



# Free Comic Book Day

## Sponsorship Opportunities



# What is Free Comic Book Day?

- ▶ Free Comic Book Day was started in 2002. 2011 was our 10th anniversary.
- ▶ Comic shops across North America and around the world give out free comics to customers.
- ▶ Helps promote the comic book medium to new customers and turn them into comic shop customers.
- ▶ Retailers use the event to promote their stores and the comics and pop-culture merchandise available.
- ▶ Since its inception, FCBD has give out over 23 million free comic books to nearly 6.5 million people.



# Who's Behind Free Comic Book Day?

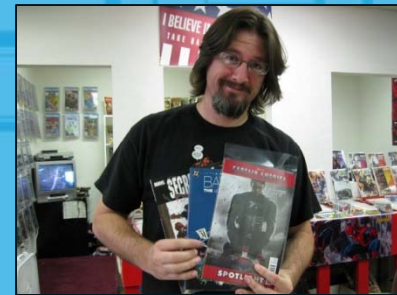
- ▶ FCBD is structured as a not-for-profit, no cost venture for the entire comic book industry.
- ▶ Publishers provide comic book titles at cost to retailers.
- ▶ Retailers—-independent comic shops—locally promote and publicize their own in-store events.
- ▶ Diamond handles all distribution of the comics and promotional materials for the event.
- ▶ Diamond also handles all sponsorship, advertising, marketing, and PR for Free Comic Book Day.



# Geek Culture is Hot.

Spider-Man, Batman, Superhero Movies, The Walking Dead, Big Bang Theory, San Diego Comic-Con, Avengers, G4 TV, Geek Chic, and more!

- ▶ Core fan consumers are passionate tastemakers – highly networked social media influentials – who set the tone for “what’s cool”:
- ▶ Key Male Demographic (ages 13-34)
  - ▶ Comic shop fans; Avid movie-goers
  - ▶ Tech-savvy purchasers
  - ▶ Brand conscious & brand loyal
  - ▶ They live online, wear their preferences as badges, and are always looking to lead the opinion on the next unique and compelling pop culture trend
  - ▶ Video gaming and Hollywood already heavily court this demographic (online, print, conventions, etc.)



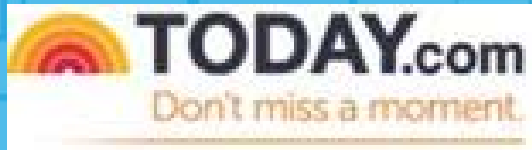
**FREE  
COMIC  
BOOK  
-DAY-**  
1st SATURDAY  
IN MAY!  
May 5, 2012  
[www.freecomicbookday.com](http://www.freecomicbookday.com)

# FCBD 2011 Participation

- ▶ 1959 Participating retailers
  - 1,756 US/CAN, 203 Int'l
- ▶ 2,771,659 books given away
- ▶ over 1 million customer visits
- ▶ 33 total participating publishers
- ▶ 37 different comic books titles given away



# Free Publicity!



# Free Publicity Summary

- ▶ Over \$1.8 million in free publicity was generated for FCBD 2011.
- ▶ Over 100 TV news stations, over 200 newspapers, and over 1,000 online sites from a variety of media outlets including USA Today, NY Times, MSNBC/Today Show, CNN.com, NPR, Wired, and AP News.
- ▶ Extensive exposure on Twitter, Facebook, YouTube, Flickr, Digg, and others. Over 15,000 "tweets" alone made reference to Free Comic Book Day on Twitter.
- ▶ Freecomicbookday.com website reached new heights of popularity with over 181,000 weekly visitors leading up the event.



# FCBD 2011 Advertising

- ▶ Banner ads on major online sites
- ▶ Publisher ads in comics and their online sites.
- ▶ Facebook Advertising
- ▶ House Ads in Diamond's *PREVIEWS* magazine and online sites.



# FCBD 2011 Retailer Survey Results

- ▶ Free Comic Book Day 2011 (FCBD 2011) can be judged a success just by the fact that over 2.7 million comics were given to both new and returning customers. That's a 12% increase over 2011..
- ▶ Traffic in comic book stores increased for FCBD as 58.69% of stores experienced traffic better than usual for a Saturday, and 35.21% had traffic better than a Wednesday (when books release each week to shops).
- ▶ 96.24% of stores promoted and advertised FCBD through store signage, 85.45% used their website, 49.77% through newspaper coverage or ad, 13.15% through a radio ad, and 65.26% through bag stuffers. 41.31% of stores hosted a creator signing and 69.95% conducted a special sale.
- ▶ Overall, retailer feedback was that Free Comic Book Day 2011 was very successful, with 71.83% of stores rating the event as extremely positive.



We are searching for companies and brands to be **KEY MARKETING PARTNERS** of the event.

Free Comic Book Day has a limited number of key marketing partners, allowing for maximum share of voice.

- ▶ Each relationship is customized to meet the specific needs, goals and objectives of our partner, and produce measurable results by leveraging the powerful Free Comic Book Day brand and annual event.



# Use FCBD in Your Advertising Plans

We grant your company permission to use FCBD in all advertising and marketing as a key sponsor of the event.

- ▶ Unique story to tell
- ▶ Visually appealing
- ▶ Tied to hot comic book and movie properties



# Contact Us for FCBD Sponsorship

A broad variety of partnership opportunities exist and may be customized to meet your company's specific marketing needs and objectives.

Some ideas include:

- ▶ Product Sampling to participating stores
- ▶ FCBD Shopping Bag Sponsorship
- ▶ Poster/Print Material Sponsorship
- ▶ T-shirt/Merchandise Sponsorship
- ▶ Print/Online Advertising Opportunities
- ▶ Additional Opportunities to cross-promote and market your brand.

For more information, contact:

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