

Sponsorship Packet



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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, a live haunt experience, kid's convention, Saturday festivities close out in the evening and offer the opportunity for attendees to explore Columbia and surrounding areas with the traditional after party.

On Sunday, we have both our kids and adult Cosplay contest and parade as well as a full schedule of panels, celeb signings and much more! The 4th annual SC Horror Convention will be hosted at the Columbia Metropolitan Convention Center, on September 19-20, 2026. 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.

**RETURNING
IN 2026!**

Children Of The Con

FREE ACTIVITIES FOR KIDS!!

SC Horror Sponsorship Proposal



Event Highlights

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

Interactive Panels Featuring Celebrity Guests

Exciting Cosplay Contest and Parade

Immersive Activities Including Haunt Attraction, and Dedicated Children' of the Con, our children's convention and Programing Area

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.

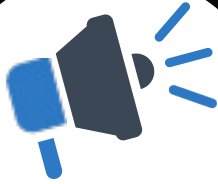
Strengthen your company's image by sponsoring an event that promotes family engagement and recognizing affordable fun that everyone can enjoy in a safe, and welcoming environment.

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! We work with you throughout the year.

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 Options



SC Horror Shoutout Sponsor

Includes
Social media recognition

\$100



Program Sponsor

Includes 5 tickets to SC Horror
on Saturday, September 19th
and Sunday September 20th
2026

Quarter page Ad or
Logo included in SC
Horror Virtual Program

\$500



SC Horror Supporter

Includes 2 tickets to SC Horror on
Saturday, September 19th and
Sunday September 20th 2026;
Social media recognition.

\$200

Sponsorship Options



SC Horror Ticket Sponsor

Includes 10 tickets to SC Horror on
Saturday, September 19th and
Sunday September 20th 2026

Logo Placement on SC Horror website

Half Page Ad or Logo included in SC
Horror Virtual Program

\$1000



SC Horror Threads Sponsor

Includes 20 tickets to SC Horror on
Saturday, September 19th and
Sunday September 20th 2026;

Recognition on social media and
literature advertising efforts

Logo included in
SC Horror Virtual Program

\$2000



Children of the Con Sponsor

Includes 25 tickets to SC Horror
on Saturday, September 19th and
Sunday September 20th 2026;

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

\$2,500

Sponsorship Options

SC Horror Headliner Sponsor



Includes 30 tickets to SC Horror on Saturday,
September 19th and Sunday September 20th
2026

Banner Display in Main Entrance

Recognition on Social Media and Literature
Advertising

Official Sponsor of Primary Headliner Celebrity

\$5,000



SC Horror Room Sponsor

Includes 50 Tickets to SC Horror on
Saturday, September 19th and
Sunday September 20th 20246

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 19th and Sunday
September 20th 2026

20 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

2 Full Page Ads in Virtual Events and
Artists Program

Optional Promotional Booth at SC
Horror

\$10,000



Thank you!
We will see you at
SC Horror Convention

Contact

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