

# EVENT PROPOSAL



*Africa's number one biggest geek and  
pop culture market in Nigeria.*

**THEME:**

**CREATIVE DIVERSITY FOR ECONOMIC  
GROWTH**

**VENUE:** LANDMARK EVENT CENTER, VICTORIA  
ISLAND, LAGOS STATE

**DATE:** SEPTEMBER 14<sup>TH</sup>, 2024

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# ABOUT LAGOS COMIC CON

## Creative Diversity and Economic Growth

Launched in 2012, the Lagos edition of the international phenomenon Comic Con has become Africa's #1 destination for, animation enthusiasts, comic books geeks, book readers, avid music listeners, movie lovers, art lovers, and fans of the creative industry to gather, and meet experts of crafts they love. It has also become the #1 platform used by people in the creative industry to connect with their audiences and sell their creativity.





# THE ROLE OF COMIC CON

Since its inception, the event has created platforms of engagement and business for players in the creative industry - comics, books, animation, gaming, films and virtual reality. It has celebrated successes of the industry, shaped conversations within the industry, encouraged broader participation and supported the building of knowledge and capacity necessary to strengthen the sector, and ultimately create brands, engagement and opportunities.





# SUCCESS STORY

## COMIC REPUBLIC

- Background: A prominent comic book publishing company in Nigeria.
- Journey: Formed their partnership at Lagos Comic Con 2013.
- Achievements:
  - Published popular titles such as "Guardian Prime" and "Hero Kekere."
  - Expanded their reach across Africa and beyond, gaining international recognition.
  - Created job opportunities for writers, artists, and other creatives in the comic industry.





# SUCCESS STORY

## KUGALI

- Background: A media company focused on African stories through comics and animation.
- Journey: Launched their career at Lagos Comic Con 2015.
- Achievements:
  - Published the acclaimed "Nani" anthology.
  - Partnered with Disney to create "Iwájú," a futuristic African animated series set to debut on Disney+.
  - Fostered a new wave of African storytelling, inspiring young creators.





# SUCCESS STORY

## GAME EVO

- Background: A game development company focusing on African-themed games.
- Journey: Gained significant exposure and support through Lagos Comic Con.
- Achievements:
  - Developed successful games like "The Warrior's Quest."
  - Played a pivotal role in promoting gaming as a viable career path in Nigeria. (GAMR X)
  - Enhanced the gaming ecosystem by providing training and resources for aspiring game developers.



# IMPACT ON THE INDUSTRY

## Creation of Employment and Economic Growth:

- Job Creation: The expansion of the comic, animation, and gaming industries has created numerous job opportunities, from artists and writers to developers and marketers.
- Economic Impact: The growth of these industries has contributed to the economy, with successful companies generating revenue and attracting investments.

## Increased Readership of Comics and Viewership of Manga:

- Growth in Readership: Since its inception, Lagos Comic Con has significantly boosted the readership of local comics. Events and promotions at Comic con have introduced thousands of attendees to new and existing comic series.
- Manga Popularity: The introduction of manga through Comic con has seen a surge in interest, with more Nigerian youth exploring and enjoying this unique Japanese art form.



# IMPACT ON THE INDUSTRY

## **Greater Exposure to Animation Among Nigerian Youth:**

- **Animation Awareness:** Lagos Comic Con has served as a platform for showcasing both local and international animations. Screenings and workshops have exposed youth to different styles and techniques.
- **Inspiration and Aspiration:** Many young Nigerians, inspired by the animations showcased, have pursued animation as a hobby and potential career.

## **Enhanced Interest in Gaming and Animation Courses:**

- **Educational Opportunities:** The rise in popularity of comics, animation, and gaming has led to increased enrollment in related courses at educational institutions.
- **Skill Development:** Workshops and seminars at Comic con have provided valuable skills and knowledge, encouraging more individuals to consider careers in these creative fields.

# ATTENDEE GROWTH

## Started with 300 Attendees, Now Hosting 6000 Attendees:

- Early Beginnings: Lagos Comic Con started in 2012 with 300 attendees, quickly becoming a hub for comic enthusiasts and creators in Nigeria.
- Steady Growth: Attendance increased steadily, reaching 2000 by 2017.
- Current Scale: By 2022, the event hosts over 6000 attendees, reflecting its success and the growing popularity of comics, animation, and gaming in Nigeria.

## Moved from the Mainland to the More Prestigious Island Location:

- Initial Venue: The first few events were held on the Mainland, providing a foundation for growth.
- Transition to the Island: The event moved to the Island to accommodate more attendees and exhibitors, offering a more central and prestigious location.
- Advantages: The new venue offers better facilities, and accessibility, and attracts high-profile guests and sponsors.

