



SPONSORSHIP PROSPECTUS

FIRST AMERICANS MUSEUM OKC
APRIL 12TH TO 14TH, 2024

INDIGIPOPX.COM
INFO@NATIVEREALITIES.COM

INDIGIPOPX: REVOLUTION

SINCE ITS INCEPTION IN 2016, THE INDIGENOUS POP CULTURE EXPO (INDIGIPOPX) PROVIDES SPONSORS & PARTNERS THE OPPORTUNITY TO HAVE THEIR BRAND IN FRONT OF NUMEROUS ATTENDEES FROM A LARGELY UNTAPPED MARKET. AN EXCITING BLEND OF COMICS, TV, MOVIES, GAMES, ENTERTAINMENT, TECHNOLOGY & POP CULTURE THAT SPANS GENERATIONS, AND APPEALS TO MULTIPLE LOCAL AND NATIONAL INDIGENERD COMMUNITY! THE 2024 LOCATION RETURNS TO THE NEWLY OPENED FIRST AMERICANS MUSEUM IN OKC.

SOME OF THE HIGHLIGHTS FROM FROM THE IPX OKC 2023 EVENT:

- OVER 1500 PEOPLE IN ATTENDANCE FOR THE THREE DAY CONVENTION
- MORE THAN 50 VENDORS AND EXHIBITORS
- SPECIAL GUESTS FROM KILLERS OF THE FLOWER MOON, MARVEL, RESERVATION DOGS, PARAMOUNT+, PREY, BATTLESTAR GALACTICA, DARK WINDS, STAR WARS, & MORE
- WORLD PREMIER OF GLOWSTICK-BALL, A MODERN TWIST ON STICKBALL

NEW TO IPX 2024 IS THE INAGURAL INDIGENOUS POP CULTURE AWARDS & INDIGENERD 49 HAND-DRUM CONTEST!

THIS THREE-DAY INDIGENOUS POP-CULTURE CONVENTION WILL FEATURE THE BEST INDIGENOUS CREATORS, ILLUSTRATORS, WRITERS, DESIGNERS, ACTORS, AND PRODUCERS FROM THE WORLDS OF COMIC BOOKS, GAMES, SCI-FI, FANTASY, FILM, TV, AND GRAPHIC NOVELS. INDIGIPOPX HIGHLIGHTS THE AMAZING WORK THAT BRINGS UNDERSTANDING ABOUT THE INDIGENOUS EXPERIENCE THROUGH THE LENS OF POP CULTURE.

WE ANTICIPATE MORE THAN 2,000 VISITORS FOR 2024, AND WE HOPE YOU WILL BE A PART OF THIS INCREDIBLE EVENT!

PAST SPONSORS

LOGO DISPLAY AT FIRST AMERICANS MUSEUM



TANKA

BTH GEN



native realities

FOUNDER »
FORWARD

OKLAHOMA
SHIRT COMPANY

TRIBAL PRINT SOURCE
A Division of Southern California Tribal Chairmen's Association
TRIBALLY OWNED SINCE 1972



creative startups Accelerating entrepreneurs
Building the creative economy

SCHOLASTIC

AIO Americans for
Indian Opportunity



SEIAA
Southeastern Indian Artists As



MEOWWOLF

film!ABQ

FAM
First Americans Museum
OKLAHOMA

AISES
ADVANCING INDIGENOUS
PEOPLE IN STEM

ATCC
A TRIBE CALLED GEEZ

IPX OVER THE YEARS





LIL MIKE & FUNNYBONE on FaceBook



SPONSORSHIPS

INDIGIPOPX (IPX) OFFERS A COMPREHENSIVE SPONSORSHIP PROGRAM DESIGNED TO MEET THE MARKETING AND COMMUNICATIONS OBJECTIVES OF OUR LOCAL AND NATIONAL PARTNERS. WE WILL WORK WITH EACH SPONSOR TO CREATE THE PERFECT PACKAGE TO GIVE YOUR BRAND POSITIVE AND IMMEDIATE IMPACT.

DEPENDING ON SPONSORSHIP LEVEL SELECTED, MARKETING WILL BE AVAILABLE ON MULTIPLE DIGITAL SCREENS THROUGHOUT FIRST AMERICANS MUSEUM, PRINTED MATERIALS DURING IPX 2024, ON PRINT ADVERTISEMENTS DISTRIBUTED ACROSS THE US, AND WORLDWIDE ONLINE THROUGH SOCIAL MEDIA MARKETING.

