

The logo for Lagos Comic Convention 2026 is centered in the upper half of the image. It features the word 'LAGOS' in red, 'COMIC' in yellow, 'CONVENTION' in green, and '2026' in white, all in a bold, blocky font with a 3D effect and colorful glitch-like lines. The background is a blue sky with white clouds, framed by red panels with a white dot pattern on the sides.

LAGOS COMIC CONVENTION 2026

Africa's biggest geek, gadget & pop culture meet

THEME: WHERE ARE THE SUPERHEROES?

VENUE: LANDMARK EVENT CENTER, VICTORIA ISLAND, LAGOS STATE

DATE: SEPTEMBER 12th, 2026

ABOUT LAGOS COMIC CON

Fostering Creative Culture, Diversity & Economic Possibilities



Launched in 2012, the Lagos edition of the international phenomenon, ComicCon has become Africa's #1 destination for animation enthusiasts, comic books geeks, literature, music and movie lovers. It is also a melting point for art, tech, advertising, media, Nollywood and other creative industry members.

Over the last 13 years, ComiCon has become the largest single event for young Nigerians, and those that woo them, to connect, create and celebrate all things 'geek'.



THE ROLE WE PLAY

We are helping Home-Grown Creative Culture to scale

Since inception, the event has created platforms of engagement and business for players in the creative industry - comics, books, animation, gaming, film and AR & VR.

It has amplified the successes of all aspects of the creative and tech industry, influenced and inspired more than 50,000 attendees and opened up the Nigerian creative communities to global parallels in US, Japan, and South Korea.

Startups like Comic Republic, Kugali, and SpooF Animation, which now create for international audiences, were created and nurtured on the Lagos ComicCon phenomenon.





WHY WE MATTER NOW

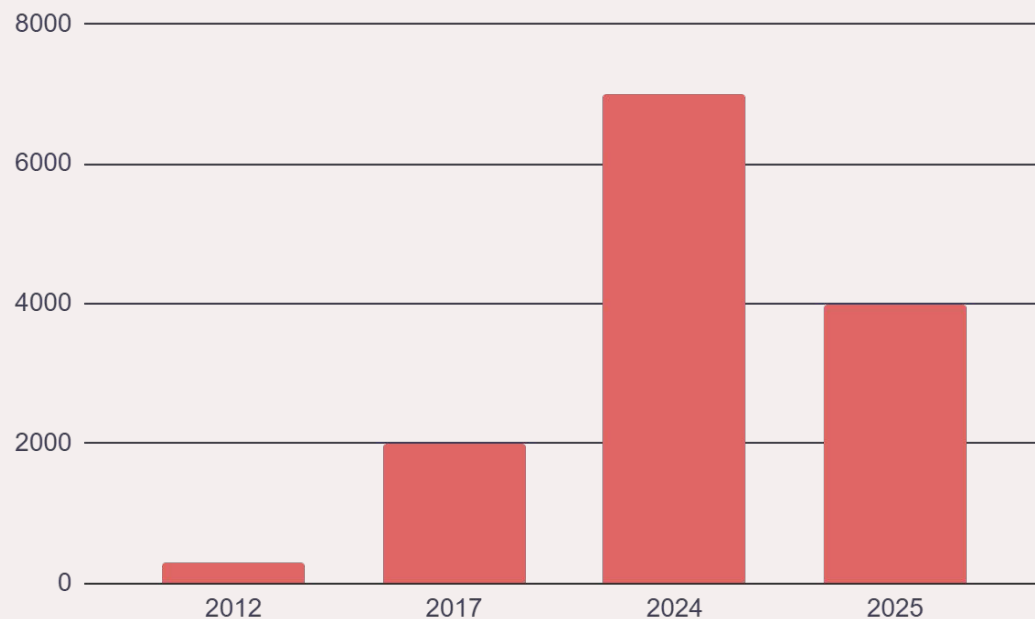
We Speak To The Screen Generation

- ★ Nigeria has one of the largest Youth populations in the world, with the GenZ demographic driving trends, consumption, and digital engagement
- ★ 75% of our audience is GenZ
- ★ They are early adopters of brands and products
- ★ Strong influence on peer purchasing decisions
- ★ They decide what's cool or not
- ★ They're the key to future-proofing brands



