

ICONS

Saturday, July 24th @ The Horton Plaza Event Center

West Coast Club Life

West Coast Club Life and Jon Block proudly presents "ICONS" a Tribute Celebration of the most iconic artists of our day - here throughout this world-renowned weekend in the world, we celebrate animation, action-adventure, state-of-the-art gaming -- and a ground breaking weekend for the latest blockbuster movies in the Comic-Con industry. Recognized for featuring highly acclaimed producers, directors, and artists, this Comic Con weekend once again earmarks the launch of up and coming artists drawing some 400,000 visitors to San Diego alone; an imperative for industry movers and shakers to be attend. Join us we celebrate them and encourage your company to be a part of this pop-culture trailblazing event.

A portion of our proceeds support Comic Con a non-profit 503c organization, with your participation you will not only receive the benefits of being part of this highly publicized and world- renowned event but also the satisfaction of supporting the arts, gaming and entertainment industry. Join us at the Premiere of ICONS and be a part of new beginnings. - Sincerely, Dave Soko

West Coast Club Life "Life of the Party" is an entertainment consortium on the best of Southern California living and nightlife. We believe that fashion, music, art and culture can benefit and bring communities together in the charitable interest for all to benefit.

ICONS is a two-part pop culture event happening Saturday July 24 at the Horton Plaza Event Center. This is the weekend of Comic-Con, which draws an average of 42,000 attendees to Horton Plaza per day.

The first part of ICONS will take place during the daytime, and will be a trade show/exhibition arena featuring the work of local artists, filmmakers, panels, and more.

The second part of ICONS occurs at nighttime, and will be an after-hours costume party featuring DJs, live performances, contests, celebrity guests and more.

ICONS will be an exhibition organized so that your company can showcase and demonstrate your products and or services. You will also have the opportunity to study activities of rivals and examine recent market trends and opportunities. Your business will have the opportunity to effectively sell and or promote to the general public on the highest foot traffic weekend of the entire year.

What is ICONS?

ICONS will be a collection of entertainers, artists, designer fashion, music, movies and film. When experiencing ICONS you will be exposed to the spectrum of ideas, perspectives, attitudes, images and other phenomena that represent what we collectively know as pop culture. ICONS is heavily influenced by mass media along with the collection of ideas, which permeates to everyday Pop Culture.

What is Comic-Con Weekend in San Diego?

Comic-Con is a four-day event (Thursday through Sunday) held at The Convention center. Originally showcasing comic books, science fiction/fantasy and film/television and related popular arts, the convention has expanded over the years to include a larger range of pop culture elements, such as horror, anime, manga, animation, toys, collectible card games, video games, web-comics and fantasy novels. The convention is the largest in the Western Hemisphere and the second largest in the world, filling the San Diego Convention center with over 130,000 attendees.

Please select from the following sponsorship levels:

Platinum Level: \$4,500

Receive premium opportunity and naming rights as the featured title sponsor for Icons, all marketing material online, on-air, print and on site will feature your company name and / or logo following "ICONS" as presenting sponsor or 'presented by...' "Your company's name."- Featured in high traffic area of the Horton Plaza Event Center - with over 400,000 attending this busy San Diego weekend, we anticipate over 42,000 attendees in foot traffic weekend of the Comic Con event.

- ❖ Exclusive "Sponsorship by" title on all "ICONS" collateral including promo literature and radio, i.e. "ICONS" sponsored by.
- ❖ Prime Exhibition Booth at "ICONS"
- ❖ 10 Admission Passes to "ICONS" (\$300.00) value + 2 drink tickets per person
- ❖ Logo listed in San Diego Union Tribune and City Beat magazine
- ❖ Appearance in event video following event, name/logo on video projection during event
- ❖ Minimum of Two Onstage Mentions
- ❖ Media room

- ❖ Logo on Step and repeat
- ❖ Logo presented on www.westcoastclublife.com

GOLD LEVEL - \$3,500

- ❖ Exclusive “Sponsorship by” title on all “*ICONS*” collateral including promo literature
- ❖ Prime Exhibition Booth at “*ICONS*”
- ❖ 6 Admission Passes to “*ICONS*” (\$300.00) value + 2 drink tickets per person
- ❖ Appearance in event video following event, name/logo on video projection during event
- ❖ Logo on Step and repeat
- ❖ Media Room
- ❖ Logo present on www.westcoastclublife.com

SILVER LEVEL - \$1,500

- ❖ Company Banner
- ❖ Exhibition Booth at “*ICONS*”
- ❖ 6 Admission Passes to “*ICONS*” (\$130.00 value) + 2 drink tickets per person
- ❖ Logo on step and repeat
- ❖ Media Room
- ❖ Logo listed on www.westcoastclublife.com

BRONZE LEVEL - \$750

- ❖ Company Banners
- ❖ Exhibition Booth at “*ICONS*”
- ❖ 6 Admission Passes to “*ICONS*” (\$130.00 value) + 2 drink tickets per person
- ❖ Logo listed on www.westcoastclublife.com

Courtesy of

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