

PR PLAN FOR

CP COMiCPALOOZA

**MAY 24-26
HOUSTON**

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2024

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TABLE OF CONTENTS

3

EXECUTIVE SUMMARY

4

BACKGROUND

6

SWOT ANALYSIS

7

SITUATION ANALYSIS

8

CORE STATEMENT

9

GOALS & OBJECTIVES

10

BIG IDEA

11

KEY PUBLICS

14

KEY MESSAGES

15

STRATEGIES & TACTICS

18

CALENDAR

20

BUDGET

23

EVALUATION

24

RESEARCH APPENDIX

EXECUTIVE SUMMARY

Comicpalooza is regarded as the largest pop-culture convention that takes place every year in Houston, Texas. They offer a multitude of activities related to comic books, anime, cosplay, gaming, and literature. The purpose of their events and overall brand is to provide a safe space for people of different ages, genders, and ethnicities that caters to a wide variety of shared interests.

According to their demographics, 6% of Asians and 21% of Gen Z on average attend Comicpalooza. For this reason, Comicpalooza needs to focus on both the Asian and Gen Z population to increase overall attendance. This plan outlines partnering with Eviepink to increase the presence of k-pop fans, collaborating with cosplayer influencers to increase cosplay awareness, and using a combination of social media and pop-up events to appeal to the younger generations. It all comes back to the many activities and unforgettable experiences Comicpalooza offers.

Not only does Comicpalooza represent many attractions and many fandoms, but it is also a place for creating memorable experiences such as proposals and weddings. In this case, the organization has shown concern about the lack of emphasis on these 'feel-good' stories. Therefore, this plan outlines bringing attention to the unforgettable moments that come from Comicpalooza. It all comes back to the sense of community and belonging that Comicpalooza encourages.

Overall, the organization is constantly looking for new ways to expand and implement more activities that are inspired by different cultures hence being described as Texas' largest pop-culture convention. This plan outlines strategies and tactics that increase awareness and engagement from these target audiences allowing for more diversity among the attendees.

The strategies and tactics are tailored for Comicpalooza 2024. Therefore, we are looking at a short time frame from April to May 2024 to execute this plan. Moreover, the budget was built based on these strategies and tactics accordingly. The tactics including pop-up events under multiple strategies contribute the most expenses and costs to the budget. Lastly, the budget is adjustable depending on the different merchandise the organization chooses to offer.

BACKGROUND

Comicpalooza is a for-profit organization that hosts an annual convention located in Houston, Texas combining multi-various fandoms into one. The first event date was July 19, 2008. It started as a gathering for the recent release of a DC film with the addition of an autograph event to promote/recognize comic creators, writers, and artists located in the Houston area. This gained a lot of public attention with hundreds of attendees despite the lack of advertisements, and ultimately transformed this event into an annual convention. Comicpalooza in 2010 marked another significant development with the introduction of different pop-culture groups such as anime, cosplay, literature, sci-fi, and horror. Every year the organization focuses on incorporating new activities and attractions to gain the attention of potential fandoms. Today, Comicpalooza is described as one of the biggest pop culture events in Texas celebrating comics, anime, gaming, and etc. featuring activities such as celebrity panels, shopping, car shows, family friendly programs, and workshops. The purpose of their services is to create a dynamic and lively environment where guests can freely share their interests with those around them.

Although approximately 48,000 attendees as of July 2022 was recorded, there is no accurate measurement of how many attendees were actually educated or gained awareness through the brand's promotional efforts or services. What we do know is the target audience includes fans of comics, anime, gaming, and literature. Given that the convention is all-inclusive, there are no specific demographics that are their primary targets; instead, they are more concerned about audiences falling within the fandoms listed. According to their demographics, most of their guests are white and hispanic males ages 25-34 (Millennials). We want to bring forth a new demographic to the convention including an increase in college students, otherwise referred to as Gen Z who are ages 18-24, and k-pop fans contributing to the growth of the Asian population.

Based on their social media accounts, Comicpalooza shows strength in being active on multiple platforms and demonstrating consistency regarding content promoting the convention. However, the organization falls short in terms of grabbing the target audience's attention not only because they post the same content across all social media platforms, but also the posts are more focused on promoting the convention as a whole rather than showing the different activities they have.