MARKETING FOR SPONSORSHIPS WILL BE INCLUDED IN THE MEDIA & PRESS TOOLKITS MADE AVAILABLE PRIOR TO IPX 2024.



SPONSORSHIP LEVELS

EXECUTIVE LEVEL SPONSOR (1)

\$35,000

- EXCLUSIVE ONSITE LOCATION
- TWELVE (12) VIP PASSES AND TWELVE (12) 3-DAY PASSES
- SIX (6) TICKETS TO ANY SPECIAL EVENT OF YOUR CHOICE
- BANNER WITH LOGO DISPLAYED AT MAIN ENTRANCE
- FULL PAGE AD IN SOUVENIR COMIC (ART WORK APPROVAL REQUIRED)
- LOGO ON ALL SIGNAGE IN LOCATIONS
- BANNER AD AND A HIGHLIGHTED LISTING ON IPX WEBSITE
- LOGO ON ALL POSTERS, FLYERS, AND DISTRIBUTION MATERIALS
- DAILY ANNOUNCEMENT AT EXPO
- MENTIONS IN ALL NEWSLETTERS AND ANNOUNCEMENTS
- BONUS: AD SPACE ON A TRIBE CALLED GEEK, INCLUDING PODCAST, VODCAST, AND SOCIAL MEDIA SHOUTOUTS

GRAND LEVEL SPONSOR (4)

\$20,000

- PREMIUM ONSITE LOCATION
- EIGHT (8) VIP PASSES AND EIGHT (8) 3-DAY PASSES
- FOUR (4) TICKETS TO ANY SPECIAL EVENT OF YOUR CHOICE (TO BE DETERMINED)
- TWO (2) SMALL BANNERS WITH LOGO DISPLAYED OUTSIDE MAIN ENTRANCE
- HALF (1/2) PAGE AD IN SOUVENIR COMIC (ART WORK APPROVAL REQUIRED)
- BANNER AD (SMALL) & A HIGHLIGHTED VENDOR LISTING ON IPX WEBSITE
- LOGO ON ALL POSTERS, FLYERS, AND DISTRIBUTION MATERIALS
- DAILY ANNOUNCEMENT AT EXPO
- MENTION IN IPX E-ANNOUNCEMENTS
- BONUS: AD SPACE ON A TRIBE CALLED GEEK, INCLUDING PODCAST AND SOCIAL MEDIA SHOUTOUTS

GOLD SPONSOR (6)

\$10,000

- PREFERRED ONSITE LOCATION
- SIX (6) VIP PASSES AND SIX (6) 3-DAY PASSES
- HALF (1/2) PAGE AD IN DIGITAL PROGRAM (ART APPROVAL REQUIRED)
- LOGO AND COMPANY LINK ON IPX WEBSITE
- LOGO ON ALL POSTERS, FLYERS, AND DISTRIBUTION MATERIALS
- LOGO ON MAIN IPX BANNER
- DAILY ANNOUNCEMENT AT EXPO
- MENTION IN IPX E-ANNOUNCEMENTS

SILVER SPONSOR

\$7,500

- **REGULAR ON-SITE LOCATION**
- **FOUR (4) VIP PASSES AND FOUR (4) 3-DAY PASSES**
- **QUARTER (1/4) PAGE AD IN DIGITAL PROGRAM (ART WORK APPROVAL REQUIRED)**
- **LOGO AND COMPANY LINK ON IPX WEBSITE**
- **LOGO ON ALL POSTERS, FLYERS, AND DISTRIBUTION MATERIALS**
- **LOGO ON MAIN IPX BANNER**
- **MENTION IN IPX E-ANNOUNCEMENTS**

TURQUOISE SPONSOR

\$5,000

- **EIGHT (8) 3-DAY PASSES**
- **QUARTER (1/4) PAGE AD IN DIGITAL PROGRAM (ART APPROVAL REQUIRED)**
- **LOGO AND COMPANY LINK ON IPX WEBSITE**
- **LOGO ON MAIN IPX BANNER**
- **MENTION IN IPX E-ANNOUNCEMENTS**

