

**FREE
COMIC
BOOK
-DAY-**™

**1st SATURDAY
IN MAY!**

May 6, 2017

www.freecomicbookday.com

Free Comic Book Day

Sponsorship Opportunities

16th Annual!

What is Free Comic Book Day?

- ▶ The largest annual industry-wide event!
- ▶ Started in 2002 as a way to promote comics and celebrate the thousands of independently owned and operated comic stores, which play a dynamic role in fostering the comic book community.
- ▶ 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 40 million free comic books have been distributed to almost 10 million FCBD attendees!



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) purchase the comics and locally promote and publicize their in-store events.
- ▶ Diamond Comic Distributors handles the distribution of the comics and promotional materials.
- ▶ Diamond also handles sponsorship, advertising, marketing, and PR for the event.



Target Comic Book Fans!

Superhero Movies, The Walking Dead, Gotham, Big Bang Theory, San Diego Comic-Con, Avengers, 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 brands as badges, and are always looking to lead the opinion on the next unique and compelling pop culture trend!



Media & Publicity Exposure

Top national, local and online news coverage for the event & your brand!

- ▶ Over \$4-6.5 million in free publicity was generated for FCBD 2016 (30% increase over 2015).
- ▶ Over 550 TV/Radio news stations and over 9,260 online sites from a variety of media outlets including TODAY, USA Today, NPR, AP news, Time, CNN.com, Wired, and IGN.
- ▶ Extensive exposure on Twitter, Facebook, Instagram, Flickr, and others. Over 100,000+ Tweets regarding #FreeComicBookDay made it the #3 trending topic of that day.

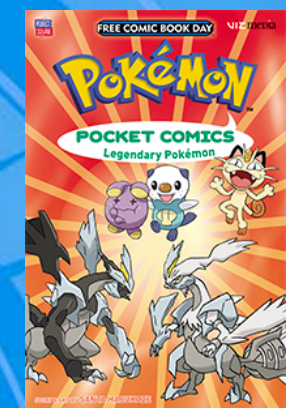
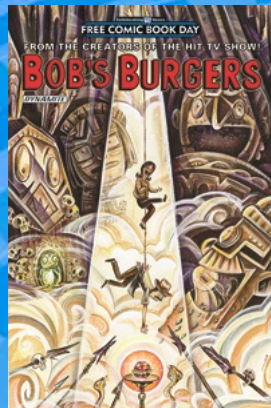
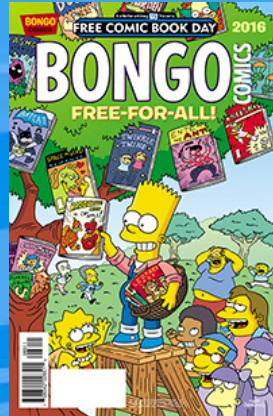
The New York Times





2016 ATTENDANCE

1,450,000+ Comics & Pop-Culture Fans
2,300+ Locations (US, Canada, UK, more)
49% of locations had 500+ customers

