



WarnerMedia

tbs

TNT

tru

AEW  
WRESTLING

[as]

SAN DIEGO  
COMIC-CON  
INTERNATIONAL

# RETURN TO COMIC-CON (IRL)



The background features a repeating pattern of the San Diego Comic-Con logo, which includes the words "COMIC CON" in a bold, stylized font, "INTERNATIONAL" in a smaller font, and "SAN DIEGO" in a script font, all set against a backdrop of large, expressive eyes. The pattern is color-coded with a gradient from orange on the left to blue on the right.

# **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.**





**30K+**

ATTENDEES ACROSS  
ADULT SWIM,  
IMPRACTICAL JOKERS &  
TEAM COCO FOOTPRINTS

**THIS ICONIC POP CULTURE  
EVENT DELIVERED  
HUGE SUCCESS FOR  
WM + PARTNERS IN 2019.**  
(LAST IRL SDCC)

**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 KPIS. 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!

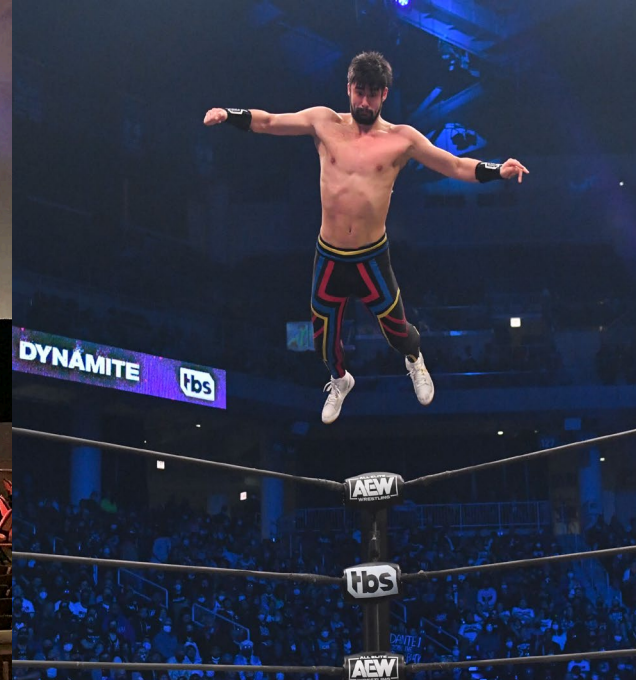
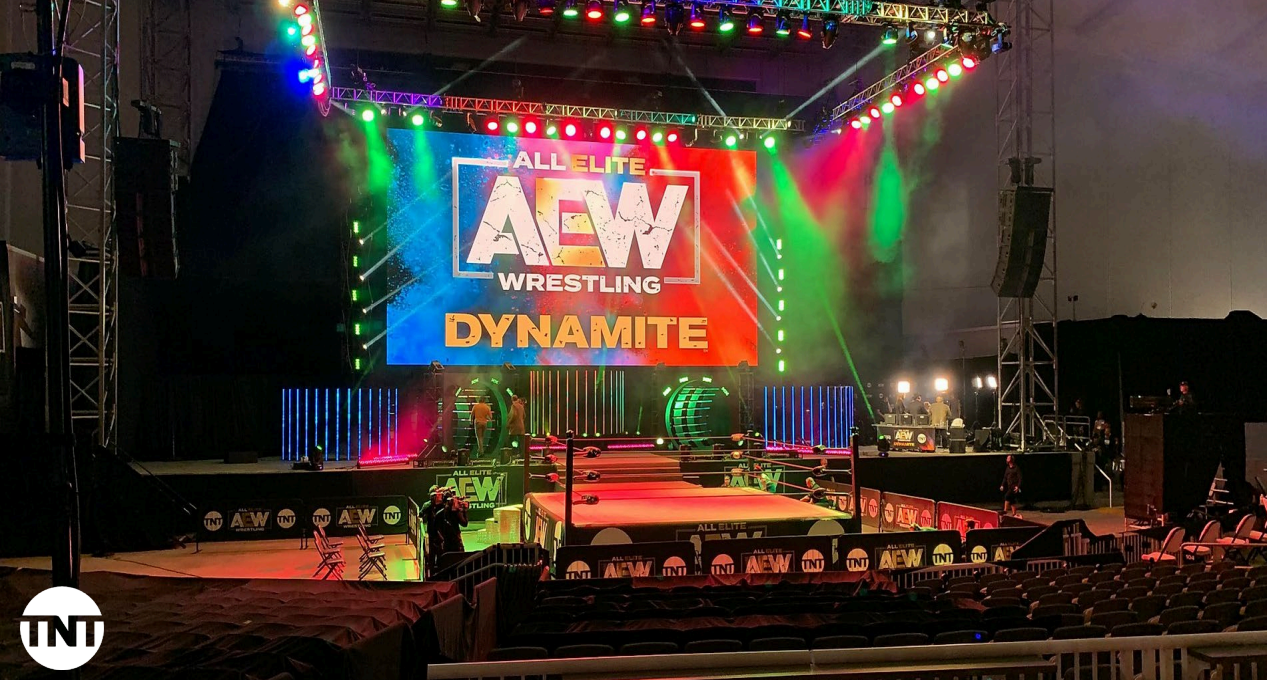
### SPONSOR/CO-BRANDING OPPORTUNITIES

- *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 **10<sup>th</sup> 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)