BACKGROUND CONTINUED

In other words, their content is centered around their most popular attractions like the celebrity panels, but show little to no promotional efforts towards activities including a writing workshop, k-pop stage, and planetarium. Therefore, our task is to help the client raise brand awareness through earned media and influencer partnerships. There are multiple competitors in the same industry such as Anime Matsuri, Comic-Con International, Collect-A-Con, and Anime Expo, where Comicpalooza is not a brand that stands out since they all offer similar activities and attractions. These can include shopping, gaming, cosplay, voice actor panels, and etc. Provided that the main indicator for their success is the number of attendees at an event, Comicpalooza wants to focus on using social media efficiently to reach out to potential target audiences and appeal to their interests by presenting their different activities. To note, the organization can stand out among its competitors by advertising the different activities they have but their competitors do not. If not addressed, this could pose a problem of increasing attendance as the potential guests/customers are part of niche groups with particular interests and have incorporated social media into their everyday lives.



2016



2017



2018



2019



2021



2022



2023

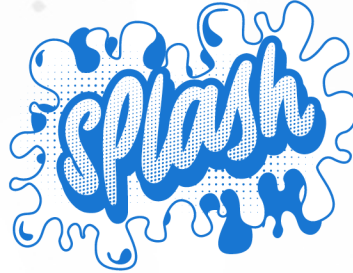
SWOT ANALYSIS

SWOT Analysis	Helpful to achieving the objective	Harmful to achieving the objective
<u>Internal origin:</u> Attributes of the organization	<u>Strengths:</u> <ul style="list-style-type: none"> • Encourages diversity and inclusion • Partners with local businesses • Kid friendly • Venue, George R. Brown Convention Center, is centrally located in downtown Houston 	<u>Weaknesses:</u> <ul style="list-style-type: none"> • Missing participation from certain minority groups • Little to no variety of content posted on social media platforms • Expensive ticketing • Lack of exposure to certain age groups/generations
<u>External origin:</u> Attributes of the environment	<u>Opportunities:</u> <ul style="list-style-type: none"> • Partner with influencers (ex: brand ambassadors) • Partner with small comic book stores to advertise convention • Use social media as cost efficient channel to target a market that has incorporated social media into their daily lives • Expand upon underdeveloped activities to attract other fan bases within the community 	<u>Threats:</u> <ul style="list-style-type: none"> • Longer established competitors harbor more brand loyalty • Difference in industry sectors (profit vs. nonprofit) • Sharing the same space as Anime Matsuri does not give Comicpalooza a complete advantage • Potential buyers' concerns for the high prices of products and services

SITUATION ANALYSIS

Comicpalooza has an opportunity to partner with influencers from Gen Z to help push and prompt their event on social media platforms. By partnering with influencers, they can target groups that have incorporated social media into their daily lives. These influencers are also targeting different age groups that can help expose different generations. They could also team up with local comic book stores in order to advertise the convention and increase attendance. They also have the opportunity to expand and advertise other activities to attract other fan bases within the community.

Things that could impact the progress of expanding Comicpalooza's reach are other companies that put on similar conventions that have been around longer and more widely recognized. There is also the issue of Comicpalooza using that same space as other local, more specialized conventions within months of each other. Specifically, Anime Matsuri and Collect-A-Con are two competitors that also use George R. Brown for their conventions. Comicpalooza typically occupies GRB every year around May or July, while Anime Matsuri occupies this space every year around July or August. Provided that Collect-A-Con has only recently hosted events in Houston, there is one past event that took place at GRB in November 2023. Today, there is an upcoming event for this same venue in April 2024. On the GRB website calendar, Comicpalooza is not listed in the upcoming events tab, but Collect-A-Con is. Therefore, by not having Comicpalooza listed, people who could be interested are being missed.



CORE STATEMENT

Comicpalooza lacks to promote certain activities they offer by different channels of media content that gain the attention of different fan bases and demographics. If not addressed they will struggle to increase their rate of attendance and will not establish meaningful partnerships.



GOALS & OBJECTIVES

GOAL #1

Increase brand awareness through earned media and influencer partnerships

OBJECTIVE #1

To increase the Asian demographic from 6% to 10% by May 2024.