COPPER SPONSOR

\$2,500

- **SIX (6) 3-DAY PASSES**
- **EIGHTH (1/8) PAGE AD IN DIGITAL PROGRAM (ART APPROVAL REQUIRED)**
- **LOGO AND COMPANY LINK ON IPX WEBSITE**
- **LOGO ON MAIN IPX BANNER**
- **MENTION IN IPX E-ANNOUNCEMENTS**

INDIGINERD SPONSOR

\$1000

- **FOUR (4) 3-DAY PASSES**
- **LOGO AND COMPANY LINK ON IPX WEBSITE**
- **LOGO ON MAIN IPX BANNER**
- **MENTION IN IPX E-ANNOUNCEMENTS**

WELCOME AREA SPONSOR

\$5,000

EVERY ATTENDEE WILL INTERACT WITH THE MAIN STAGE FOR ALL THREE DAYS OF THE CONVENTION. THIS DYNAMIC AND INNOVATIVE LOCATION AT FIRST AMERICANS MUSEUM IS FULLY DIGITAL AND WILL FEATURE NUMEROUS PERFORMANCES AND LOCATIONS FOR GUESTS TO CONNECT AND BE IMMERSED IN THE EXPO. COMPANY LOGO WILL BE FEATURED ON THE 360° DIGITAL SCREENS, WILL BE FEATURED ON THE WEBSITE AND E-ANNOUNCEMENTS AS THE WELCOME AREA SPONSOR.

FIVE MOONS THEATER SPONSOR

\$4,500

FIVE MOONS THEATER IS WHERE OUR LARGE GUEST EVENTS AND PREMIUM PANELS WILL TAKE PLACE THROUGHOUT THE COURSE OF THE WEEKEND. GUESTS WILL HAVE THE OPPORTUNITY TO ENGAGE WITH CELEBRITIES IN AN INTIMATE SETTING. THIS IS A PERFECT BACKDROP FOR A SPONSOR AS THE CLOSENESS OF THE STAGE WILL ALLOW FOR PERFECT SOCIAL MEDIA POSTS AND CONTENT AWARENESS. SPONSOR WILL HAVE DEDICATED LOGO BACKDROP ON THE MAIN STAGE AS WELL AS AT THE ENTRANCE OF THE THEATER. COMPANY LOGO WILL ALSO BE FEATURED ON THE WEBSITE AND E-ANNOUNCEMENTS AS THE MAIN THEATER SPONSOR.

GAME ROOM SPONSOR

\$3,500

IPX WILL FEATURE AN INDIGENOUS GAME ROOM, WHERE ATTENDEES WILL BE ABLE TO PLAY AND INTERACT WITH VIDEO AND TABLETOP GAMES. THIS IS AN EXCLUSIVE OPPORTUNITY AND A HUGE DRAW FOR THE EXPO AS MANY OF THESE GAMES ARE NOT AVAILABLE TO A WIDE MARKET. WE ANTICIPATE AN ATTENDEE AVERAGE OF FIFTEEN TO THIRTY MINUTES IN THE GAME ROOM. SPONSORSHIP WILL FEATURE CUSTOM GAME ROOM BANNER FEATURING COMPANY LOGO, CUSTOM STICKERS FOR CONSOLES FEATURING COMPANY LOGO, AND COMPANY WILL BE FEATURED ON WEBSITE AND NEWSLETTERS AS GAME ROOM SPONSOR.

SOUVENIR COMIC SPONSOR

\$3,500

RATHER THAN PRODUCING A REGULAR 'OL PROGRAM, IPX GIVES GUESTS AND ATTENDEES A SOUVENIR COMIC THAT WILL FEATURE ART AND PAGES FROM NUMEROUS NATIVE AND INDIGENOUS CREATIVES. THE COMIC WILL ALSO HAVE THE EXPO OVERVIEW AND OTHER RELEVANT INFORMATION AND ADVERTISEMENTS. SPONSOR WILL RECEIVE FRONT PAGE CREDIT FOR THE COMIC AND A FULL PAGE ADVERTISEMENT (ART SUBJECT TO APPROVAL). COMPANY LOGO WILL ALSO BE FEATURED ON THE WEBSITE AND E-ANNOUNCEMENTS AS THE SOUVENIR COMIC SPONSOR.