# 2022 LAGOS COMIC CON STATS

**Target Audience: Ages 18 and above**

- 6000 Attendees
- 20+ Sponsors and Partners
- 70+ Industry leading speakers
- 60+ Cosplay Participants
- 70+ Exhibitors
- 5 Movie premiers and private screening



# 2023 LAGOS COMIC CON STATS

In 2023, Lagos Comic Con had a major upgrade by becoming a fully paid event. Unlike past events that had been FREE to regular attendees the 2023 edition was a fully paid event

- Target Audience: Family
- 3000 Attendees
- 15 Sponsors and Partners
- 84 Industry leading speakers
- 29 Cosplay Participants
- 52 Exhibitors





# 2023 ATTENDEE EXPERIENCE



# INTERNATIONAL PARTICIPATIONS

Lagos Comic Con is a global event attracting participation from various countries.

## Participated Countries:

- France: Prominent booths showcasing French comics, animation, and technology.
- Cameroon: Engagement in creative exchanges and showcasing local talents.
- Ghana: Exhibitors displaying unique comics and animation styles, fostering cross-border collaboration.
- South Africa: Bringing innovative digital content and interactive sessions.

## Impact on the Event:

- Enhancing the cultural diversity and global appeal of Lagos Comic Con.
- Providing attendees with a broader perspective on the global comic and animation industries.
- Fostering international partnerships and collaborative projects.



# INTERNATIONAL SPEAKERS



# VIP AREA

An organized and cordoned off lounge area will be set for special and VIP guests, and for private or further business discussions.

Hospitality management is key for this area to include light finger food and drinks.

This area is also a great space for brand prominence for sponsors.





# LAGOS COMIC CON 2024 EVENT PLANNING AND COORDINATION

We will be building on the success of last year as the feedback received from participants was generally positive. For this year there will be just a few changes;

## 2024 HIGHLIGHTS

- Bigger Gaming Zone
- Comic Zone
- Animation Zone
- Nollywood Zone
- 80% international speakers (virtual)
- 2 international guest (Physical )
- Guest country (Japan)

**LAGOS  
COMIC  
CONVENTION  
2024**



## WHY JAPAN (Guest Country)

The theme "Creative Diversity" aligns perfectly with Japanese creativity, particularly in anime and manga. Japan's innovative storytelling and artistic styles are celebrated worldwide and resonate with our event's focus.

Inspiration for Nigerian Creators:

Showcasing Japanese anime and manga provides a rich source of inspiration for Nigerian creators. These art forms offer new techniques, unique narratives, and fresh perspectives that can invigorate the local creative industry.

Government Support:

We have ongoing discussions with the Nigerian Federal Government, and Minister of Art and Culture, emphasizing the importance of cultural exchange. The minister will be one of our keynote speakers.



# SPONSORSHIP

CATEGORIES	ANIMATION ZONE	COMIC ZONE	GAME ZONE	NOLLYWOOD ZONE	INDUSTRY PARTNERSHIP
VALUE	N10,000,000	N8,000,000	N8,000,000	N5,000,000	N2,000,000
SLOTS	3	2	3	4	10
		BENEFITS			
LOGO PROMINENCE ACROSS ALL EVENT BRANDING AND MULTIMEDIA DISPLAYS					
SQUARE EXHIBITION SPACE	100M	60M	30M	16m	10M
PLACEMENT OF COMPANY BANNERS WITHIN AND AROUND EVENT	50	20	15	7	5
PLACEMENT OF OVERHANGING ROOF BANNERS	20	10	5	4	2
DISTRIBUTION OF PROMOTIONAL MATERIALS WITHIN EVENT					
RECOGNITION PLAQUE					
STAGE TIME	1 hour	30 Minutes	20 Minutes	10 Minutes	5 Minutes
ADVERT PLACEMENT IN COMIC CON ANNUAL MAGAZINE	Back Cover + center spread page	Inner front cover + Full page inside	Inner back cover + Full page inside	2 Full page inside (choice)	Full page inside
MENTIONS AND ACKNOWLEDGEMENT ACROSS ALL SOCIAL MEDIA AND PUBLICITY PLATFORMS					
HYPER LINKED LOGO PLACEMENT ON COMIC CON WEBSITE FOR 6 MONTHS					
FREE EVENT ACCESS	20	15	10	5	3

# LET'S WORK TOGETHER



"Effectively, change is almost impossible without industry-wide collaboration, cooperation, and consensus."

– Simon Mainwaring

"Coming together is a beginning; keeping together is progress; working together is success."

- Henry Ford

Email; [lagoscomiccon1@gmail.com](mailto:lagoscomiccon1@gmail.com)