

THE Sneaker CONVENTION

The Sneaker Convention is Connecticut's premier Sneaker show. A unique event that celebrates America's love for sneakers and the arts in a fun format that will allow you to experience the sneaker culture like never before. The show provides a platform for sneaker enthusiasts to buy, sell & trade sneakers amongst each other as well as display cool & amazing sneaker collections. Custom clothing brands showcase their clothing as well as a slew of other unique brands, memorabilia and accessories. The event also includes an art exhibit & dynamic graffiti exhibit as well as contests, tons of raffles, free giveaways and other fun activities.

The Sneaker Convention is:

1. A fun family all ages event
2. Over 90 Vendor Booths including (Sneakers, Art, Clothing & more)
3. A great platform for brand exposure

THE MARKET OF SNEAKER CULTURE



Event Structure:

BUY, SELL, TRADE - Sneakers enthusiasts can bring up to 3+ pairs of sneakers to buy, sell and trade sneakers amongst each other. Sneaker resellers can also purchase tables to set up sneakers for sale.

COLLECTION COMPETITION - Sneaker collectors will display their collections and judges will select the collector with the most exquisite collection. The collector will then be presented with a prize and named best collector.

LIVE!! GRAFFITI EXHIBIT - Some of Connecticut's finest graffiti artists will showcase their talent by each creating a sneaker related painting. Paintings will then be auctioned off to the public.

FREE THROW CONTEST – Event attendees will pay a \$5 fee to participate in the free throw contest. There will be a youth contest (ages 5-14) and an adult contest (ages 15 and up). Rules and Regulations will be revealed at event. The winner of each contest will receive a prize.

BEST SNEAKER CONTEST – All event attendees who would like to participate in this contest will have their sneakers reviewed by judges, who will then select the guest with the best sneaker at The Sneaker Convention. The winner will then be presented with a prize.

BEST FEMALE SNEAKER CONTEST– All female event attendees who would like to participate in this contest will have their sneakers reviewed by judges, who will then select the female guest with the best sneaker at The Sneaker Convention. The winner will then be presented with a prize.

Product Toss (Free Giveaways) - Products provided by sponsors and vendors, The Sneaker Convention team and Sponsors/Vendors will be handing out free giveaways throughout the event.

Raffles - Tons of items will be raffled off throughout the event from Sponsors, Vendors and The Sneaker Convention team.

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“The Sneaker Convention provides brands with a platform that helps create awareness amongst potential customers via our unique forms of promotion.”

Marketing and Promotion

Target Audience:

- Sneaker Enthusiasts, Fashion aficionados, skaters, art lovers, athletes • High school, College and the working class demographic in Connecticut, & the surrounding areas (In Connecticut and the surrounding states)
- All Ages
- Males & Females
- 12+

Flyer: Two distinct flyers will be created and released at strategic times to create awareness and excitement about the event

Print Distribution

50,000 Flyers and 250 Posters distributed throughout targeted areas of high traffic such as sneaker stores (Foot locker), skate parks, skate shops, shopping centers, malls and other relevant locations.

Social Media/Online Promotion

- Social Media Posts (Facebook, Twitter, Instagram)
- Social Media Advertising
- Social Media Contests
- Promo Videos created to boost event awareness via social media & blog sites.
- Blog Posts from Major Sneaker Blogs
- Posts & threads in Sneaker Groups/Forums

Media Coverage:

- Potential Articles in local media outlets
- News Coverage via local Channel 3, Hartford Courant

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Promo Video:

An exciting promo video will be created to boost event awareness about the event.

“The Sneaker Convention provides brands the opportunity to interact with consumers directly.”

Packages

Marketing Opportunities for sponsors/vendors

- Collateral Material - Flyers, Posters
- On-Site Banner exposure
- Product Sales/Displays
- Internet Exposure
- Multi-Media Exposure
- On Site Product Table
-

Promotional Ideas or sponsors/vendors

- Product sampling
- Database development (enter to win)
- Contest/Promotion

Ultimate Package - \$2500

- Official Named Sponsor of the Art/Graffiti Exhibit/Free Throw Contest/Collection Competition/Best Sneaker Contest/ Best Female Sneaker Contest (Pick One)
- Company logo placed in Promo Video
- Company logo placed on event banners
- Company logo placed on 5000 flyers & 250 posters
- Company Logo included in Social Media promotion
- Company logo placed on official website as sponsor with forwarding link
- 2 Product tables at event
- 8 Complimentary tickets

Please email thesneakerconvention@gmail.com with your order number and a high

Resolution image of your logo in Jpeg or PDF format for placement on the event flyer.

Deadline for logo submission – Monday October 31st 2016

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Gold Package - \$1000

- Company logo placed on event banners
- Company logo placed on 5000 flyers & 250 posters
- Company Logo included in Social Media promotion
- Company logo placed on official website as sponsor with forwarding link
- 2 Product tables at event
- 4 complimentary GA Tickets + 5 for your booth

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Silver Package - \$600

- Company Logo included in Social Media promotion
- Company logo placed on official website as sponsor with forwarding link
- 2 Product tables at event by the stage
- 2 Complimentary GA Tickets + 5 for your vendor booth

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Resolution image of your logo in Jpeg or PDF format for placement on the event flyer.

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