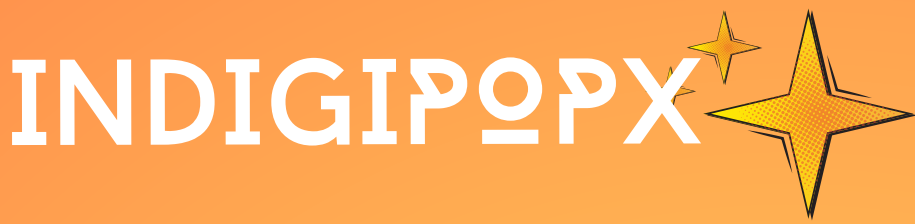




SPONSORSHIP PROSPECTUS

DUKE UNIVERSITY | DURHAM, NC
NOVEMBER 14TH & 15TH 2025

TCFARRIS@HOTMAIL.COM | KRISTINGENTRY@HOTMAIL.COM



SINCE ITS INCEPTION IN 2016 BY DR. LEE FRANCIS, IV., 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 INDIGINERD COMMUNITY! THE 2025 LOCATION TAKES US TO THE SOUTHEASTERN PART OF NDN COUNTRY AT DUKE UNIVERSITY IN DURHAM, NORTH CAROLINA.

SOME OF THE HIGHLIGHTS FROM FROM THE IPX OKC 2024 EVENT:

- OVER 1500 PEOPLE IN ATTENDANCE FOR THE 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
- GLOWSTICK-BALL, A MODERN TWIST ON STICKBALL CREATED BY ACE GREENWOOD!

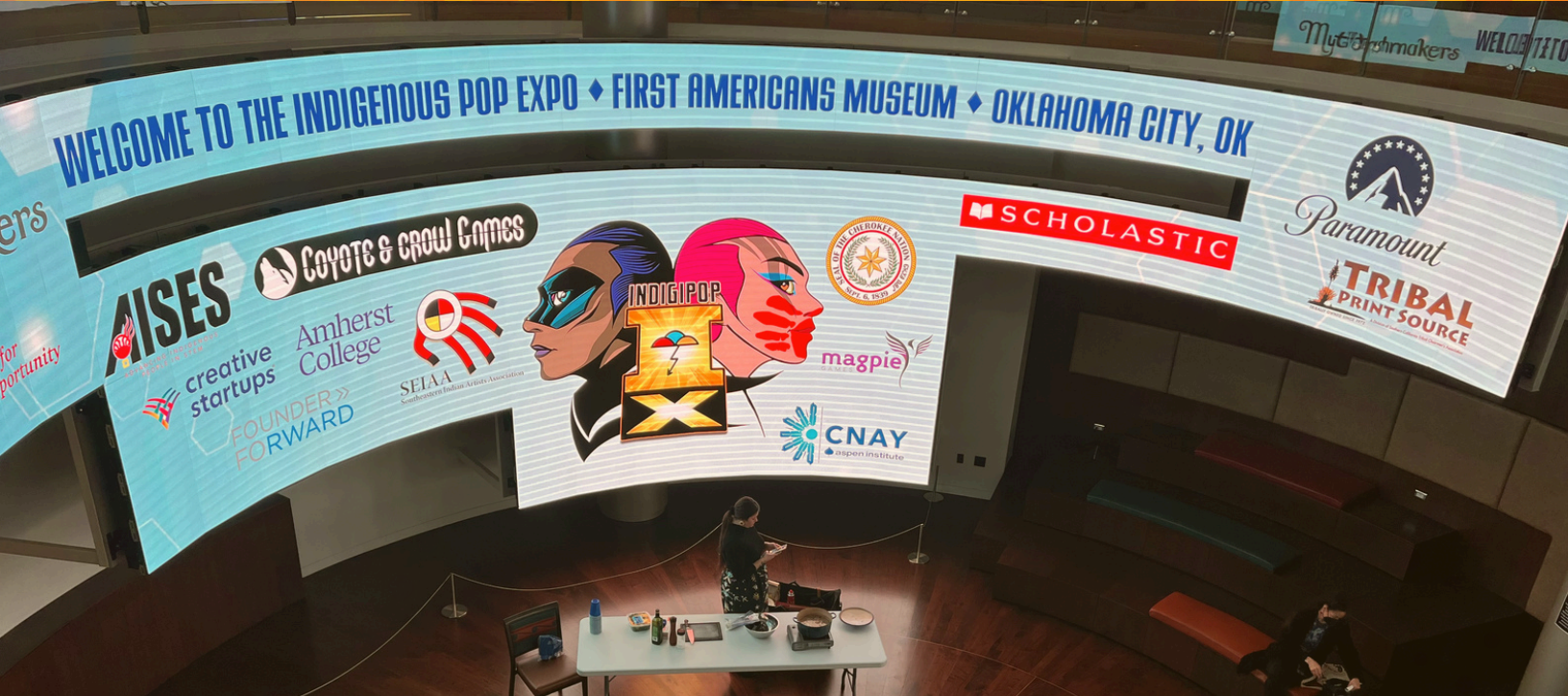
NEW TO IPX 2024 WAS THE INAUGURAL INDIGENOUS POP CULTURE AWARDS & INDIGIQUEER NIGHT AND OUR 49 HAND-DRUM CONTEST!

