

EVENT SPONSORSHIP PROPOSAL

Partner with us for an unforgettable
experience

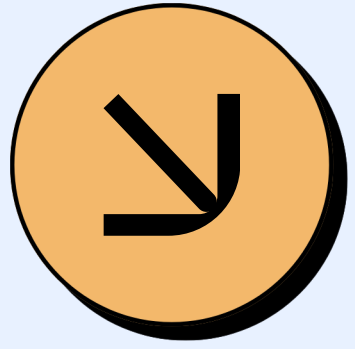


40+
Years Experience

CREATING
MEANINGFUL
CONNECTIONS

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40+

 Years Industry
Experience

50+

 Successfully
Delivered Events

20k+

 Social Media
Impressions

Keycon is speculative fiction convention with heart! We are a registered non-profit organization in the city of Winnipeg, and are 100% volunteer run.

Our event has run annually since 1984, with a few variances, and have run supplementary mini events throughout the years.

Our convention takes place in Winnipeg, Manitoba, traditionally in a hotel setting. We have programming space, a costume contest (The Masquerade), a marketplace, a social dance, themed rooms, guests, and more!

We are one of Manitoba's longest running fan conventions.

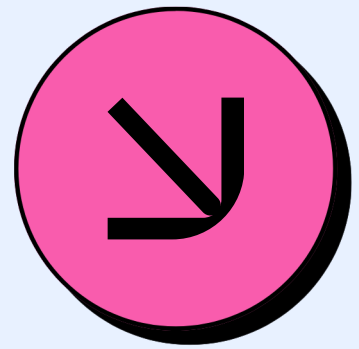
ABOUT US

THE EVENT

A 3-day immersive event bringing together writers, fans, artists, content creators, media guests, vendors, entertainment, education, contests, panelling, gaming, and personalized guest experiences.

KEYCON

2026/2027



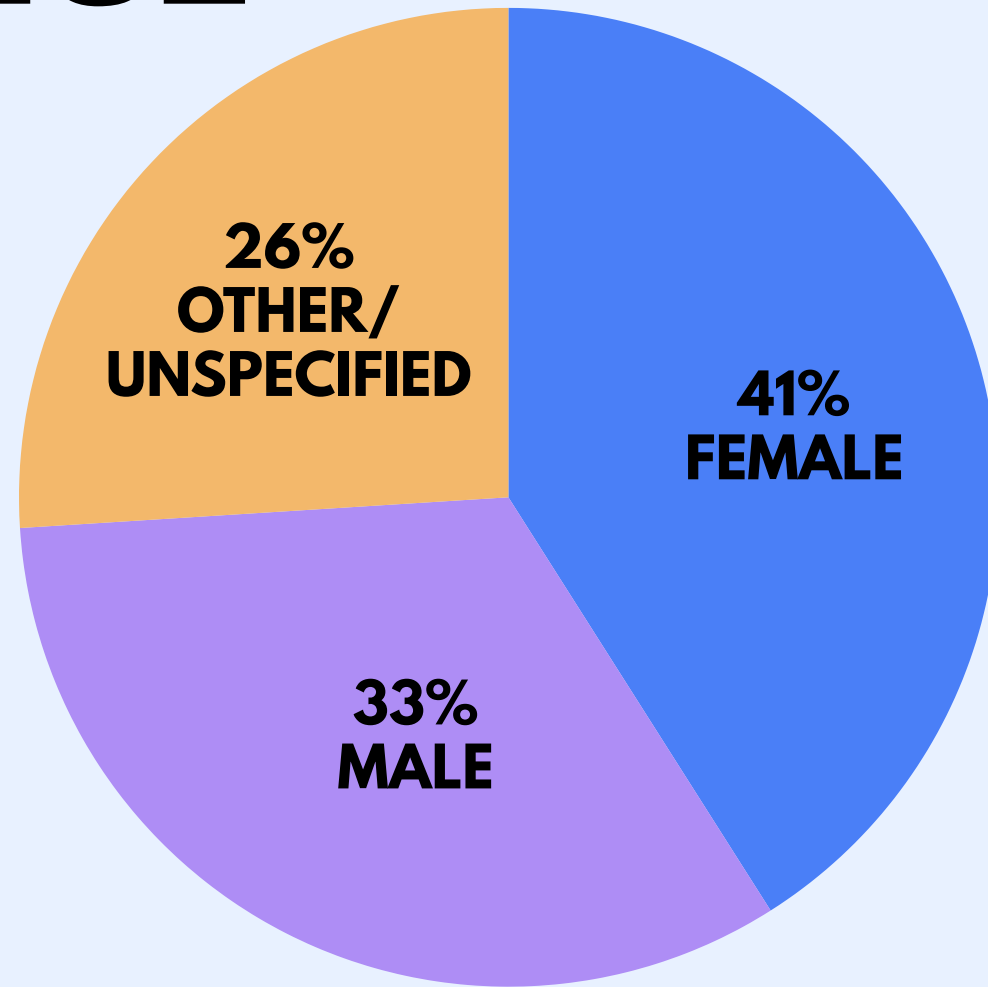
KEYCON 43(2027)

Event Details:

- Date: May 21-23, 2027
- Capacity: 400+ Guests
- Format: Live Experience



TARGET AUDIENCE



Your brand gains direct access to a modern, engaged and decision-making audience.

