



**ICON** DURBAN

**ICON DBN 2025**  
SPONSORSHIP & MARKETING  
BROCHURE

# WELCOME "

We're back – and ready to roll for our biggest year yet!

After a six-year hiatus, ICON Durban returns in 2025 with renewed energy, a brand new venue, and even more to celebrate — including the 10th anniversary of our very first event! ICON Durban is the KZNs premier geek culture convention, bringing together fans and creators across multiple platforms and genres including tabletop gaming, cosplay, comics, anime, pop culture, and all things geek. Whether you're a longtime fan or a newcomer to the scene, ICON Durban is where the community comes to life — through dice rolls, cosplay contests, artist alley showcases, tournaments, and much more.

This year, we're excited to welcome everyone to our new home at Westville Girls' High School, a spacious and dynamic venue perfect for our growing event. As a sponsor, you'll have the chance to showcase your products and services to over 1000 attendees. You will connect with a passionate and engaged audience and be part of something truly special — the return of a beloved event and a celebration of a decade of Durban geekdom.

Apply now to secure your sponsorships and help us make ICON Durban 2025 an epic return to form!

Sincerely,  
**Shelley Kirby**



**SHELLEY KIRBY**

*Self proclaimed Queen Of the Geeks*

# OUR ATTRACTIONS"

*While we have a long exciting list of things to do, there are a few firm favourites with our fans*



## BOARDGAMES

The board game resurgence—led by favourites like Ticket to Ride and Settlers of Catan—is firmly established by now. No matter your age, tastes or skill level, there's a board, card or dice game out there for you.

Sure, the classic board games like Monopoly, Risk, UNO, & Battleship are still great fun, but the number of new games has exploded in the last several years as designers dream up space adventures, deck building combat sagas, world dominating battles, dice rolling conquests, team co-op survival games,

... the list of games waiting to be discovered, played and enjoyed are endless.

## OTHER VERY POPULAR ATTRACTIONS:

PATHFINDER

POKEMON

YU-GI-OH!

KEYFORGE

WORKSHOPS

WARHAMMER 40K

GIANT BOARD GAMES

MAGIC THE GATHERING

DUNGEONS & DRAGONS

BOARDGAME COMPETITIONS

FREE LIBRARY OF BOARDGAMES

## COSPLAY

It's a word that's been on the lips of almost every geek in the last few years. It's a fundamental part of conventions and as the years have gone by cosplay has gone from a few hard-core to a massive net of costume enthusiasts, rapidly gaining popularity in mainstream.

South African cosplay is growing rapidly, with local cosplayers constantly refining their craftsmanship and skill levels.



## FIGHT A KNIGHT

People have always been deeply fascinated with the middle ages. Specifically images of knights & knighthood, chivalry, castles, lush green hills and stories of great valour & honour.

With the resurgence of TV shows like The Tudors & Game of Thrones it has become even more popular. The Fight a Knight zone gives people a chance to experience what combat as a knight must have been like & fight against a real professional knight.







## ATTENDANCE & DEMOGRAPHICS

### 2018 ATTENDANCE:

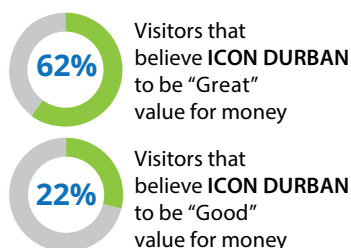
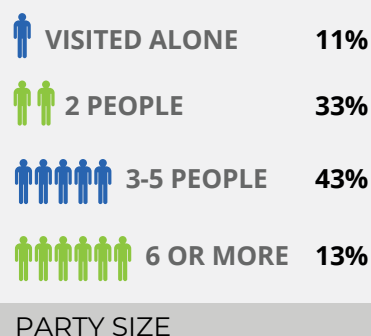
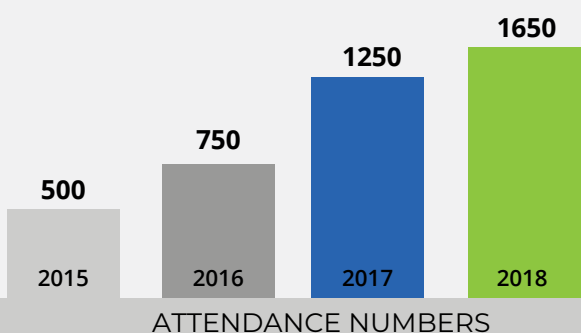
1650+ unique attendees with estimated 3-day turnstile attendance of 5000+. Attendance numbers have more than doubled since the inaugural event in 2014 which saw 3-day turnstile attendance of approximately 1200.

