



WarnerMedia
tbs TNT truTV ALL ELITE
AEW WRESTLING [as]

SAN DIEGO
COMIC-CON
INTERNATIONAL

RETURN TO COMIC-CON (IRL)

THE COUNTDOWN BEGINS: JULY 21-24, 2022

AS FANS BEGIN PREPARING FOR THE LONG-ANTICIPATED, **IN-PERSON** RETURN OF SAN DIEGO COMIC-CON 2022, WARNERMEDIA IS LAYING THE TRACKS FOR CREATING UNFORGETTABLE ONSITE EXPERIENCES. JOIN US IN WELCOMING ATTENDEES BACK AND CELEBRATING ALL THE THINGS THAT MAKE OUR **WORLD-CLASS IP + FANDOMS** SO POWERFUL/UNIQUE.



**THIS ICONIC POP CULTURE
EVENT DELIVERED
HUGE SUCCESS FOR
WM + PARTNERS IN 2019.**

(LAST IRL SDCC)

30K+

ATTENDEES ACROSS
ADULT SWIM,
IMPRactical JOKERS &
TEAM COCO FOOTPRINTS

20MM+

FB + YT VIEWS OF TEAM
COCO HOUSE @ SDCC
CONTENT IN ONE WEEK

35K

SAMPLES OF PARTNER
PRODUCTS DISTRIBUTED
@ JOKERS ISLAND

FOR SDCC 2022, LET'S LOCK ARMS AND COLLABORATE TO BUILD A CUSTOM, IP-ALIGNED ACTIVATION THAT LEANS INTO ONE (OR MORE) OF THE BELOW **HIGH-PROFILE WM FRANCHISES**; ALL OF WHICH ARE GUARANTEED TO GENERATE MASSIVE FAN ENGAGEMENT AND AWARENESS FOR YOUR BRAND.



WE'LL FURTHER CUSTOMIZE YOUR PARTNERSHIP BY CURATING A MEDIA MIX THAT BEST SUPPORTS YOUR BRAND KPI'S. THIS CAN INCLUDE ONSITE CONTENT CAPTURE, LINEAR SHOW SPONSORSHIPS, DIGITAL DISTRIBUTION, TARGETED SOCIAL PROMOTION, AND/OR INFLUENCER EXTENSIONS.



MAKE A SPLASH WITH WIPEOUT

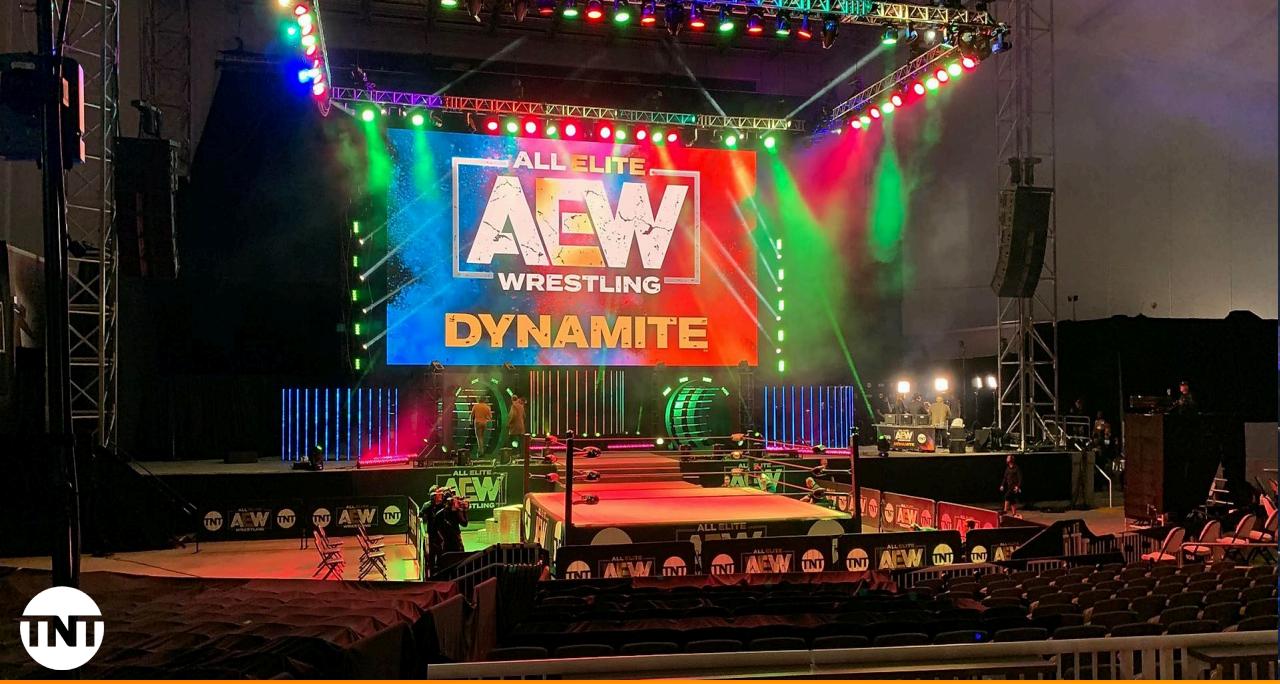
The iconic **Big Red Balls** from *Wipeout* would certainly be an eye-catching installation at SDCC; give con-goers the chance to experience the show's fun, heart-pumping excitement in real life!