90%
Canadian Audience

300+
Expected Attendees

Demographics:

- Age 22-64
- Gender Diverse
- Niche Market Penetration
- Active on Social Media

31%
36-44 Year Olds

23%
45-54 Year Olds

22%
25-34 Year Olds

10%
55-64 Year Olds

9%
18-25 Year Olds

5%
Other

EVENT TIMELINE

A strategic campaign journey designed to maximize sponsor exposure before, during and after the event.

JUNE

OCTOBER

MAY

Pre-Event

Campaign launch begins with early promotions, ticket sales opening, sponsor reveal announcements, and audience awareness campaigns across all digital channels.

Mid Campaign

Momentum building through collaborations, media coverage, paid advertising, countdown content, and increasing audience engagement.

Event Day

Live event execution featuring sponsor branding placements, booths, audience interaction zones, stage exposure, and real-time media coverage.

Post Event

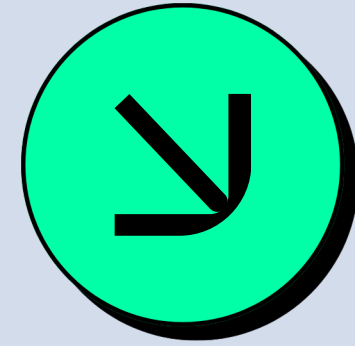
Extended visibility through recap content, highlight videos, social media impressions, and future partnership opportunities.

An integrated marketing strategy designed to maximize event awareness, audience reach, and sponsor visibility across multiple channels.

Your brand, everywhere

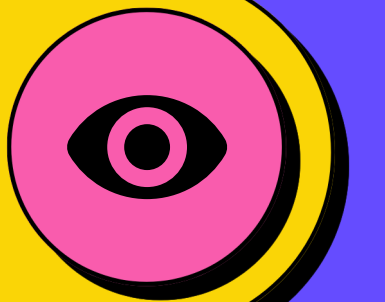
- Social Media Campaigns
- Paid Digital Ads
- Substack Newsletter Advertising
- Poster Logo Placement
- Program Book Ads
- Website & Landing Page Features

MEDIA & PROMOTION



Estimated Reach:

20,000+
Total Impressions





WHY PARTNER WITH US



Benefits:

- Premium Brand Exposure
- Audience Interaction
- Lead Generation Opportunities
- Social Media Visibility
- Event Credibility & Trust

SPONSORSHIP VALUE

Our sponsorship model is built to create visibility, engagement, and brand impact.

SPONSORSHIP PLANS

Flexible partnership options designed to match your brand goals, budget, and desired level of event exposure.

ESSENTIAL

Smart entry-level brand presence.

\$2,000

/event

What's Included:

- ¼ Page Programming Book Ad
- Social Media Shoutouts
- Website Listing
- 2 Memberships to Keycon and 2 tickets to Keycon Lite
- Sponsor Thank You Mention at the event

STANDARD

Balanced exposure with strong reach.

\$5,000

/event

What's Included:

- ½ Page Program Book Ad
- Social Media Shoutouts
- Website Listing
- 4 Memberships to Keycon and Keycon Lite
- Logo Placement on Posters
- Sponsor Thank You Mentions at Keycon and Keycon Lite

PREMIUM

Elite presence with top-tier visibility.

\$7,500

/event

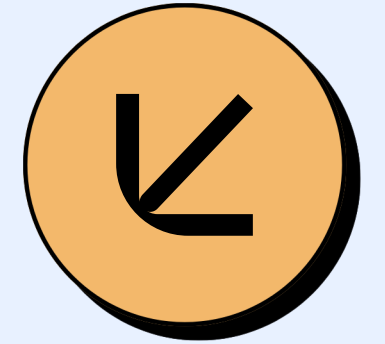
What's Included:

- Full Page Ad In Program Book
- Signage In Main Main Programming
- Social Media Shoutouts
- \$5 Custom Discount Code for Employees on memberships to Keycon
- Featured in Press Releases

Custom plans are also available for unique campaign needs.



PRIZING SUPPORT



Physical Prizes Accepted For:

- Social Prizing at Keycon Lite
- Volunteer Appreciation
- **Event Prizes**

**CUSTOM
PACKAGES
AVAILABLE**

Contact us to negotiate your custom sponsor package at conchairs43@keycon.org

100% Facebook
Review Score



KEYCON

From conventions, socials, networking events, our past events show consistent and strong engagement that creates a lasting impact.

KEYCON

PREVIOUS EVENTS

A proven track record of successful events with consistent attendance, positive audience response, and valuable partnerships across multiple industries.



KEYCON SOCIAL

MEET THE CO-CHAIRS

A passionate team of are volunteers run by an established pair of chairs who have worked in the event industry for 20+ years organizing conferences, events and creating marketing opportunities.

01



Katie Helgason

Keycon 43 Convention Chair

02



Linda Thorlakson

Keycon 43 Convention Chair

2026/2027

Let's Talk!



We look forward to creating something remarkable together, building a successful partnership, and delivering lasting impact through meaningful collaboration, strong visibility, and shared success.

📞 204-801-3657

✉️ conchairs43@keycon.org

🌐 www.keycon.org

📍 Winnipeg, MB, Canada

Keycon 43
MAY 21-23, 2027

THANK YOU