Core audience: Educated adult gamers ages 18-45 with earnings R15K+/mo. The Family Friendly focus of ICON Durban has seen a sharp increase in attendance of family groups with children ages 10 and up.

ICON Durban features attendees and exhibitors from across the country including Johannesburg, Cape Town and PE.

### HOW COMPANIES SUCCEED

- Vendor's hall presence with in-booth sales and demonstrations featuring high quality products.
- Marketing and Sponsorship programs and advertising campaigns that speak to ICON's existing audience.
- Events, seminars and activities focused on engaging with target audiences.



### CONTACT INFORMATION

ICON Durban Marketing Team

info@icondbn.co.za

# EVENT DETAILS

## CONTACT INFO

**info@icondbn.co.za**

## VENUE, DATES & TIMES

**Westville Girls High  
4 - 5 October 2025**

4 October, Saturday	9am - 9pm
5 October, Sunday	9am - 4pm

## IMPORTANT DATES

*Unless otherwise specified all deadlines are 14:00 on the day listed*

Early bird payment:	31 May, 2025
Exhibitor Applications:	31 July, 2025
Event submission:	31 July, 2025
Sponsor Application:	31 July, 2025
Full payments due:	14 August, 2025
Additional Badges:	15 September 2025

## CONVENTION SCHEDULE FOR EXHIBITORS

### STALL SETUP

Friday 3 October 1pm - 9pm  
*No Stall setup will be permitted on Saturday*

### CONVENTION RUNS

Saturday 4 October 9am - 9pm  
Sunday 5 October 9am - 4pm

*Exhibitors will have access to the venue an hour before the event opens each day and are asked to refrain from packing up until 15 minutes after official closing each day. Saturday will have an optional early closure time of 6pm for vendors not wishing to be open in the evening.*

### BREAKDOWN

Sunday 5 October 5pm - 9pm - *Vehicles will be allowed in loading area from 5pm*  
Monday 9am - 12 pm



# TIERED SPONSORSHIPS

Any package listed below is fully customisable.

Reach out to us about catering a specific sponsorship package for your brand.

Unless otherwise stated, all branding materials are to be provided by the sponsor. Branding and printing facilities are available through ICON Durban upon request.



## CO- SPONSOR

**R35 000**

**Premier sponsorship opportunity for up to four companies that includes PR mentions, extensive branding positioning throughout the show, priority access to complimentary exhibitor space, and significant discounts on other opportunities.**

### POSITIONING

**OFFICIAL CONTRIBUTING SPONSOR OF ICON DURBAN 2025**

### ONLINE & PRINT EXPOSURE

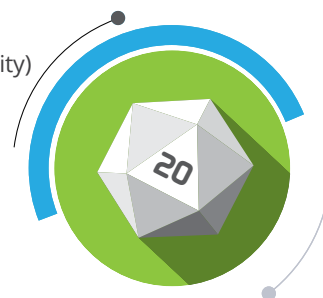
- Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Durban digital Program Book.
- Logo placement on ICON Durban website
- Multiple full pages in the digital program book
- Multiple marketing posts on ICON DURBANs social media

### ONSITE SIGNAGE & EXPOSURE

- Placement of multiple banners in high traffic locations around the convention.
- Logo on event and show management signage where appropriate
- Complimentary exhibit space of 60sqm
- 75% discount on additional exhibit space
- 2 complimentary Specialty Sponsorship Opportunities (Subject to Availability)
- 50% discount on additional Specialty Sponsorships
- Exclusive branding opportunities in one Zone of sponsors choosing (Subject to availability)

### HOSPITALITY

- Thirty Weekend passes for gifting to guests or the general public
- 75% discount on additional passes







## ZONE SPONSOR

**R15 000**

The ICON Durban convention is made up of various designated areas within in the main hall and surrounds. These zones are utilised for the various events and activities hosted over the weekend and provide excellent branding and marketing opportunities.