SPONSOR/CO-BRANDING OPPORTUNITIES

- *Wipeout*-inspired obstacle course recreated at TBD venue
- Onsite signage
- Digital content video sent to consumer for sharing via social
- Sampling of partner products – prizes to participants
- 25ft tall Big Red Balls set-up

MEDIA EXTENSIONS

- TBS *Wipeout* S3 linear (billboards, tagged tune-ins) + digital (branded open slate, logo placements) show sponsorships – 1Q'23 premiere
- Onsite content capture + social promotion of activation – pre, during and post event
- Influencer coverage/event amplification



ARE YOU READY...FOR AEW @ COMIC-CON

Tag in and join All Elite Wrestling in delivering a heart-pounding, edge-of-your-seat experience for superfans. Sponsor an **onsite match featuring talent** or a playful environment where guests can act like their favorite wrestlers and go wild!

SPONSOR/CO-BRANDING OPPORTUNITIES

- Onsite wrestling ring with a live exhibition match schedule
- Creation of a “Rampage” Room
 - Foam pit where fans can perform their favorite high-flying, aerodynamic wrestling moves + photo capture
 - Test-Your-Strength machine
 - Inflatable Whack-A-Mole

MEDIA EXTENSIONS

- Custom content starring talent and teasing the upcoming SDCC activation
- Linear + digital sponsorships of new *AEW: Dynamite* and/or *AEW: Rampage* episodes on TBS/TNT
- Onsite content capture + social promotion of SDCC activation – pre, during and post event



CHANNEL YOUR INNER JOKER

As we move into the **10th season** of *Impractical Jokers*, tap into the show's incredibly passionate Comic-Con fanbase and bring wildly entertaining activities/attractions, inspired by the Jokers' hysterical antics, to San Diego.

SPONSOR/CO-BRANDING OPPORTUNITIES

- Jokers Museum featuring wax figures of the guys, their characters and iconic moments from the show
- Inflatable versions of the Jokers + custom artwork created and displayed at Comic-Con
- Camp-like games/activities inspired by the Joker's in-show antics, e.g. egg-and-spoon race, tug of war, songs next to an inflatable campfire, etc.

MEDIA EXTENSIONS

- truTV *Impractical Jokers* S9C linear (billboards, tagged tune-ins) + digital (branded open slate, logo placement) show sponsorships – 6/16/22-8/18/22
- Onsite content capture + social promotion of SDCC activation – pre, during and post event
- Influencer coverage/event amplification



JOIN US FOR A THRILL RIDE

The epic, post-apocalyptic thriller would be a very “cool” activation at SDCC; give fans the chance to beat the summertime heat and immerse themselves within the frozen world of *Snowpiercer*.

SPONSOR/CO-BRANDING OPPORTUNITIES

- Lifesize recreation of select train cars from show (Inspiration : [Aquarium Car](#))
- Frozen-looking “ice” activation, booth, and/or relaxation zone

MEDIA EXTENSIONS

- TNT *Snowpiercer* S4 linear (billboards, tagged tune-ins) + digital (branded open slate, logo placements) show sponsorships – 2023 timing
- Onsite content capture + social promotion of SDCC activation – pre, during and post event
- Influencer coverage/event amplification



SURPRISE AND DELIGHT FANS

As a cultural trend-setter, Adult Swim has built a devout following by continuously delivering the unexpected to fans. In years past, we've showed up at Comic-Con with a mechanical hot dog ride, carnival games, exclusive giveaways, music performances, and of course, *Rick and Morty!* Hop onboard the [as] bandwagon for a buzzworthy activation that's entirely custom-designed for your brand from the ground-up.

SPONSOR/CO-BRANDING OPPORTUNITIES

- Talent/show panels + autograph signings
- Exclusive screenings/onsite watch parties
- Product collabs + sweeps
- IP-themed photo ops
- Product sampling + on-the-ground giveaways (Inspiration: [Morty's Mobile x Wendy's](#))

MEDIA EXTENSIONS

- Custom content in alignment with show/panel sponsorship(s) at SDCC
- Linear promo units teasing Comic-Con partnership
- Onsite content capture + social promotion of SDCC activation – pre, during and post event
- Influencer coverage /event amplification

LEVERAGE INFLUENCER MARKETING

WarnerMedia is a leading expert in sourcing and utilizing influencer talent for brand campaigns – offering bespoke content rooted in strategy and distributed at scale. Increase the value of your brand activations by mobilizing relevant influencers, known for their love of pop culture, entertainment + all things Comic-Con, to participate and engage their fans before, during and after the event.

MEGHAN CAMANERA



Meghan is a TV host, social media personality, actress, producer and more! She loves all things “geek lifestyle” and is a frequent SDCC attendee, who loves sharing about her favorite brands and experiences at pop-up activations.

ANDRE MEADOWS



Better known online as “Black Nerd Comedy,” Andre is a pop culture enthusiast reporting on everything from new films to highly-anticipated comic releases. Previously serving as a SDCC correspondent, he can authentically get his fans excited about upcoming brand activations.

SIERRA SCHULTZIE



Sierra is a lifestyle expert, who enjoys sharing all aspects of fashion, beauty, gaming and more. As a San Diego native, she can share her excitement for the return of SDCC IRL, while getting fans excited about the latest product innovations from your brand.



THANK YOU!
(SEE YOU AT SDCC 2022)