OBJECTIVE #2

To increase the Gen Z demographic by 10% by May 2024.

GOAL #2

Focus on building a personal relationship between the brand, volunteers, and consumers by highlighting stories and experiences at Comicpalooza

OBJECTIVE #1

To increase brand awareness by 10% by May 2024.

OBJECTIVE #2

To increase the number of volunteers by 15% in one month.

BIG IDEA

Our big idea is to use local comic book and k-pop stores, influencers, pop-up events, volunteers, limited edition custom comics, and media relations to garner the attention of not only potential customers in the Asian and Gen Z demographics but also the already established customers.

Slogan:

An event by geeks for geeks!

Strategy:

- Tailor Comicpalooza's content to advertise the different, smaller activities that appeal to these specific demographics
- Highlight stories of loyal customers by motivating engagement with this group on social media

Message:

Comicpalooza supports diversity and inclusion of different ages, genders, and ethnicities in which they aim to provide an open, welcoming space for everyone to gather with common interests in comics, anime, gaming, and others.

Visual Representation:

- Partner with local k-pop shops and groups to promote the convention on their social media pages
- Post videos such as recaps, tips and tricks, trends, and mini interviews with the celebrities attending
- Consumers can send pictures of their experiences at Comicpalooza with a given hashtag

KEY PUBLICS 1



ASIAN DEMOGRAPHIC

Self-interests: Autographs, photographs, trading collections, meeting celebrities

Relationship to Issue: With the many activities Comicpalooza offers, many people in the Asian population may not be aware of the anime, manga, cosplay, and k-pop attractions.

Influentials: Social media (specifically Instagram reels and YouTube shorts), idols, voice actors, manga authors, webtoon artists, cosplayers

Preferred Communication Channels: Social media, advertisements in local manga and k-pop stores (ex: Bedrock City Comic Co. and Evepink), pop-up events, word of mouth

KEY PUBLICS 2



GEN Z (AGES 18-24)

Self-interests: Meeting celebrities and influencers, content creation, networking, workshops

Relationship to Issue: Many people in this generation rely on social media for information and entertainment from different content creators, influencers, and celebrities. However, they may not realize the panels, shows, and workshops presented by Comicpalooza correspond with their interests.

Influentials: Social media (specifically Instagram reels and YouTube shorts), micro influencers, celebrities

Preferred Communication Channels: Social media, pop-up events, word of mouth

KEY PUBLICS 3



FANS OF COMICPALOOZA

Self-interests: Loyalty, participation in the community, volunteer work for Comicpalooza

Relationship to Issue: Involving an already established fan base into the brand

Influentials: Influencers such as @sparrowhawkcosplay and @jennyyokobori, local comic book stores

Preferred Communication Channels: Email, newsletter, social media, word of mouth

KEY MESSAGES

MESSAGE #1

Targeted Public: Asian population

Primary Message: Comicpalooza is Texas' largest pop-culture festival and is continuously expanding activities influenced by cultures from all across East Asia.

Secondary Message:

- A rising pop culture attraction Comicpalooza offers is anime. Some of these activities include voice actor panels, anime art, autographs, and car shows.
- Comicpalooza encourages cosplay, recreating characters from favorite movies, tv series, animations, and novels. Individuals can participate in contests and photographs.
- Although there are less attractions compared to other cultures, k-pop is represented at Comicpalooza.

MESSAGE #2

Targeted Public: Gen Z (ages 18-24)

Primary Message: Comicpalooza is devoted to attracting the attention and encouraging engagement from the digital generation by increasing social media/online presence on widely used platforms.

Secondary Message:

- One main attraction Comicpalooza is known for is their celebrity panels. For this reason, social media is used to promote the appearance of these celebrities to get the younger generation excited and constantly looking for updates.
- This generation is more inclined to follow, leave a like, and recreate trends. For example, the organization can post 'Come start your influencer Palooza era at Comicpalooza,' which is in reference to Taylor Swift's eras theme.
- The website has a page, CP News, dedicated to copies of media coverage, press releases, and any mentions of Comicpalooza in the news from previous event dates.