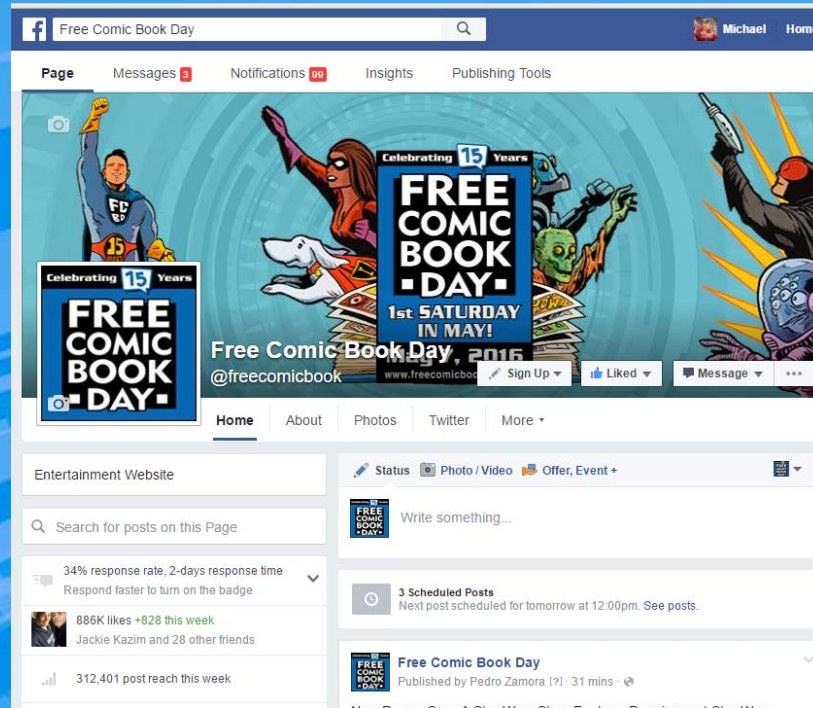


2016 FCBD COMICS

6,000,000+ Comics Given Away

50 Titles (42 Publishers)

FCBD Fans are Brand Advocates



Facebook
875k+ Followers

20k-100k+ Views on posts
Thousands of likes, comments, shares

Twitter
55k+ Followers

National Trend
#FreeComicBookDay
#FCBD

100,000+ FCBD Mentions




FCBD Fans are Brand Advocates

Post Details

Reported stats may be delayed from what appears on posts

Free Comic Book Day
Published by Troy-Jeffrey Allen (7) · May 19 at 9:09am · Edited (7) · 🌐

PREVIEWS Prevue: DEADPOOL'S SECRET SECRET WARS is totally a secret. So be very quiet when glancing at these preview pages prior to release...
bit.ly/1GcM6ks



85,600 People Reached

3,721 Likes, Comments & Shares

3,151 Likes	2,940 On Post	211 On Shares
195 Comments	120 On Post	75 On Shares
375 Shares	375 On Post	0 On Shares

3,843 Post Clicks

1,515 Photo Views	796 Link Clicks	1,532 Other Clicks 🌐
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NEGATIVE FEEDBACK

5 Hide Post	6 Hide All Posts
0 Report as Spam	1 Unlike Page

85,600 people reached

Boost Post


Like · Comment · Share · 📌 2,940 🗨 67 ➡ 375

Post Details

Reported stats may be delayed from what appears on posts

Free Comic Book Day
Published by Deborah Moreland (7) · May 27 at 11:00am · 🌐

Here's something fun to do! Make gummy LEGOs!
From The Nerdist: http://bit.ly/Nerdist_GummyLegos



This Sweet Edible LEGO Gummy Recipe Lets You Cook Up Some Fun | Nerdist

The internet is an amazing place, especially when it brings out the kid in us all AND fills our tummies at the same time. If you've read the title already, you...

NERDIST.COM

960,512 People Reached

28,019 Likes, Comments & Shares

19,441 Likes	12,097 On Post	7,344 On Shares
2,338 Comments	540 On Post	1,798 On Shares
6,240 Shares	6,240 On Post	0 On Shares

26,130 Post Clicks

7 Photo Views	15,859 Link Clicks	10,264 Other Clicks 🌐
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NEGATIVE FEEDBACK

66 Hide Post	15 Hide All Posts
0 Report as Spam	5 Unlike Page

960,512 people reached

Boost Post

Like · Comment · Share · 📌 12,097 🗨 398 ➡ 6,240

Fans are engaged with
social media content year-round

Fun Facts, Product Releases, News, Photos, Contests,
Questions and more!

Our Social Media Accounts

- ▶ www.freecomickbookday.com
- ▶ <https://www.facebook.com/freecomickbook>
- ▶ <https://twitter.com/Freecomickbook>
- ▶ <https://instagram.com/freecomickbookday/>
- ▶ <https://www.youtube.com/user/freecomickbook>



Past Celebrity Endorsements

Pop-Culture Personalities!

Mark
Hamill



Hugh
Jackman



Ming
Chen

Mike
Zapcic



Robin
Lord
Taylor



Lawrence
Gilliard



Jason
Mewes





Sponsorship Opportunities

Your Brand will be seen by millions of comic book and pop-culture fans of all ages!

SAMPLING & PROMO DISTRIBUTION

- ▶ Sponsors can provide product samples and other promotional materials to be distributed to consumers through participating comic shops.