Their size is dependent on the activity being hosted, although zones tend to average 60sqm or larger in size. A breakdown and schematic of the available zones is available upon request.

### POSITIONING

**OFFICIAL ZONE SPONSOR OF ICON DURBAN**

### ONLINE & PRINT EXPOSURE

- Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Durban digital Program Book.
- Logo placement on ICON Durban website
- Multiple full pages in the digital program book
- Multiple marketing posts on ICON DURBANs social media

### ONSITE SIGNAGE & EXPOSURE

- Exclusive branding opportunities in one Zone of sponsors choosing (Subject to availability)
- Placement of at least 4 banners in high traffic locations around the convention.
- Logo on event and show management signage where appropriate
- Complimentary exhibit space of 36sqm
- 50% discount on additional exhibit space
- 1 complimentary Specialty Sponsorship Opportunity (Subject to Availability)
- 25% discount on additional Specialty Sponsorships

### HOSPITALITY

- Twenty 2-Day complimentary passes for gifting to guests or the general public
- 50% discount on additional passes.





## ORGANISED PLAY SPONSOR

**R10 000**

**Specifically for exhibitors committed to running events throughout the convention, this sponsorship option provides a dedicated play space and unique opportunity to sell products and services outside of the exhibitor hall.**

### POSITIONING

#### OFFICIAL ZONE ORGANISED PLAY SPONSOR OF ICON DURBAN

### ONLINE & PRINT EXPOSURE

- Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Durban digital Program Book.
- Logo placement on ICON Durban website
- Multiple full pages in the digital program book
- Multiple marketing posts on ICON DURBANs social media

### ONSITE SIGNAGE & EXPOSURE

- Placement of at least 2 banners in high traffic locations around the convention.
- Logo on event and show management signage where appropriate
- Complimentary exhibit space of 24sqm in exhibitor hall
- Complimentary exhibit space of 12sqm in play hall (Can be added to exhibit hall space)
- Dedicated play area of 5-10 tables (20-40 players)
- Ability to take entrance fee for events directly
- 35% discount on additional exhibit space
- 25% discount on Speciality Sponsorships

### HOSPITALITY

- Ten 2-Day complimentary passes for gifting to guests or the general public
- 25% discount on additional passes.







## EVENT SPONSOR

**R 5000**

Offering opportunities to target a specific audience by sponsoring a specific event or activity taking place over the weekend. Contact us regarding specific events that would align well with your brand.

### POSITIONING:

**OFFICIAL EVENT SPONSOR OF ICON DURBAN**

### ONLINE & PRINT EXPOSURE:

- Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Durban digital Program Book.
- Logo placement on ICON Durban website
- Full page in the digital program book
- Multiple marketing posts on ICON DURBANs social media

### ONSITE SIGNAGE & EXPOSURE:

- Prominent branding placements for the duration of the sponsored event within the area event is being held. Including table numbers and branded shirts for event runners and/or participants
- Placement of at least one banner in a high traffic location outside the main hall.
- Logo on event and show management signage where appropriate
- Complimentary exhibit space of 12sqm in exhibitor hall
- 35% discount on additional exhibit space
- 25% discount on speciality sponsorships

### HOSPITALITY

- Eight 2-Day complimentary passes for gifting to guests or the general public
- 25% discount on additional passes.



# SPECIALTY SPONSORSHIPS

These sponsorships may be combined with tiered sponsorships at a discounted rate, or taken as standalone investments



## ACCESS BADGES

### R5000

Incorporate your branding into the A7 sized access badges for ICON Durban (2000+ printed). These badges display QR codes to the scheduling and convention layouts for the weekend and are referenced regularly by all attendees, staff and exhibitors throughout the event weekend. Branded lanyards can also be included at sponsors' expense.