MESSAGE #3

Targeted Public: Fans of Comicpalooza

Primary Message: Comicpalooza wants you to feel involved with the community by creating and sharing memorable, life changing moments.

Secondary Message:

- Comicpalooza offers volunteering opportunities to the public and an exciting perk is having free admission to the event. Hundreds of volunteers have participated in Comicpalooza 2023.
- Comicpalooza posts highlights and recaps of an event on all social media platforms. In particular, the YouTube channel is dedicated to recaps of past events.

STRATEGIES & TACTICS

OBJECTIVE

To increase the Asian demographic from 6% to 10% by May 2024.

STRATEGY #1

Using local businesses and influencers to raise awareness about the variety of pop culture activities recognized by different countries in Asia that Comicpalooza offers.

TARGETED PUBLICS

Asian demographic

TACTIC #1

Partner with Evepink (@official_evepink), a local k-pop shop

- Comicpalooza can form a promotional partnership with Evepink, that is the two organizations can work together to promote both Comicpalooza's pop-culture event and Evepink's products. Specifically, the k-pop store will be a vendor at the event allowing them to gain new customers as they sell their products. Given Evepink is active on Instagram and consistently advertises events/festivals in the Houston area, Comicpalooza will benefit by gaining exposure and building a reputation with potential customers from Evepink's social media page.
- To target k-pop fans within the Asian demographic to attend Comicpalooza, Evepink will host and advertise a pop-up event for a popular k-pop group named Tomorrow x Together (TXT). TXT will be holding a concert in Houston on Sunday, May 26, and this is an opportunity for Comicpalooza to show more involvement in the k-pop community. The pop-up event will take place Friday, May 24 and Saturday, May 25 and will be centered around the celebration of TXT's concert and overall tour to get fans excited.

TACTIC #2

Collaborate with @pocketsize_cosplay, twin sisters who are cosplayers

A raffle will be hosted on Instagram, where users like, comment, and tag a friend on a post and six winners (two for each day) will be picked to get a free cosplay makeover by the twin sisters. During Comicpalooza, they will show a quick, simple tutorial and provide tips on how to do cosplay makeup on the winners from the raffle. The cosplay outfit does not have to be complex, so the costume will be provided by Comicpalooza and the winners from the raffle will be in full cosplay. The raffle will raise cosplay awareness, collaborating with cosplayer influencers will increase anticipation for cosplay activities, and providing the makeovers allows for more cosplay participation during the event. At the same time, Click2Houston will film a live shot of this tutorial to increase media relations. Also, this will inform the public about Comicpalooza's message that Comicpalooza invites everyone with common interests like cosplay to be involved in their pop-culture event no matter their backgrounds and stories.

STRATEGIES & TACTICS

OBJECTIVE

To increase the Gen Z demographic by 10% by May 2024.

STRATEGY #2

Using social media and other events to increase engagement between Comicpalooza and the younger generations by aligning their interests.

TARGETED PUBLICS

Gen Z (ages 18-24)

TACTIC #1

Have popups at college campuses and have freebies for students to take

- These freebies could be lanyards, stickers, posters, popsockets, etc.
- At these popups, there will be giveaways by spinning a wheel full of prizes. (Free tickets, discounts, key chain, pins etc.)

TACTIC #2

Promote the use of hashtags

Given this younger generation is more inclined to follow trends through social media, hashtags are easy and accessible for them to participate in the pop-culture event. Hashtags include CP2024 and CPCosplay, which can be used by anyone a part of Comicpalooza. Pictures and videos with these given hashtags can be displayed as a slideshow on multiple big screens during the event for everyone to see. The hashtags can be used for both past and present events. For example, Comicpalooza wants present attendees to post their most memorable moments from Comicpalooza 2024 using #CP2024, and these pictures and videos can be displayed the same way for everyone at the event to see.

TACTIC #3

Work with @TiredGoomba

A microinfluencer that specializes in gaming content (or other gamers, costume makeup influencers).

- Ex: A day at Comicpalooza

STRATEGIES & TACTICS

OBJECTIVE

To increase brand awareness by 10% by May 2024.

STRATEGY #3

Comics made of special moments that happened at Comicpalooza

TARGETED PUBLICS

Fans of Comicpalooza

TACTIC #1

Have a pop up at Texas Children's to hand out comics

Giving kids who are at the hospital a little bit of Comicpalooza to distract from why they are there.