THIS 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 2025, AND WE HOPE YOU WILL BE A PART OF THIS INCREDIBLE EVENT!

PAST SPONSORS

LOGO DISPLAY AT FIRST AMERICANS MUSEUM



TANKA



native
realities

FOUNDER »
FORWARD

OKLAHOMA
SHIRT COMPANY



CHEROKEE FILM

creative
startups Accelerating entrepreneurs
Building the creative economy



SEIAA
Southeastern Indian Artists As



MEOWWOLF



IPX OVER THE YEARS







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 DUKE UNIVERSITY, PRINTED MATERIALS DURING IPX 2025, 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 2025.



SPONSORSHIP LEVELS

EXECUTIVE LEVEL SPONSOR (1)

\$25,000

- 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 (2)

\$15,000

- 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 (4)

\$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

\$5,000

- 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

\$4,000

- 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

\$2,000

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

YOUTH EDUCATION SPONSOR

\$500

HELP PROVIDE TICKETS AND PROGRAMMING FOR OUR YOUTH TO ATTEND IPX WITH THEIR LOCAL SCHOOL, YOUTH GROUP, OR COMMUNITY ORGANIZATION TO ATTEND ONE DAY AT IPX.



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. 2025 ARTISTS INCLUDE ROY BONEY, TOM FARRIS AND KRISTIN GENTRY.

YOUTH AREA SPONSOR (2) \$1,000

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

\$2,000

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.

I-POP CULTURE AWARDS I FOOD PATHWAYS SPECIAL

\$2,000

NO EXPO WOULD BE COMPLETE WITHOUT SOME GREAT AFTERHOURS PROGRAMMING. WHEN THE MAIN EXPO CLOSES, ADDITIONAL EVENTS WILL BE HELD AROUND TRIANGLE, FEATURING LOCAL ARTISTS AND MUSICIANS ROCKING THE EVENING AT SOME OF THE FINEST ESTABLISHMENTS IN THE DURHAM WITH A FOCUS ON INDIGENOUS FOODS! 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

\$1,500

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.

PLEASE CONTACT US FOR CUSTOMIZED SPONSORSHIPS. WADO! (THANK-YOU)





WHY SPONSOR IPX:

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 TO BE 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.

KRISTINGENTRY@HOTMAIL.COM



WE LOOK FORWARD TO YOUR SUPPORT!
TO PLEDGE PLEASE CONTACT US!
DIRECTOR TOM FARRIS TCFARRIS@HOTMAIL.COM
ASSISTANT DIR. KRISTINGENTRY@HOTMAIL.COM



LOGO AND CHARACTER CONTENT CREATED BY LEE FRANCIS AND DALE DEFOREST