



Sponsorship & Advertising Guide

2025 - 2026

Last updated
10/13/2025



Zenkaikon 2026 Sponsors

Thank you for your interest in supporting Zenkaikon! As part of our growth, we're expanding marketing and sponsorship opportunities, and we're eager to share these with the Lancaster community and organizations outside of Lancaster looking to support Zenkaikon for our 20th anniversary!

Who are we?

Zenkaikon is an annual multi-genre convention located in Lancaster, Pennsylvania. We operate in two hotels: the Lancaster Marriott at Penn Square/Lancaster County Convention Center and the Holiday Inn Lancaster.

Why should you Sponsor us?

We are one of the largest conventions in the city of Lancaster, bringing in over 7,000 individuals every year. We share a great relationship with the community of Lancaster and many of its businesses, and we hope to work with you as well!

Unsure what you want?

Need help finding something within your price range? Let us know your budget and advertising goals, and we can work something out!



Who We Are



2006

Zenkaikon Founded



7,400+

Attendees



4,200+

Twitter Followers



12,600+

Facebook Followers



5,500+

Instagram Followers



Sponsorship Packages

| <u>Features</u> | Diamond \$10,000 | Platinum \$5,000 | Gold \$2,000 | Silver \$500 |
|---------------------------------------|---------------------|---------------------|-----------------|-----------------|
| Name a Room | ✓ | | | |
| Hanging Banner | ✓ | ✓ | | |
| Interior Column Wrap | ✓ | ✓ | | |
| Pop-up Banner | ✓ | ✓ | ✓ | |
| Spot in Convention Space | ✓ | ✓ | ✓ | |
| Promoted Social Media Video | ✓ | ✓ | ✓ | |
| Promotional Social Media Posts | 5 | 3 | 3 | 1 |
| Complimentary Badges | 20 | 15 | 8 | 2 |
| Window Clings | 10 | 5 | 2 | 2 |
| Digital Signage (sec.) | 60s | 45s | 30s | 15s |
| Guidebook Ad (sec.) | 30s | 20s | 15s | 10s |
| Logo on Website | ✓ | ✓ | ✓ | ✓ |

Pricing and availability are subject to change. Our team will work with you as changes arise to make sure your needs are met.

*Space is determined by the number of applicants, but we will work with you to fulfill your convention space needs.

À La Carte Advertising

| On-Site Items | Price | Description |
|-----------------------------|---|---|
| Window Cling (Single Sided) | \$100 | A Printed banner featuring your custom branding/design on one side, showcased on a window within the convention space. |
| Window Cling (Double Sided) | \$150 | A Printed banner featuring your custom branding/design on both sides, showcased on a window within the convention space. |
| Pop-Up Banner | \$250 | A free-standing printed banner featuring your custom branding/design within the convention space. |
| Video Gaming Tournament | \$300 + Prize | Brand a video gaming tournament in your organization's name; our staff will host the tournament during the convention. |
| Branded Charging Station | \$885 | Your custom branding/design on phone charging stations within the convention space |
| Interior Column Wrap | Contact for Pricing | A printed banner featuring your custom branding/design wrapped around a column within the convention space. |
| Branded Hotel Key Cards | Contact for Pricing | Your custom branding/design on hotel key cards. (max one sponsor per hotel) |
| Hanging Banner | Contact for Pricing | A hanging printed banner featuring your custom branding/design within the convention space. |
| Digital Items | Price | Description |
| Digital Signage | \$150 | A digital advertisement featured on various digital signs throughout the convention. These signs display maps, scheduling, and other information. |
| Guidebook Ad | \$50 for 5sec \$85 for 10sec \$150 for 20sec \$200 for 30sec | A digital ad located within our branded mobile app that attendees use to find information before and during the convention (Over 3700+ users). |
| Promoted Social Media Post | \$50 per post | Our team will work with you to craft a post advertising your business or organization and share it on our various socials. |

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Work with us!

Contact us



www.zenkaikon.com



sponsorships@zenkaikon.org

Please feel free to reach out to us! We will work with you to find the perfect sponsorship opportunity for you and your businesses at Zenkaikon!



Thank You

www.zenkaikon.com