OUR GROWTH IS REAL

These are numbers minus the hundreds of vendors, partners and online audiences



2012: 300 attendees

2017: 2,000 attendees

2024: 7,000+ attendees

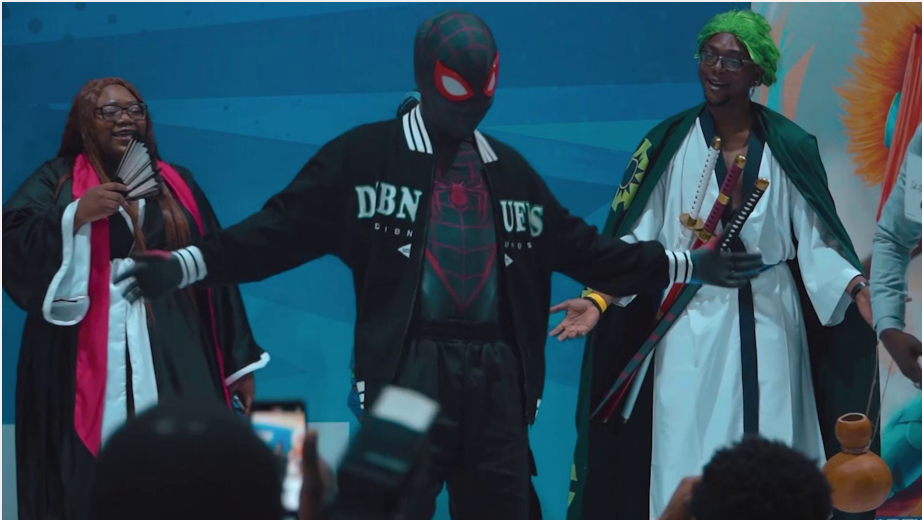
2025: 4,000 (*reduced attendance due to increase in ticket prices*)

Projected 2026: 12,000+ attendees

Ours is a consistent, organic growth driven by passion, not by hype.

Lagos ComicCon has the ear & hearts of a critical demographic.

**LAGOS
COMIC
CONVENTION
2026**



AUDIENCE VALUE

*They're educated, opinionated tech-natives
who broadcast what they love*

- ★ They are anything but passive; they engage keenly, create quickly, and influence instantly.
- ★ They are young professionals
- ★ They are creatives & entrepreneurs
- ★ They are gamers
- ★ They are coders
- ★ They are anime, manga & pop culture fans
- ★ And they are in a high-attention, high-engagement environment.



WHAT'S THE COMICCON DIFFERENCE?

We've got what concerts, raves and festivals don't have

Lagos ComicCon offers:

- ★ Longer engagement time per attendee
- ★ Deeper brand interaction
- ★ Content co-creation opportunities
- ★ Onboarding spaces and facilities

Here, brand-partners become part of a culture. Not passing advertisers





WELCOME TO HIGH-IMPACT ACTIVATIONS

Explore over 6m² of physical branding opportunities

- ★ Gaming Arena: Your brand owns tournaments, leaderboards, & rewards
- ★ Cosplay Booth: Be part of viral content creation
- ★ Creator Marketplace: Inspire and support local talent
- ★ Interactive Challenges: Gamify & personalize your brand experiences
- ★ Multi-product Sampling: Win with trials, engagement, & data capture
- ★ Merchandise: Co-brand our famous t-shirts etc. to create walking billboards for your brand

CONTENT & MEDIA AMPLIFICATION

Guaranteed visibility with always on campaigns

Your role starts before the event...and lasts till the next event

- ★ Pre-event campaigns
- ★ Influencer collaborations
- ★ Live event coverage
- ★ Post-event content
- ★ Next edition amplification

Get an estimated 3.8M – 5.5M impressions across digital platforms



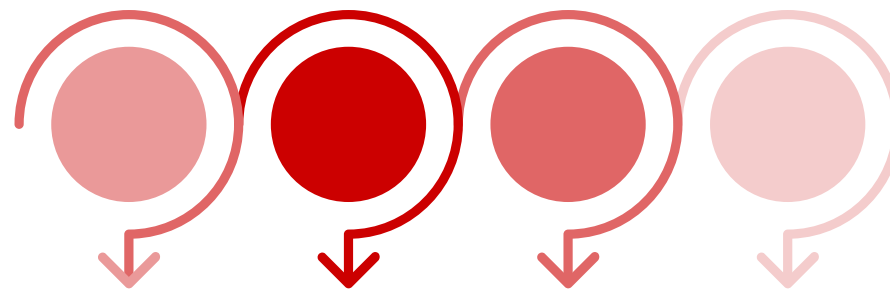


DATA & ROI

Exposure is only the beginning

Since 2015, we've delivered verifiable results for all 112* of our partners.

- Enhanced data capture
- Engagement tracking
- Foot traffic analytics
- Brand interaction metrics
- Measurable ROI before the event is over



Test Products - Track Behavior - Continue Conversations - Win Hearts

2026 VISION

Our 14th year, our best year

The biggest ComicCon yet

- ★ Expanded venue
- ★ More international guests
- ★ AI Workshops
- ★ Esports tournament
- ★ Film & animation showcases
- ★ *'Lagos: Africa's pop culture capital'* documentary screening





PARTNERSHIP TIERS

Four packages, multiple benefits

Title Sponsor (₦30M+)

- ★ Naming rights
- ★ Category exclusivity
- ★ Maximum visibility

Strategic Partner (₦20M)

- ★ Strong brand presence
- ★ Activation ownership

Category Sponsor (₦10M – ₦15M)