- Ex: Superhero day

TACTIC #2

Make limited edition comics

- People can either get at the event or at a specific location
- These comics can capture special moments like weddings, proposals, bachelor/bachelorette parties, etc. that have happened at past Comicpalooza events. These stories are sent in from Comicpalooza fans in a google form and handpicked from the Comicpalooza team to be adapted into the mini edition comic book.

OBJECTIVE

To increase the number of volunteers by 15% in one month.

STRATEGY #4

Volunteers

TARGETED PUBLICS

Fans of Comicpalooza

TACTIC #1

Station flyers in public spaces

- Public spaces include public libraries, community centers, coffee shops, etc. with a QR code that leads them to the Comicpalooza volunteer link and information about volunteer perks.
- Some of these perks include free entry to the convention for eight hours of work over the course of three days, free t-shirts and volunteer hours. Other benefits that Comicpalooza can offer to future volunteers are reusable water bottles, food vouchers, and merchandise (ex: socks, collectable pins, bucket hats).

CALENDAR

APRIL 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12 -Start collecting Stories	13 -Start reaching out to comic artists
14	15 -Reach out to influencers -Print Flyers	16 -Order merch	17 -Place flyers at targeted locations	18 -Have artists secured	19	20
21	22 -College Pop Up	23	24 -College Pop Up	25	26	27
28	29 -Choose 3 stories to make comics	30 -Start creating comics				

CALENDAR

MAY 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 -Start cosplay raffle	2	3	4
5	6	7	8	9	10 -Volunteer Form Due -Finalize & Order Comics	11
12	13	14	15	16	17	18
19	20	21	22 -Pick cosplay raffle winners	23	24 <u>CP Day 1</u> -Evepink Pop Up	25 <u>CP Day 2</u> -Evepink Pop Up
26 <u>CP Day 3</u> -Texas Children's Pop Up	27 -Send Surveys	28	29	30	31	

BUDGET

Targeted Public: Asian Demographic

Strategy 1: Using local businesses and influencers to raise awareness about the variety of pop culture activities recognized by different countries in Asia that Comicpalooza offers.

	Per Item Cost	Total Projected	Actual Projected
<u>Tactic 1:</u> Partner with Evepink (@official_evepink), a local k-pop shop	\$0	\$0	\$0
<u>Tactic 2:</u> Collaborate with @pocketsize_cosplay, twin sisters who are cosplayers	\$90 per CP pass + \$25 per costume	\$180 for 2 CP passes + \$150 for 6 costumes	\$330
			<u>Strategy Total:</u> \$330

Targeted Public: Gen Z (ages 18-24)

Strategy 2: Using social media and other events to increase engagement between Comicpalooza and the younger generations by aligning their interests.

	Per Item Cost	Total Projected	Actual Projected
<u>Tactic 1:</u> Have pop-up events at college campuses and have freebies for students to take	\$200 for the space + \$100 for decorations + \$0.09 per sticker + \$5 per pop socket + \$90 per giveaway	\$200 for the space + \$100 for decorations + \$45 for 500 stickers + \$2,500 for 500 pop sockets + \$360 for 4 CP passes	\$3,205
<u>Tactic 2:</u> Promote the use of hashtags	\$0	\$0	\$0
<u>Tactic 3:</u> Work with @TiredGoomba, a microinfluencer that specializes in gaming content	\$90 per CP pass	\$180 for 2 CP passes	\$180
			<u>Strategy Total:</u> \$3,385

BUDGET CONTINUED

Targeted Public: Fans of Comicpalooza

Strategy 3: Comics made of special moments that happen at Comicpalooza.

