

# SC HORROR

## THE SEQUEL

# Sponsorship Proposal



South Carolina's  
Only Horror  
Convention

September 14-15, 2024  
Saturday 10-6  
Sunday 10-5  
Columbia Metropolitan Convention Center  
1101 Lincoln St  
Columbia, SC

### Contact

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# Introduction

Moulton Conventions, owners of SC Horror began in New Hampshire where experience and passion curated over years resulted in 9 successful conventions.

Owners, J and Natasha Moulton relocated to South Carolina midlands to pursue further endeavors.

However, they were greeted with an obvious need in the area for an event with which fans can celebrate their love of the horror genre in a family oriented environment. Along with the support and encouragement of locals and small businesses; SC Horror was formed.

The mission of SC Horror Convention is to provide a safe and welcoming event to promote fandom, creativity, and diversity to families and fans of the horror genre.

We place emphasis on the value of supporting local and small businesses while supporting the communities that we work and live within.

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# Meet Our Team

# SC HORROR THE SEQUEL



Britnay



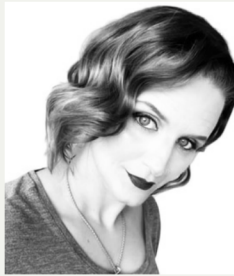
Joey



Eric



Brett



**Natasha Moulton**  
Owner



**J Moulton**  
Owner



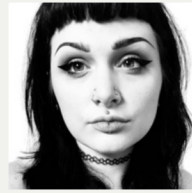
**Tara Stiffler**  
Director



Cheri



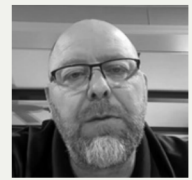
Lorenzo



Bri



Marki



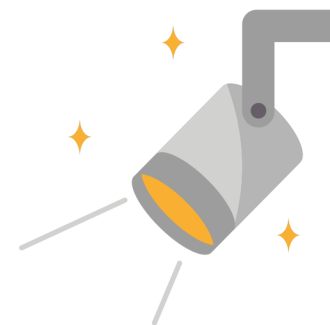
Wayne

# About The Event

SC Horror Convention is an annual event featuring artists, vendors, celebrity guests and local businesses celebrating the horror genre in local communities. This two-day event is packed full of activities, shopping and fun. We feature celebrity guests, authors, and other well-known persons in the fields of all things spooky and unique with an opportunity for attendees to greet and interact. Saturday festivities close out in the evening and offer the opportunity for attendees to explore Columbia and surrounding areas with the traditional after party.

The second annual SC Horror Convention will be hosted at the Columbia Metropolitan Convention Center, on September 14 and 15th 2024. The first event was a remarkable success; bringing in approximately 3000+ attendees and vendors. The enthusiasm and excitement has preceded the convention, assuring the continued success 2024 will also bring.

SC Horror prides itself in providing families the opportunity to deliver memorable fun at an affordable price point for the entire family ensuring the success for our vendors, and sponsors! With your help, SC Horror will be even more successful.



## Event Highlights

Artist, Vendors, and Local Businesses Offering Varieties of Goods, Services and Experiences

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Interactive Panels Featuring Celebrity Guests

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Exciting Cosplay Contest and Parade

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Immersive Activities Including Haunt Attraction, and Dedicated Children's Programming Area

# Benefits for Sponsor

## Becoming Our Sponsor Has a Number of Advantages

- 👻 Provide your business with exposure (and Excitement!)
- 👻 Connect with other businesses and form relationships with community members, small businesses, and consumers of varying degree.
- 👻 Increase your engagement and drive traffic .
- 👻 Create new social content and connect with our fans!  
One of the most wonderful things about the horror genre is the audience it appeals to– from innocent spooky stories to the darkest of tales. The horror genre will reach your target audience; because the audience is vast.
- 👻 Strengthen your company's image by sponsoring an event that promotes family engagement and recognizing affordable fun that everyone can enjoy in a safe, and welcoming environment.
- 👻 Gain exposure to prospective customers and highlight the fun human-side of your company. Learn valuable information about your customers, and promote your services or products!
- 👻 Sponsorship can increase brand recognition before, during, and after the actual event!
- 👻 When you sponsor our event, you automatically gain an advantage over your absent competitors, and build trust with consumers that see you supporting something they enjoy.

# Sponsorship Package



## SC Horror Shoutout Sponsor

Includes 2 tickets to SC Horror on Saturday, September 14th & Sunday September 15th 2024;  
Social media recognition

**\$100**



## SC Horror Ticket Sponsor

Includes 5 tickets to SC Horror on Saturday, September 14th and Sunday September 15th 2024

Logo Placement on SC Horror Admission Tickets

Quarter page Ad or Logo included in SC Horror Virtual Program

**\$500**



## SC Horror Supporter

Includes 2 tickets to SC Horror on Saturday, September 14th and Sunday September 15th 2024;  
Social media recognition.  
Logo included in SC Horror Virtual Program

**\$200**

# Sponsorship Package



## SC Horror Ticket Sponsor

Includes 4 Sponsor VIP tickets to SC Horror on Saturday, September 14th and Sunday September 15th 2024

Logo Placement on SC Horror Admission Tickets

Recognition on social media and literature advertising efforts

Half Page Ad or Logo included in SC Horror Virtual Program

**\$1000**



## SC Horror Threads Sponsor

Includes 8 Sponsor VIP tickets to SC Horror on Saturday, September 14th and Sunday September 15th 2024;

Recognition on social media and literature advertising efforts

Logo included in SC Horror Virtual Program

Logo included on SC Exclusive Apparel

**\$1000**



## Family Room Sponsor (Kreepy Kid Corner)

Includes 12 VIP Sponsor tickets to SC Horror on Saturday, September 14th and Sunday September 15th 2024;

SC Horror Room Name Designation

Recognition on social media and literature advertising efforts.

Full Page Ad or Logo included in SC Horror Virtual Program

Banner Display at SC Horror Event

Logo Placement on SC Horror Admission Tickets

**\$2,500**



# Sponsorship Package



## SC Horror Headliner Sponsor



Includes 15 VIP Sponsor Weekend Guest Passes to SC Horror on Saturday, September 14th and Sunday September 15th 2024

Banner Display in Main Entrance

Recognition on Social Media and Literature Advertising

Official Sponsor of Primary Headliner Celebrity Guest with Banner Placement in Autographing Area

**\$5,000**



## SC Horror Room Sponsor

Includes 15 VIP Sponsor Tickets to SC Horror on Saturday, September 14th and Sunday September 15th 2024

SC Horror Room Name Designation

Banner Display in Main Entrance

Recognition on Social Media and Literature Advertising Efforts

Optional Promotional Table at SC Horror

**\$5,000**

## Official SC Horror Show Sponsor

Includes 20 Sponsor VIP Sponsor tickets to SC Horror on Saturday, September 14th and Sunday September 15th 2024

20 Meal passes

20 VIP After-Party Passes

Exhibit Room Name Designation

Banner Display in Main Entrance

Recognition as Official Sponsor in Media as well as Literature Advertising

Logo featured on event Tickets

Logo placement on select Exclusive SC Horror Merchandise

2 Full Page Ads in Virtual Events and Artists Program

Optional Promotional Booth at SC Horror

**\$10,000**

\*\*\*VIP Sponsor tickets include swag bags, line advancement for guest autographs, and Show Exclusive Merch.



**Thank you!**  
**We will see**  
**you at**  
**SC Horror**

## **Contact**

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**Email**        [Owner@SCHorror.com](mailto:Owner@SCHorror.com)