YOUTH AREA SPONSOR (2)

\$3,000

INDIGIPOPX IS OPEN TO KIDS OF ALL AGES BUT WILL FEATURE AN AREA EXCLUSIVELY FOR KIDS UP TO AGE 14. THIS AREA WILL HAVE ACTIVITIES, FACE PAINTING, DRESS-UP, COLORING, AND WILL FEATURE FUN, KID-FRIENDLY EVENTS AND THROUGHOUT THE EXPO! PARENTS AND KIDS WILL LIKELY RETURN MANY TIMES THROUGHOUT THE EXPO. CUSTOM KIDS AREA BANNER FEATURING COMPANY LOGO WILL BE PLACED IN A PROMINENT LOCATION IN THE AREA. COMPANY AND LOGO WILL BE FEATURED ON WEBSITE AND E-NEWSLETTER AS EXCLUSIVE KIDS AREA SPONSOR. *FREE-FACE PAINTING FOR SPONSOR IS ALSO INCLUDED!

COSPLAY CONTEST SPONSOR

\$2,500

COSTUMES AND COSPLAY ARE A HUGE PART OF ANY COMIC CONVENTION AND INDIGIPOPX IS NO DIFFERENT. ATTENDEES WILL BE ENCOURAGED TO LET THEIR INDIGENERD SHINE BY SHOWING OFF THEIR BEST COSTUMES AND COSPLAY. THE CONTEST WILL FEATURE SEVERAL CATEGORIES AND PRIZES FOR WINNERS WILL INCLUDE ORIGINAL ARTWORK, FREE COMIC BOOKS, AND TICKETS FOR UPCOMING COMIC CONS. CUSTOM COSTUME CONTEST BANNER WILL FEATURE COMPANY NAME AND LOGO AND COMPANY WILL BE FEATURED ONLINE AS EXCLUSIVE COSTUME CONTEST SPONSOR.

AFTER-HOURS SPONSOR

\$2,500

NO EXPO WOULD BE COMPLETE WITHOUT SOME GREAT AFTERHOURS PROGRAMMING. WHEN THE MAIN EXPO CLOSSES, ADDITIONAL EVENTS WILL BE HELD AROUND OKLAHOMA CITY, FEATURING LOCAL ARTISTS AND MUSICIANS ROCKING THE EVENING AT SOME OF THE FINEST ESTABLISHMENTS IN THE DUKE CITY. CUSTOM AFTER-HOURS BANNERS FEATURING COMPANY NAME AND LOGO WILL BE STATIONED AT EACH OFF-SITE LOCATION. LOGO WILL ALSO BE FEATURED ON WEBSITE AND E-ANNOUNCEMENTS AS AFTER-HOURS SPONSOR.

BADGE/LANYARD SPONSOR

\$2,000

EXCLUSIVE, LIMITED-EDITION BADGES WILL BE DISTRIBUTED TO EVERYONE AT THE EXPO. BADGES WILL FEATURE ARTWORK BY INDIGENOUS COMIC ARTISTS, AND COMPANY LOGO WILL HAVE PROMINENT PLACEMENT ON THE BACK OF THE BADGE. LOGO WILL BE FEATURED ONLINE AS BADGE SPONSOR.



EXCLUSIVE SPONSORSHIP LEVELS

INAGURAL INDIGENOUS POP CULTURE AWARDS (1) \$20,000

- EXCLUSIVE BANNER DISPLAYED AT THE "REZ" CARPET
- RESERVED FRONT ROW SEATING WITH IPX SWAG
- GREENROOM ACCESS PRIOR TO THE AWARDS STARTING
- TWELVE (12) VIP PASSES AND TWELVE (12) 3-DAY PASSES
- SIX (6) TICKETS TO ANY SPECIAL IPX EVENT OF YOUR CHOICE
- BANNER WITH LOGO DISPLAYED DAYTIME AT IPX
- FULL PAGE AD IN SOUVENIR COMIC ART WORK (APPROVAL REQUIRED)
- EMCEE WILL READ COMPANY'S NAME THROUGHOUT THE AWARDS
- BANNER AD AND A HIGHLIGHTED LISTING ON IPX WEBSITE
- LOGO ON ALL POSTERS, FLYERS, AND DISTRIBUTION MATERIALS
- DAILY ANNOUNCEMENTS AT EXPO
- MENTIONS IN ALL NEWSLETTERS AND ANNOUNCEMENTS
- BONUS: AD SPACE ON A TRIBE CALLED GEEK, INCLUDING PODCAST, VODCAST, AND SOCIAL MEDIA SHOUTOUTS

INGINERD 49 HAND-DRUM CONTEST \$5,000 (2)