- Targeted engagement
- Niche audience access
- Custom packages

Zone Sponsor (₦5M – ₦7M)

- Exclusive to zone engagement
- Zone audience access





TITLE SPONSOR (₦30M+)

Own the Lagos Comic Con Experience



Brand Dominance

- ★ Official naming rights: *Lagos Comic Con powered by [Brand]*
- ★ Logo as the most prominent across all assets
- ★ Co-branding on tickets, website, press materials, and accreditation

Maximum Visibility

Prime logo placement on:

- ★ Main stage backdrop
- ★ Entrance arch & registration area
- ★ All directional signage
- ★ 100% share of voice across key event zones



TITLE SPONSOR (₦30M+)

Own the Lagos Comic Con Experience

Media & Content Integration

- ★ Brand mention in all media mentions, interviews, and press releases
- ★ Exclusive feature on BusinessDay Media platforms (print, digital, BDTV)
- ★ Pre-event, live event, and post-event content integration

Experiential Ownership

- ★ Largest booth space in a premium location
- ★ Fully customized immersive brand experience (VR, gaming, installations)
- ★ Opportunity to create a signature attraction at the event

Audience Engagement & Data

- ★ Exclusive access to attendee database (GDPR-compliant)
- ★ Lead generation via branded registration touchpoints
- ★ Sponsored competitions, giveaways, and raffles

Thought Leadership

- ★ Keynote speaking slot at opening ceremony
- ★ Participation in high-level panels and fireside chats

VIP & Networking

- ★ 20+ VIP passes.
- ★ Private meet-and-greet opportunities with speakers, creators, and influencers.

STRATEGIC PARTNER (₦20M)

Strong Presence. Deep Engagement

High-Level Brand Visibility

- ★ Prominent logo placement across event materials
- ★ Branding on one major stage or high-traffic area

Activation Ownership

- ★ Ownership of a major activation experience
- ★ Large exhibition booth with premium positioning
- ★ Opportunity to host games, competitions, or demos

Content & Media Exposure

- ★ Brand inclusion in media campaigns and social media promotions
- ★ Dedicated interview feature on BusinessDay Media platforms
- ★ Inclusion in event highlight videos and recap content





STRATEGIC PARTNER (#20M)

Strong Presence. Deep Engagement

Audience Engagement

- ★ Direct interaction with thousands of attendees
- ★ Data capture via booth activations and contests
- ★ Sponsored giveaways and branded merchandise

Thought Leadership

- ★ Panel speaking opportunity or workshop hosting
- ★ Opportunity to anchor a discussion in your industry (tech, gaming, etc.)

VIP Access

- ★ 10–15 VIP passes
- ★ Access to networking sessions and exclusive lounges

CATEGORY SPONSOR (₦10M – ₦15M)

Own Your Niche. Reach Your Audience



Category Exclusivity

- ★ Sole sponsor within your industry (e.g., Telco, Beverage, Fintech)
- ★ Strong association with a relevant audience segment

Targeted Brand Placement

- ★ Branding within specific event zones aligned to your category
- ★ Logo placement on selected event materials and digital assets

Custom Activation

- ★ Branded booth within a high-traffic area
- ★ Opportunity for tailored activations (e.g., gaming tournaments, cosplay contests)



CATEGORY SPONSOR (₦10M – ₦15M)

Own Your Niche. Reach Your Audience

Audience Access

Direct engagement with niche communities:

- ★ Gamers
- ★ Anime lovers
- ★ Creators
- ★ Tech enthusiasts

Content Opportunities

- ★ Social media mentions and campaign inclusion
- ★ Opportunity for branded content and influencer collaborations

Engagement Tools

- ★ Giveaways, contests, and sampling rights
- ★ Lead generation via interactive activities

Access & Hospitality

- ★ 5–10 VIP passes
- ★ Invitations to select networking sessions

ZONE SPONSOR (₦5M – ₦7M)

Focused Impact. High Engagement.

Zone Ownership

- ★ Branding rights for a specific zone (e.g., Gaming Zone, Kids Zone, Comic Village, Cosplay)
- ★ Signage and visual dominance within that zone

Targeted Visibility

- ★ Direct exposure to a highly relevant audience segment
- ★ Logo placement within zone-specific materials

On-Ground Activation

- ★ Branded booth within the sponsored zone
- ★ Opportunity to run:
 - ★ Mini competitions
 - ★ Product demos
 - ★ Interactive experiences





STRATEGIC PARTNER (#20M)

Strong Presence. Deep Engagement

Audience Engagement

- ★ One-on-one interaction with attendees in your niche
- ★ Sampling and product display opportunities

Brand Integration

- ★ Mentions in zone-specific announcements and activities
- ★ Inclusion in select social media posts

VIP Access

- ★ 3-5 VIP passes
- ★ General access to networking opportunities

Thanks!



Do you have any questions?

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