



BrunchCon

2018 Sponsorship Deck

The brunch festival taking America by storm



We've been featured on...

ELITE DAILY

BuzzFeed

COSMOPOLITAN

THRILLIST

TimeOut



FOOD & WINE

REFINERY29

...and received over 10 million impressions, collectively

FAST STATS

BrunchCon™, founded in 2016, is a brunch festival that travels to **8 cities** in the U.S. to host over **20,000 foodies** ages **21 - 35** every year





Our 2018 Cities:
Los Angeles
San Diego
San Francisco
Miami
Chicago
Washington, D.C.
Austin
New York

Welcome to BrunchCon

Attendees get an all-inclusive tasting of that city's best brunch restaurants and get to enjoy an open mimosa/bloody mary bar alongside games, photo activations, and other immersive brand activities.



Our Target Market

- Ages 21 - 35
- 80% Female / 20% Male
- Income: \$50,000 - \$80,000/year



THEY SPEND MONEY ON EVENTS



78% of millennials say they would rather spend their money on an experience as opposed to a tangible good (Eventbrite via Harriss Poll)

Millennials have a spending power of \$1.3 trillion annually (Forbes)

81% of millennials share photos at a branded event (Adweek)



THEY ALSO LOVE TAKING PHOTOS





Why sponsor?

There are a few reasons.

ATTRACT NEW CUSTOMERS.

Give attendees samplings of your service/product so they know what to expect when they use or purchase it at a later date.

Meet new customers face-to-face, and get real-time feedback about your product/service.

Get your name out there! Let foodies/millennials know that you exist and remind them why they should choose you over your competitors.





Cooking Panda

about 2 weeks ago

Brunchcon



**INDULGE IN AN
OPEN MIMOSA BAR**

Like Comment Share

GET EXPOSURE

SOCIAL MEDIA AND PRESS

Social influencers/members of the press with followings ranging anywhere from 10K - 2M attend BrunchCon and feature our sponsors, giving them impressions in the tens of thousands range.



CASE STUDY

Bumble wanted to increase user engagement in the LA area, so they sponsored a “Bumble + BrunchCon LA” Beauty Bar whereby BrunchCon attendees could get their hair and make-up done for free if they showed that they had the Bumble app downloaded. We provided a headshot photographer to take photos of them for their Bumble profile photos.

Bumble saw a 43% increase in app usage at the event.

Who We've Worked

Bumble
Ketel One Vodka
Deep Eddy Vodka
Korbel Champagne
BeGlammed
Hubert's Lemonade
Boxed Water
Aperol-Spritz
TESLA
Natalie's OJ

With

BAI
HUMM Kombucha
Milk & Eggs
Club Mate
Monster Energy
SUJA Juice
NOOSA Yoghurt
La Croix
Whole Foods

Sponsorship

Please note: sponsorships are for the 2018 calendar year and include a presence at all eight cities.

Levels

Bronze

- Text Denotation of "Bronze Sponsor"
- 5 x 10 Space
- Complimentary Gift Bag Inclusion
- 4 Complimentary Tickets/City

Silver

- Text Denotation of "Silver Sponsor"
- 10 x 10 Space
- Complimentary Gift Bag Inclusion
- 8 Complimentary Tickets/City

Gold

- Text Denotation of "Gold Sponsor"
- 10 x 20 Space
- Complimentary Gift Bag Inclusion
- E-Mail Blast
- 10 Complimentary Tickets/City
- Custom In-House Advertising Team Activation

Platinum

- Text Denotation of "Platinum Sponsor"
- 20 x 20 Space
- Complimentary Gift Bag Inclusion
- E-Mail Blast
- 15 Complimentary Tickets/City
- Custom Short-Form Social Media Videos
- Custom In-House Advertising Team Activation

Presenting Sponsorship

BrunchCon presented by YOUR NAME

- **20 x 40 Space**
Includes a tablecloth.
- **BrunchCon presented by YOUR NAME**
On our social media, website, e-mail blasts, and event map
- **25 Complimentary VIP Tickets/Event**
To be used for giveaways on your own social channels and/or staff to attend the event.
- **Dedicated Press Release**
We will send out a dedicated press release via PR Newswire announcing your company's presenting sponsorship.
- **Social Media Prominence**
Reach: **7,500,000 impressions**
You'll be announced as a presenting sponsor on our Instagram, Facebook, Twitter, and Event Page. We average 100K impressions per event.
- **Custom Co-Branded Content**
Our team will work with yours to create three co-branded videos for use/sharing on both of our social channels.
- **Logo on Photo Booth Prints**
Your company's logo will be on all the photos our 5,000 attendees take at the photo booth.



ADDITIONAL SPONSOR OPPORTUNITIES

APEROL
Spritz

Hard. Brunch Often. BrunchCon."



ATTENDEE BAGS

Be the presenting sponsor of the attendee gift bags that are given to all attendees during the event. Your logo will be spotted amongst all the brunch-related activities!



GIFT BAG INCLUSION

Insert your product/giveaway into our VIP/Press gift bags that will go to members of the media as well as our highest spenders/attendees with the most disposable income.





BrunchCon

Sponsored

Like Page

We've partnered with Korbel Champagne to make a delicious rainbow mimosa – perfect for brunch!



Get The Full Recipe on Korbel's Website

All you need is 5 minutes to make this delicious mimosa

PERFECT FOR BRUNCH!

Learn More

30K

7.9K Comments 4.5K Shares

Like Comment Share

SOCIAL MEDIA POSTS

We'll create 1-minute "short-form" videos featuring your brand that live on Facebook and Instagram.

Contact:
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310.574.2988