

# MIDSUMMER SCREAM

August 15-17, 2025  
Long Beach Convention Center

## SPONSORSHIP OPTIONS

All sponsorship levels considered “a la carte”; custom packages and fulfillment details to be discussed prior to approval. Discounts can not be combined. Sponsorships must be paid in full to confirm.

Four general admission weekend passes or two Gold Bat VIP passes included with each \$1500 in total sponsorship commitments.

**SPECIAL FOR 2025:**  
**MIDSUMMER SCREAM EXCLUSIVE**  
**FANGORIA ISSUE**  
5000+ copies

This special issue will articles featuring Midsummer Scream talent and partners, and only available for purchase at the event.

Fangoria has hand picked select conventions to partner on these issues to increase demand and collectibility.

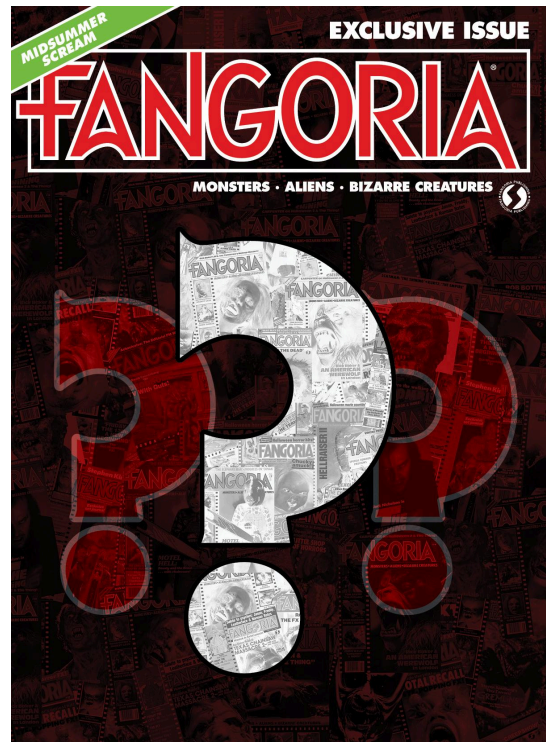
Cover design to be revealed closer to the event.

### Advertising rates

Full page: \$2000

Half page: \$1000:

Quarter page: \$500



Event “Presented By” sponsorship: \$30,000+

Your company name included prominently on Midsummer Scream’s website and promotions, including posters, postcards, and on site signage.

Also includes the following: (1) 10x10 corner booth, (1) onscreen slide, (1) digital program slide, and (1) dedicated e-mail (additional value: \$4345+).

Registration (“Ticket”) sponsorship: \$2,000+

Two available. 475x475 pixels each

Your logo and ad on each registration. Guests are strongly encouraged to print their registrations in order to expedite entry at the door.

Deadline to confirm: March 1, 2025. Tickets on sale in early March.

Digital Program Sponsor: \$3000+

Prominent logo placement on the splash page of our digital program and inclusion in social media posts and other promotions instructing guests to download the program. (includes one digital program slide/ad at no additional cost).

Printed Map Ad: \$2500+

Full backpage ad on our printed showfloor map; over 18,000 distributed to help guests find vendors and attractions.

Wristband sponsorship: \$6000

One available.

Your logo printed alongside Midsummer Scream’s logo on ALL admission wristbands (except for the party), including all guests, speakers, vendors, and staff.

Showfloor Banners: \$1100 per banner (discounts available for multiple banners)

One or more showfloor banners will be hung along each aisle on our showfloor prominently displaying sponsor logo and aisle number.

- Displays nearby booth number
- Sponsor logo approximately 1/3rd of banner
- Random character on each banner
- Double sided.

“Step and Repeat” sponsor logo

Sponsor logo repeated/tiled alongside Midsummer Scream’s logo on a 10’x8’ photo-backdrop placed in a prominent location in the lobby or showfloor.

- \$500 for shared exposure (your logo may be alongside up to two other sponsor logos may be included on the backdrop).
- \$1250 for featured exposure (only one sponsor logo + Midsummer Scream’s logo on the backdrop).

Lobby Display: \$500+

Your provided step and repeat, banner, branded photo-op, or other display located in our lobby guaranteeing repeated walk-by foot traffic throughout the event. Price varies depending on display size.

Room/Space Title Sponsorships: Prices vary

Have your brand's name added to the title's of one of Midsummer Scream's stages or other dedicated spaces, plus their brand logo included on an entrance banner. Prices vary per space.

- Grand Ballroom: \$4500 – our 2000 seat theatre for our biggest presentations.
- Theatre Macabre: \$2500 – our 200 seat theatre for plays, burlesque performances, and other intimate theatrical shows.
- Promenade Stage: \$3250 – our 700 seat theatre for second tier presentations
- Black Cat Lounge: \$2500 – a breakout room where guests will find numerous rescue kittens and cats to pet, cuddle, and play with, and encouraged to adopt. (100% of sponsorship for this spot will be donated to the participating animal rescue/shelter).

On-screen slides: \$400/spot

Similar to ads shown on screen before movie screenings, these spots rotates on the two screens that flank both our main stages all weekend long before and after our presentations. Tens of thousands of impression per slide! Each spot runs for 10 seconds every 4 minutes (or more often).

Party Sponsor: \$1750+

Three available. (Exclusive Sponsorship: \$3500)

Midsummer Scream After Dark, our annual party, will take place Saturday, August 16.

Sponsorship options include “presented by” credits in all promotions, logo inclusion in entry step-and-repeat banner, and DJ/announcer shout outs on the showfloor.

## **Post-Event**

### Spooky Season Newsletter Sponsorships

Once per week in September and October, Midsummer Scream sends a newsletter to its email list highlighting haunted attraction and other Halloween events in Southern California. Three sponsorship options available:

- Sponsored Email – Company logo featured in the header, and a paragraph of copy promoting the company will be included in the newsletter intro along with an optional inset photo. September/November: \$450, October: \$585 (per week).
- Featured Event Listing – The first mentioned event (second only if the sponsor is also an event) along with a supersized image. September/November: \$325, October: \$400 (per week). Limited to one listing per event.
- Dedicated Email – Promotional email for your product/brand/event sent to our entire mailing list. \$2000+ (inquire for details; rate depends on requested send date, and copy provided vs. being created).

Each email sponsorship includes one social media post on both Instagram and Facebook.