BRANDING

- ▶ Your logo on FCBD promote posters, postcards and bookmarks
- ▶ Your logo on FCBD Store Bags retailers use in store
- ▶ Your logo on the FCBD website as sponsor

PRINT

- ▶ Full color ad spot available in all FCBD 2016 comics (6+ Million print run)
- ▶ Full page, full color Ad in our *PREVIEWS* magalog (catalog+magazine) distributed to 50,000+ comic shop fan/customers, and 3,000+ comic shop retailers/owners

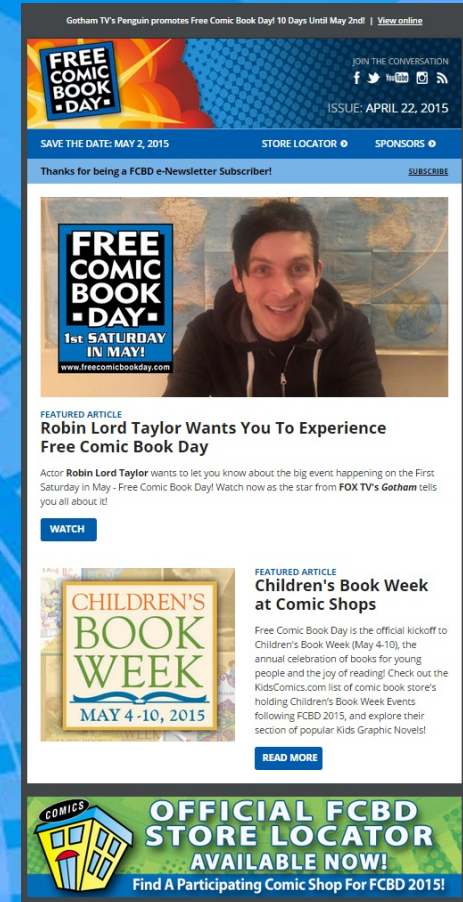




Sponsorship Opportunities

DIGITAL

- ▶ Leaderboard and medium rectangle ads available on freecomicbookday.com
- ▶ Additional leaderboard ads on Diamond's Pop-Culture Online Network, including comicshoplocator.com, previewsworld.com and halloweencomicfest.com
- ▶ Digital ads in all E-Newsletters for Halloween ComicFest, Free Comic Book Day, PREVIEWSworld and ToyChest reaching 80K+ subscribers
 - HCF + FCBD (11 e-newsletters before the event, 47,000+ subscribers)
 - PREVIEWSworld (weekly, 22,000+ subscribers)
 - ToyChestNews (weekly, 7,000+)





Sponsorship Opportunities

Social Media

- ▶ Sponsors provide contest giveaways for Product placement promotions
- ▶ FCBD provides article posts/copy and links to your pages
- ▶ Cross promotion with Diamond's other pop-culture social media brands: Halloween ComicFest, *PREVIEWS*, Toy Chest News, Diamond and Comic Shop Locator

Post Details


Reported stats may be delayed from what appears on posts

Free Comic Book Day
Published by Deborah Moreland (P) · April 30 · Edited (P) ·

Think You Know About The Avengers?

COMMENT, saying whether or not you have read an Avengers comic, to be entered to win this Avengers prize pack!

You can get these graphic novels and also the new Marvel Avengers #1 during #FCBD this Saturday! ... See More



104,352 people reached

Boost Post

Like · Comment · Share · 2,078 · 1,814 · 113

104,352 People Reached

4,175 Likes, Comments & Shares

2,171 Likes	2,078 On Post	93 On Shares
1,887 Comments	1,838 On Post	49 On Shares
117 Shares	113 On Post	4 On Shares

5,878 Post Clicks

1,150 Photo Views	242 Link Clicks	4,486 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	7 Hide All Posts
0 Report as Spam	1 Unlike Page





Additional Sponsorship Opportunities

- ▶ Your name and logo listed on the Free Comic Book Day website as sponsor
- ▶ PR sent to local and national media as listed sponsor
- ▶ Recognized on all social media with posts to your social media and websites
- ▶ Catered editorial content and stories on Diamond's Pop-culture Network of online sites

Free Comic Book Day 2015 Additional Sponsors



Post Details

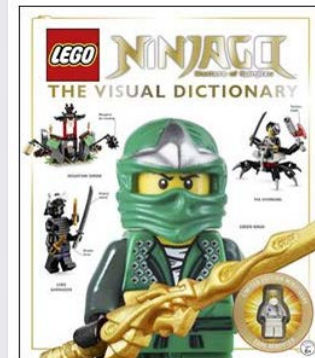
Free Comic Book Day
Published by edintem@diamondcomics.com [?] · June 5 at 9:30pm · Edited [?] · [?]

Are you a fan of LEGO Ninjago?

COMMENT, saying which character is your favorite to be entered to win LEGO Ninjago: The Visual Dictionary from DK US.

Learn more about all of DK's Lego titles at: http://bit.ly/DK_LEGONinjago

We want to thank DK for sponsoring #FCBD!



Contact Us!



Michael Moccio

Advertising Partnerships Manager

Diamond Comic Distributors

mmike@diamondcomics.com ▶ 443.318.8296