	Per Item Cost	Total Projected	Actual Projected
<u>Tactic 1:</u> Make limited edition comics that you can either get at the event or at a specific location	\$75 per comic book printing	\$3,750 for 50 copies	\$3,750
<u>Tactic 2:</u> Have a pop-up at Texas Children's to hand out comics	\$200 for the space + \$100 for decorations + \$5 per comic book	\$200 for the space + \$100 for decorations + \$2,500 for 500 comic books	\$2,800
			<u>Strategy Total:</u> \$6,550

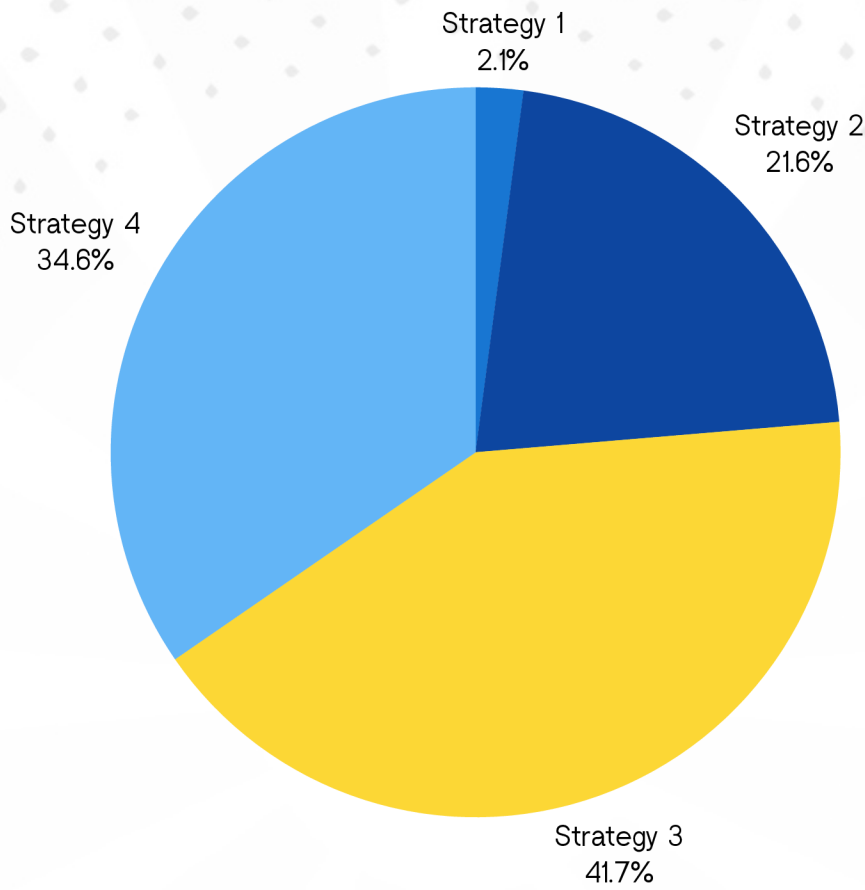
Targeted Public: Fans of Comicpalooza

Strategy 4: Volunteers

	Per Item Cost	Total Projected	Actual Projected
<u>Tactic 1:</u> Station flyers in public spaces	\$0.10 per flyer	\$30 for 300 flyers	\$30
Potential merchandise given to volunteers	\$8 per reusable water bottle + \$1 per pin	\$4,800 for 600 reusable water bottles + \$600 for 600 pins	\$5,400
			<u>Strategy Total:</u> \$30 (or \$5,430 depending on volunteer benefits)

BUDGET CONTINUED

TOTAL: \$15,695



EVALUATION

The main indicator for Comicpalooza's growth is recorded as the number of attendees at an event. For example, the organization's development and initial transformation were based on the attendance of the first autograph signing. The organization realized an opportunity to expand their brand after seeing hundreds of individuals gathered for their first event. What's more, every year the organization incorporates new activities and attractions to gain potential fandoms' attention.

Therefore, to measure our plan's effectiveness the organization can look at the number of tickets sold and how many of these tickets are actually used/scanned. Volunteers will be sent a survey to their personal email or they can scan a QR code to rate their Comicpalooza experience. Those who complete the survey, will be sent another special edition freebie only for volunteers. Additionally, the organization can look at how many people filled out the volunteer forms and compare it to how many were approved. Comicpalooza attendees will also be sent a survey rating their experience. Similar to volunteers, attendees can access the survey by scanning a QR code which can be found throughout the venue on posters, big screens, and distributed flyers. Survey questions will include questions about their age and race to see if attendance from the targeted demographics increased. Last, an increase in followers, likes, Comicpalooza mentions, and audience's use of hashtags are all indicators of the success from the implementation of our objective to increase brand awareness. Comparisons of these statistics should be made between present time and May 2024, and between May 2024 and May 2025.

