$10,000**

- 10x10 Booth in the Main Lobby of the Convention Center
- Corporate logo prominently displayed on the main stage
- Corporate event banners displayed on main stage
- Corporate name added to the main stage title
- 25 Weekend Passes to the event
- 4 VIP Passes
- Corporate Logo on one side of the event swag bags
- Full 2-page color ad in the Event Program
- Digital Banner with link on website
- Corporate Recognition on Commercials
- Corporate logo added to Billboards, Promotional Postcards & Event Posters
- Recognition in press releases, and media promotions.

## **Celebrity Sponsor (4) \$5,000**

- Corporate banner displayed in the Celebrity Autograph Signing area. 3'x6'

- Corporate Logo displayed in the Main Stage area. Your logo will be placed on the 8x10 banner which is where everyone in the Costume Contest, Scary Story time, and Battle of the Bands, will be viewing.
- Up to 15 Weekend Passes to the event
- 2 VIP passes to the event
- Full Page color ad in the event program 8.5"x11"
- Digital banner ad on the website Dimensions are 2400x1200px
- Corporate logo added to the Event Posters (Over 1k) 11x17 in ch poster.
- Recognition in the Event Program & Website

### **Main Lobby Sponsor (3)**

**\$3,500**

- Corporate banner displayed in a high traffic area of the main lobby.
- 10 Weekend Passes to the event
- Half page color ad in the Event Program
- Digital Banner ad with link on the website
- Recognition in the Event Program & Website

### **Costume Contest Sponsor (1)**

**\$3,000**

- Corporate banner displayed on the main stage
- Recognized on the website as the Costume Contest sponsor.
- 6 Weekend Passes to the event
- Quarter page color ad in the Event Program

Advertisement piece in the Event swag bag (supplied by sponsor)

### **Panel Room Sponsor (5)**

**\$2,000**

- Corporate banner displayed in one of the Panel Rooms
- 5 Weekend Passes to event
- Half Page color ad on Event Program

- Digital Banner ad with link on website
- Recognition in the Event Program & Website

**Main Events Room Sponsor (1) \$1,500**

- Corporate Banner displayed in the entrance to the Main Events Room where the stage and all the main events take place.
- 4 Weekend Passes to the event
- Quarter Page color ad in Event Program
- Corporate name added to the Event Program
- Corporate logo added to the website
- Add promotional material to the VIP swag bag

**Gaming Room Sponsor (1) \$1,500**

- Corporate logo displayed in the Gaming Area which is open for extended hours during the weekend.
- 2 Weekend Passes to the event
- Quarter page color ad in the Event Program
- Recognition in the Event Program & Website

**Activities Sponsor (5) \$1,000**

All activities sponsors get 2 weekend passes, Logo in the Event Program & Website, Recognition as the designated sponsor of the activity sponsored, Quarter page ad in the Event Program, Signage recognizing sponsor at the activity booth or area.

(Below are the various activities available for sponsorship.)

- Act in a real horror film
- Horror Film Produced by TerrorFest (Sponsor will also be credited in the credits of the produced horror film.)



## Event Program Ads

**FULL PAGE  
COLOR AD**

**8.5 X 5.5**

**\$500**

**HALF PAGE  
COLOR AD  
(HORIZONTAL)  
8.5 X 5.5  
\$250**

**HALF PAGE  
COLOR AD  
(VERTICAL)  
8.5 X 5.5  
\$250**

**QUARTER  
PAGE  
COLOR AD  
(VERTICAL)  
4.25 X 2.75  
\$125**

For more information on these opportunities, please contact:  
Chris Carson, Community Relations Coordinator at 936-499-1174 or  
[contact@TerrorFest.net](mailto:contact@TerrorFest.net)