## COMPLIMENTARY DRINKS STATION

### R2000 per station/ R5000 for 3

IA annual tradition at ICON, the drinks stations provide free coffee and tea to convention attendees who have purchased the official ICON Durban mug for that year. Brand these well trafficked areas for high visibility throughout the convention area.



## CONCESSIONER/VOLUNTEER T-SHIRT SPONSORSHIP

**R2500**

Sponsor branded shirts for concessioners/volunteers for the duration of ICON DURBAN 2019. This highly visible sponsorship places your brand before the eyes of all the attendees throughout the show. Shirts to be produced by the sponsor.  
(Design approval at discretion of ICON)

## PROMOTIONAL DISTRIBUTION- FLYERS/HANDOUTS

**R1000 per day or R1500 for both days**

Add mobility to your message using costumed characters or uniformed greeters positioned in heavily trafficked areas. Limited slots available (Staff and flyers provided by advertiser)

**Locations available for 2019:**

- Main entrance
- Walk-around distribution in main hall
- Windshield distribution in parking lot.

## “INDIE” PROMOTIONS PACK

**Variable Cost**

Have a recently published or in development game or gaming related project?  
ICON Durban will offer a limited number of opportunities in 2025 to promote your project.

- Promotion via social media
- Discounted advertising in ICON program.
- Dedicated space for demo purposes
- Plug in main hall via announcer
- Focused article on your product to be published online before, after or during the convention.

## CHALLENGE SHEET

**R2500**

A highlight of ICON every year, the Challenge Sheet is designed to encourage convention goers to enjoy all aspects of the convention. An A4 double sided page with 100 tasks and challenges related to the weekend. (Design and printing provided by ICON Durban).

Add your logo and branding to this well supported tradition at ICON.

## SPONSOR A CHARITY

**VARIABLE COST**

Give back to the community by sponsoring the presence of a charity at ICON. Pricing as per exhibitors brochure (less 50%). Includes your branding at the sponsored stall.

*(Charity at discretion of ICON)*





## BANNERS

### R500 PER BANNER

Position your branding in highly visible locations throughout the convention venue. Pricing includes hanging and removal. Banner provided by Advertiser.

***Hanging banners - Pop up banners - Lawn flags***

Banners can be designed and produced upon request at the cost of the advertiser. Talk to our team about what option works best for you. Reduced rates are available for print posters.

## PRIZE DONATION

### VARIABLE COST

A product or service donated as a promotional giveaway. Honorable Mention during relevant Prize Givings and on Sponsors Page of Icon Durban Website PLUS Recognition on Social Media outlets. This is a great sponsorship for Icon Durban Exhibitors wanting to get name recognition before, during and after the event. Chat to us about partnering you with specific events and activities relevant to your brand.

## TABLE NUMBERS

### R1000

Add your branding or advertisement to A5 sized laser-cut wooden table numbers at various events and activities throughout the convention.

## RPG AND WARGAMING MAPS

### R2500

Incorporate your branding onto custom maps used throughout various events. Maps will be designed and printed by ICON Durban. Maps are donated to various not for profits after the event.

## PENS AND NOTEPADS

### R1000

Provide roleplayers with branded pens and or notebooks for use in their adventures. Min of 50 of either/or both to be provided by sponsor.

## DICE

### R5000

Gift 50 players and GMs with roleplaying or wargaming dice in a box carrying your branding. Dice and branding provided by ICON Durban.

## BOARD GAME LIBRARY

### Variable Cost

Donate games to ICON Durban's dedicated Board Game Library which sees 500 -1000 players over the course of the weekend. Games will be branded with a "Donated by" sticker to provide brand visibility for years to come. Games can be provided by the sponsor or purchased by ICON Durban on sponsors behalf.

Talk to us about selecting games that align with your brand and that are popular within the community.