

# ODESSA GEEK FEST

July 11<sup>TH</sup> - 12<sup>TH</sup> 2026

BROUGHT TO YOU BY  
**SukeBAN**  
ENTERTAINMENT  
POP CULTURE & COMMUNITY



## SPONSORSHIP OPPORTUNITIES ODESSA GEEK FEST 2026

JULY 11<sup>TH</sup>-12<sup>TH</sup>, 2026

ECTOR COUNTY COLISEUM - BARN 6

OGFest is a growing pop culture convention serving West Texas and surrounding regions with a focus on anime, gaming, cosplay, comics, collectibles, and family-friendly entertainment. With an expected attendance of 2,000+ attendees and a growing digital audience, OGFest provides unique opportunities for businesses to engage directly with passionate fandom communities.

## AUDIENCE & REACH

### EVENT ATTENDANCE

- 2,000+ projected attendees
- Family-focused environment
- Audience demographic ranging from teens to adults

### ONLINE REACH

- 30,000+ regional audience reach
- 45,000-60,000 reach across Texas and neighboring states
- Multi-platform digital promotion before and during the event

### CURRENT SPONSORS

- Retro Hall
- ConLive
- Holiday Inn

# VENDOR OPPORTUNITIES

Vendor booths begin at \$300 and offer businesses direct engagement with attendees throughout the weekend.

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## STANDARD SPONSORSHIP PACKAGES:

### COMMUNITY SPONSOR — \$500

Includes:

- 2 Social Media Posts
- Social media recognition
- Logo placement in sponsor section on promotional materials and website

### FEATURED SPONSOR — \$750

Includes all Community Sponsor benefits, plus:

- 1 optional promo booth
- Branding placement on one selected convention item:
  - Badge
  - Lanyard
  - Flyer
  - Print material
  - Other approved promotional item

### PREMIER SPONSOR — \$1,000\* Limited to THREE sponsors.

Includes all previous tier benefits, plus:

- Branding placement on a major convention program feature OR Exclusive branding placement on one selected convention item

Example:

"OGFest's Cosplay Contest Brought to You by [Company Name]"

### SHOWSTOPPER SPONSOR — \$1,500\* Limited to TWO sponsors.

Includes all community tier benefits, plus:

- 2 optional promo booth spaces
- Branding placement on one select convention item or major programming feature
- Branding included in all Flyers
- 2 additional social media posts dedicated to promoting your business

## GUEST SPONSORSHIP OPPORTUNITIES:

### GUEST SPONSOR — \$1,500\* Limited to ONE Sponsor.

Sponsor a featured guest appearance at OGFest.

Includes:

- "Presented by" branding on guest announcements
- Company logo featured on guest banners/signage
- Recognition in guest-related promotional materials

Example:

"Guest appearance presented by [Company Name]"

### SELECT GUEST SPONSOR — \$2,000\* Limited to ONE Sponsor.

Includes all Guest Sponsor benefits, plus:

- Ability to select a guest sponsorship from available approved guest options

Subject to guest availability and scheduling.

## **FEATURED GUEST SPONSOR — \$3,000+\*** Limited to ONE Sponsor.

Sponsor multiple guest appearances or a higher-profile featured guest.

Includes:

- Expanded sponsor visibility
- Premium guest branding opportunities
- Customized promotional integration depending on guest package

Pricing varies depending on guest tier and availability.

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## **TITLE SPONSORSHIP OPPORTUNITIES:**

### **STAGE SPONSOR — \$5,000\*** Limited to ONE Sponsor.

Prominent branding placement on the main event stage visible throughout the convention weekend.

Includes:

- Large-format stage banner provided by OGFest
- Stage recognition during programming
- All Community Sponsor tier benefits  
(Excluding additional item/program branding)

### **FOOD COURT SPONSOR — \$7,000\*** Limited to ONE Sponsor.

Brand the convention food court and food truck area as:

“Food Court Presented By [Company Name]”

Includes:

- Prominent signage in dining area
- Branding included in promotional materials referencing the food court
- All Community Sponsor tier benefits  
(Excluding additional item/program branding)

### **PRESENTING SPONSOR — \$10,000\*** Limited to ONE Sponsor.

Become the official presenting sponsor of OGFest.

Convention branding will include:

“Odessa Geek Fest Presented By [Company Name]”

Includes:

- Maximum convention-wide branding visibility
  - Logo placement across major convention materials
  - Recognition across digital and print promotion
  - Main sponsor positioning at the event
  - Expanded sponsor integration opportunities
  - Premium booth placement if requested
  - Priority sponsor recognition throughout the event
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## **CUSTOM SPONSORSHIP OPPORTUNITIES**

Custom sponsorship opportunities are available upon request. OGFest is happy to work with sponsors to create tailored promotional opportunities that best fit your brand, audience, and marketing goals.