- PREMIUM ONSITE MARKETING LOCATION
- RESERVED FRONT ROW SEATING (4) FOR HAND-DRUM CONTEST
- EIGHT (8) VIP PASSES AND EIGHT (8) 3-DAY PASSES
- FOUR (4) TICKETS TO ANY SPECIAL EVENT OF YOUR CHOICE
- TWO (2) SMALL BANNERS WITH LOGO DISPLAYED OUTSIDE MAIN ENTRANCE
- HALF (1/2) PAGE AD IN SOUVENIR COMIC (ART WORK APPROVAL REQUIRED)
- BANNER AD (SMALL) & A HIGHLIGHTED VENDOR LISTING ON IPX WEBSITE
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WHY SPONSOR IPX:REVOLUTION?

AN EVENT LIKE THIS IS AN OPPORTUNITY TO BE A PART OF AN UNTAPPED SEGMENT OF POP-CULTURE. THERE IS NO OTHER EVENT LIKE THIS IN THE WORLD, AND WE TOUCH MULTIPLE AREAS OF POP CULTURE THAT HAVE SIGNIFICANT FOLLOWINGS: GAMES, FILM AND TV, COMICS, AND LITERATURE, ALL OF WHICH PROVIDE AN AMPLE PLATFORM FOR BRAND INTERACTION, RETENTION AND LOYALTY. ATTENDEES AND THOSE WHO ARE INTERESTED IN THE EXPO WILL BE AWARE OF THOSE SPONSORS WHO HELPED TO BRING INDIGIPOPX TO LIFE!

MORE REASONS TO SPONSOR

WE ANTICIPATE MORE THAN 2000 LOCAL, NATIONAL AND INTERNATIONAL ATTENDEES FOR OUR EVENT WHICH MEANS THE MARKETTING OPPORTUNITY FOR THE EXPO IS INTERNATIONAL IN ITS REACH. SPONSORSHIP WILL PROVIDE A TREMENDOUS PROMOTIONAL PLATFORM FOR YOUR COMPANY AS THIS EVENT WILL UNDOUBTEDLY CONTINUE TO RECEIVE NATIONAL AND INTERNATIONAL MEDIA ATTENTION, AS WELL AS DIRECT BRAND ENGAGEMENT THROUGH INTERACTIVE MEDIA. OUR EXPO HAS BEEN HIGHLIGHTED BY NATIVE PEOPLES MAGAZINE, A TRIBE CALLED GEEK, VICE MAGAZINE, THE ECONOMIST, INDIAN COUNTRY MEDIA TODAY, NATIVE AMERICA CALLING AND SEVERAL LOCAL NPR STATIONS AROUND THE UNITED STATES, AS WELL AS NPR NATIONAL AND PBS NEWSHOUR. AS OUR GUEST LIST GROWS, WE BELIEVE MORE ATTENTION WILL DIRECTED TOWARD THE CONVENTION AS A SUCCESSFUL MINORITY RAN EVENT.

ONE FINAL (AND MOST IMPORTANT) REASON TO SPONSOR

INDIGIPOPX IS ORGANIZED BY NATIVE REALITIES, AN INDIGENOUS IMAGINATION ORGANIZATION WHOSE MISSION IS TO ENGAGE AND INSPIRE INDIGENOUS YOUTH AND COMMUNITIES THROUGH POP CULTURE MEDIA, INNOVATIVE EXPERIENCES, AND CULTURALLY DYNAMIC PROGRAMMING. AS SUCH, SPONSORSHIPS AND REVENUE FROM THE EXPO GO DIRECTLY TOWARD SUPPORTING PROGRAMMING AND MATERIALS FOR NATIVE AND INDIGENOUS YOUTH (AND ARE TAX-DEDUCTIBLE). BY SPONSORING IPX, YOU CAN REST ASSURED YOUR SUPPORT GOES A LONG WAY IN HELPING SPARK THE CREATIVITY AND IMAGINATION OF NATIVE YOUTH AND COMMUNITIES. OUR PARTNER LOCATION, FIRST AMERICANS MUSEUM, IS ALSO A 501C3 NON-PROFIT ENTITY UNDER THE AMERICAN INDIAN CULTURAL CENTER FOUNDATION (AICCF).

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WE LOOK FORWARD TO YOUR SUPPORT!
TO PLEDGE PLEASE CONTACT US AT
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OR SCAN THE QR BELOW