RESEARCH APPENDIX

Industry Sector: For-Profit

Governance:

- Company size: 11-50 employees
- Founder: John Simons

Competitors:

- San Diego Comic Con (July 25-28)
 - Shopping, art, celebrity guests, autographs, panels, and gaming
- Anime Matsuri (Aug. 8-11)
 - Celebrities, concerts, fashion shows, gaming, cosplay, anime, shopping, and art
- Collect-a-Con (April 6-7; Nov. 2-3)
 - Shopping, art, trading cards, and concerts

Resources:

- Sponsors
 - (Based on 2023) Ex: Texas Lottery, xfinity, U.S. Army, Texas Children's Hospital, Raising Cane's
- Supporters
 - (Based on 2023) Ex: Phoenicia Specialty Foods, Hearsay on the Green, Firehouse Subs, Local Table, First Watch

Traditional/Social Media Outreach:

- The website has a page dedicated to copies of media coverage, press releases, and any mentions of Comicpalooza in the news from previous event dates. This page can be found under CP News.
- Some examples of media coverage are articles written by the Houston Chronicle and the Houston Business Journal, and covered by broadcasting news stations such as abc13 and Click2Houston.

Social Media Platforms:

- Facebook
- Instagram
- Twitter
- YouTube

RESEARCH APPENDIX

Content Schedule and Type:

- Content is posted yearly on YouTube, but daily on Facebook, Instagram, and Twitter
- Content consists of advertising this year's convention with reminders of ticket purchasing, sales, and bundles, car ambassador applications and, vendor/exhibitor sign ups (Note: content posted on YouTube is exclusively recaps from previous years)
- Other posts are different events that the organization hosts and holidays related to comics
- One strength is Comicpalooza is active on Facebook, Instagram, and Twitter, where they frequently post content promoting the convention
- One weakness is they post the same exact content on these three social media platforms

Social Media Analytics:

Average calculations made based on the 10 most recent posts (calculated 1/29)

- Facebook
 - # of followers: 56k
 - Total # of likes: 55k
 - Approximate posting frequency: Daily
- Instagram
 - # of followers: 29.1K
 - # of posts: 4.6K
 - Average # of likes: 593
 - Average # of comments: 26
 - Approximate posting frequency: Daily
- Twitter
 - # of followers: 14.2K
 - # of tweets: 14.6K
 - Average # of likes: 31
 - Average # of comments: 2
 - Approximate posting frequency: Daily
- YouTube
 - # of subscribers: 693
 - # of videos: 64
 - Average # of views: 1,832
 - Average # of comments: 7
 - Approximate posting frequency: Yearly

RESEARCH APPENDIX

Volunteer Process:

- Individuals can apply to volunteer on the website in two locations
 - Scroll down the footer to either click get involved or volunteer
 - Get involved → Learn more about volunteers → A third party form by Eventeny
 - Volunteer → A third party form by WorkForms
- A background check is required
- Contact email for volunteer inquiries: volunteers@comicpalooza.com
- Must be 18+ years old

Mission Statement: “Experiences unlike any other. We deliver an unmatched show where fans enjoy an enthralling weekend with diverse activities and entertainment under one roof.”

Vision Statement: “Comicpalooza is your pop-culture festival, curated for you, by people just like you. Brimming with entertainment, special attractions, programming, and celebrities representing a myriad of fandoms, there is no shortage of fun all weekend long. Whether you’re an avid collector, devoted anime fan, aspiring cosplayer or simply looking to make some memories with your loved ones, we have a place for you at Comicpalooza.”

Funding:

- Primary source: Ticket sales and vendors purchasing space
- Other events include Christmas Toy Show and Art Market, Nerdy Nights Trivia, and Halloween Horror Market. These events can be found under CP365, pop-up events Comicpalooza holds throughout the year related to different fan bases and audiences. We are making the assumption that the funds they receive from these pop-up events will be used for the main convention considering everything is under one brand name and that is Comicpalooza.

NOTES

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NOTES

[illegible]