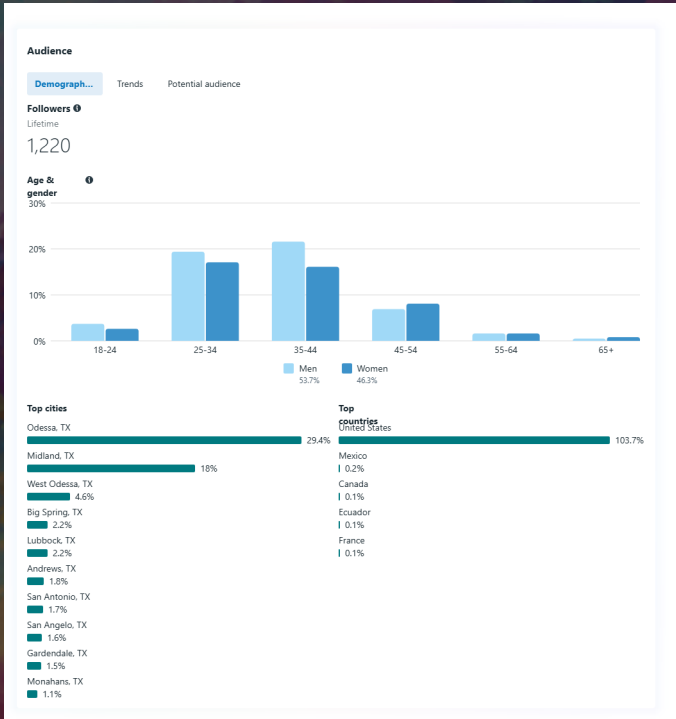
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## **WHY SPONSOR US?**

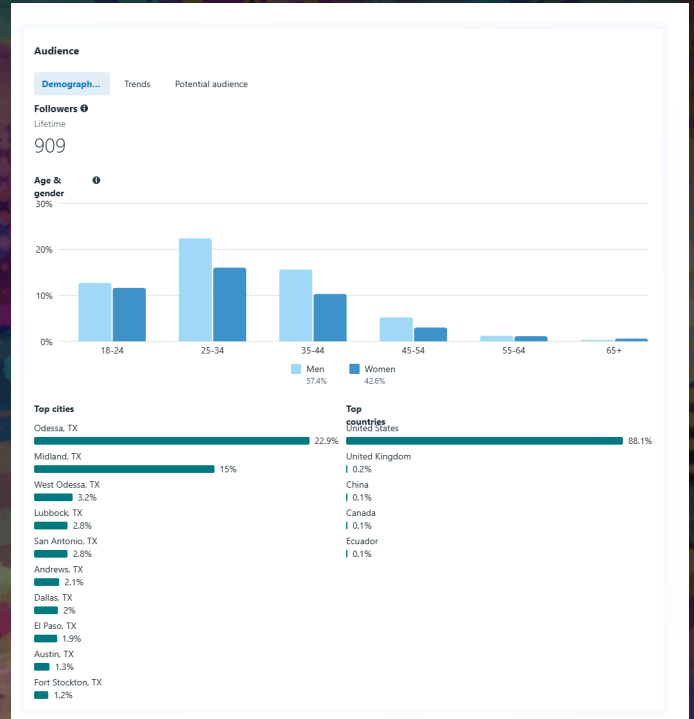
OGFest is helping grow fandom culture in West Texas by creating an accessible, family-friendly convention experience for anime, gaming, cosplay, comics, and pop culture fans across the region. Sponsors help support local community engagement while gaining direct access to a passionate and growing audience.

# VERIFIED METRICS

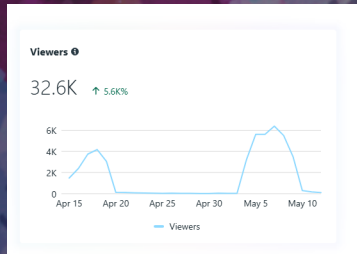
## FACEBOOK



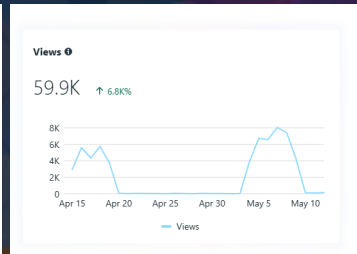
## INSTAGRAM



## FACEBOOK AD CYCLES



## INSTAGRAM AD CYCLES



## GUEST AD METRICS

These are the results of our most recent Guest Sponsor advertisement.

1 ad = 40,000 - 50,000 views

See the results of your sponsorship and your brands reach growing.

