



Free Comic Book Day

Sponsorship Opportunities

FREE COMIC BOOK DAY
1st Saturday In May - May 3, 2014
www.freecomicbookday.com

Sponsorship Packet

What is Free Comic Book Day?

- **Free Comic Book Day (FCBD) is a phenomenon!**
- **FCBD was founded in 2002 to promote the reading of comic books – a uniquely American literary art form – and to celebrate the thousands of independently owned and operated comic book specialty shops which play a dynamic role in their communities.**
- **Every year, on the first Saturday in May, comic shops across the country and around the world give away free comics to everyone, no purchase necessary.**
- **The event captures widespread positive media attention and attracts kids, families, young adults, and pop-culture enthusiasts to the comic shops in their area.**
- **Since its inception, over 30.5 million free comic books have been distributed to over 9 million FCBD attendees!**

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Who's Behind Free Comic Book Day?

- FCBD is structured as a not-for-profit, venture supported by the entire comic book industry.
- Publishers provide comic books at cost to retailers.
- Retailers—independent comic shops—locally promote and publicize their in-store events.
- Diamond handles all distribution of the comics and promotional materials for the event.
- Diamond also handles sponsorship, advertising, marketing, and PR for Free Comic Book Day.



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Comic Book Culture is Hot!

Spider-Man, Batman, The Walking Dead, Big Bang Theory, San Diego Comic-Con, Avengers, Man of Steel, Geek Chic, and more!

Comic book fans 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.)

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FCBD 2013 Participation

- 2,198 | Participating Retailers
 - 1,977 U.S./CAN; 221 INT'L
- 4,501,632 | Comics Given Away
- 52 | Different Comic Books
- 40 | Participating Publishers
- **Over 1.2 million customer visits**



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Free Publicity Summary

Over \$2.2 million in free publicity was generated for FCBD 2013.

- Over 240 TV/Radio News Stations, over 460 News Outlets, and over 740 Online Sites (3,113 stories) from a variety of media outlets including [USA Today](#), [FOX & Friends](#), AP News, [Yahoo! Finance](#), [CNN](#), [io9.com](#), [NPR.org](#), and [Wired](#).
- Extensive exposure on Twitter, Facebook (67,000 Fans), YouTube (189,739 Video Views), and others. Over 66,000 "tweets" alone made reference to Free Comic Book Day on Twitter. #FCBD & #FreeComicBookDay held the #1 & #2 National Trending spots on Twitter on FCBD (May 4th, 2013) from 9am to 4pm.
- Freecomicbookday.com also reached new heights of popularity as the site had 359,198 unique visitors the week of FCBD vs. 205,000 last year.

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Free Publicity!



Sponsorship Packet

FCBD 2013 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.



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FCBD 2013 Advertising

- Google Adwords
 - 9,671,674 Impressions
 - 45,992 Clicks
- YouTube
 - 514,064 Video Impressions
 - 5,101 Clicks
- Facebook
 - 108,033,998 Impressions
 - 55,561 Clicks; 24,510 “Likes”
- Twitter
 - 2,023,633 Impressions
 - 22,897 Clicks; 5,569 “Followers”
- PREVIEWS
 - 52 Pages in *PREVIEWS*
 - Rate Card Value = \$149,600

Free Comics?
Saturday, May 4th
Find a comic shop near you



PREVIEWS
PREVIEWSworld.com



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FCBD 2013

Retailer Success Stories

- "We weren't sure if this year's Free Comic Book Day would be bigger than last year's amazing turnout around *The Avengers*, but our expectations were blown away," said Stephen Ford of KINGS Comics in Sydney, Australia. "Our numbers were up by over 30% on last year's turn out with thousands of fans coming through the store pretty much all day."
- "This year, to make Free Comic Book Day a more social community event, we gave away over 15,000 comics both inside and outside the store," said George Zotti of Silver Snail Comics in Toronto, Ontario. "This let customers browse more easily, hang out with cosplayers to get photos and get their comics faster than ever before."
- "We had a record-setting day today. As usual at closing on FCBD, I am thrilled and exhausted," said Matthew Price, owner of Speeding Bullet Comics in Norman, OK. "We had our highest-ever count of people through the door with 750, and we had 214 transactions from that group. We had our highest sales day ever, doing about a week's worth of sales today. "

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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.



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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



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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 at 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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