



GAMING
HOBBY
& MODEL **EXPO**
INSPIRE • IGNITE



NOVEMBER 22-23
BRISBANE
SHOWGROUNDS

SPONSOR INFORMATION GUIDE 2025

INSPIRE

Spark your inspiration,
imagination & creativity



IGNITE

The drive to bring your
ideas & dreams to life



ENGAGE

Interact with our audience in a way
never seen on this scale.

Present your branding to an
engaged audience for ultimate
brand retention



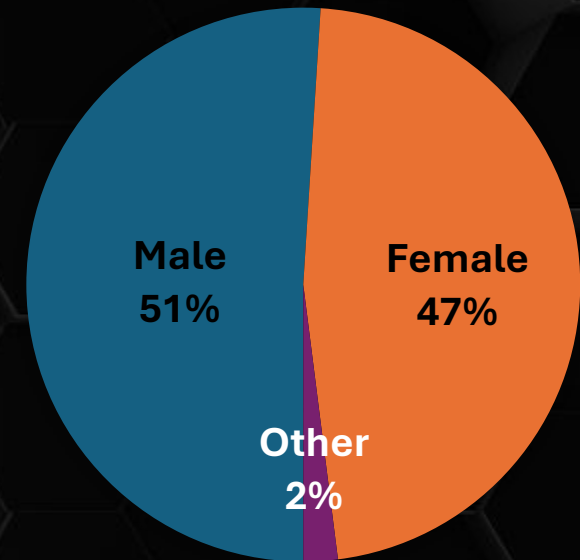
2024 Highlights

- Year on year website and social media increase from 2023 was 319%!
- 180 entries in the SMS Scale Model Build Competition, up 12.5% year on year
- Over 150 tabletop gaming participants
- Increased external marketing activity spend

Attendee Stats:

- 29% of tickets sold were family passes
- 24% of tickets sold were weekend passes
- 27% of Attendees under 18 or students
- 95% of Scale Model Build competitors attended final award presentation on Sunday

Over 3,200 total attendees



Star Ratings

| | |
|---------------|------------|
| <u>1 Star</u> | <u>3%</u> |
| <u>2 Star</u> | <u>4%</u> |
| <u>3 Star</u> | <u>3%</u> |
| <u>4 Star</u> | <u>10%</u> |
| <u>5 Star</u> | <u>80%</u> |

Based on 2024 onsite survey pool









GAMING HOBBY & MODEL EXPO
INSPIRE • IGNITE



FREE ACTIVITIES FOR THE ENTIRE FAMILY!



TICKETS & INFO
ghmx.com.au

NOVEMBER 23 & 24
BRISBANE SHOWGROUNDS

GAMING HOBBY & MODEL EXPO
INSPIRE • IGNITE




Announcing Special Guest Artists

Wayne Nichols


Adam Nichols




2024 Highlights

Marketing Statistics

Digital Billboards

- 86,208 Impressions
- 270% Over delivery

Online Impressions

- ghmx.com.au November traffic
 - 4,129 unique impressions
 - 206% returning users

Referring Sites

- Google 2.7K
- Direct 2.4K
- Facebook 1.2K



2024 Highlights

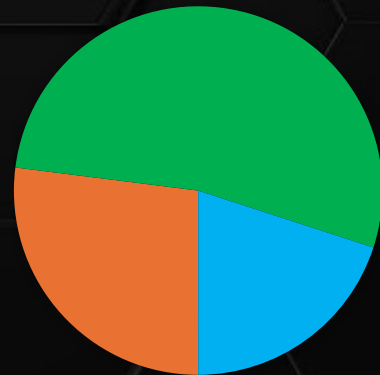


For All

An all-inclusive event. Broad range of demographics, interests & ages. Activity & content for all aspects of the community.

Age Demographics

Based on 2024 onsite survey pool



18-25

26-40

41-65



Your Brand

Take advantage of this opportunity to promote your brand's products & services to a captive & enthusiastic audience.



Christmas Event

- Gift giving - Key retail strategy!
- GhMX' s unique timing allows for peak gift giving advertising and experiential activity
- Take full advantage of seasonal spending and business exposure at peak Christmas buying period
- Optimal brand marketing for post event sales



Experience is Everything

What visitors can expect at this event.

Areas that drive attendees to experience more than other family friendly events can.



New Experiences

2024 introduced new elements that drew new audiences & attention:



Our own dedicated Cosplay competition attracting a new & diverse audience with new opportunities for content, retailers & sponsors



Dedicated Cosplay service area complementing the competition. The space includes change rooms, professional photo studio, competition registration, cosplay repair & Cosplay guests.



More stage based activity introducing new & entertaining ways for modeller's to enjoy the atmosphere.



New in 2025!



SMASH! スマシ Partnership
Sydney Manga & Anime Show
Australia's largest pop culture event!



Dedicated RC Zone
Fully interactive and hands on
experience



MakR Gallery
Non-Competition Build Showcase.
Community display of models,
props, dioramas and more!



Event Sponsor

Interaction and engagement gives sponsors and exhibitors a valuable opportunity to showcase products and services to attendees. Multiple opportunities exist to sponsor and support these engagement zones through branding, product supply, equipment and staffing resources.



Sponsorship Options

Activity Zone Sponsor Package

Bring your brand to life by engaging with attendees directly. Setup any activity appropriate to the event with 100% hands on interaction. The package includes an activation space as well as a dedicated retail space. They can be separated or combined depending on your requirements.

- 6x6m Activation space
- 6x3m Exhibitor Retail space
- Exclusive naming rights of area
- 6 x Tables
- 24 x Chairs
- 8 x Exhibitor Passes / Adult Entry Tickets
- Sponsor acknowledgement over PA announcements
- Logo & Feature inclusion on webpage
- Logo & Feature inclusion on social media
- **\$2,750 Inc Gst**



Sponsorship Options

Major Platinum Sponsorship

- 6x3m Exhibitor space
- Logo prominently displayed as a major sponsor
- Direct marketing promotional material throughout the event
- Social media acknowledgment
- Co-branding on GhMX website
- Lanyard sponsor
- Logo on all marketing and advertising
- Announcements over PA during event
- 8 x Adult Entry Tickets

\$12,000 Inc Gst

Gold Sponsor

- 3x3m Exhibitor space
- Logo display as sponsor
- Exclusive patron wristband sponsor
- Logo inclusion on webpage
- Logo on all marketing and advertising
- Announcements over PA during event
- 4 x Adult Entry Tickets

\$6,000 Inc Gst

Silver Sponsor

- Level sponsor inclusion on webpage
- Level sponsor inclusion on social media
- Logo inclusion on printed marketing material
- Announcements over PA during event
- 2 x Adult Entry Tickets

\$3,000 Inc Gst



Sponsorship Options

Stage Central Sponsor

Our event centerpiece and main presentation area.

- Exclusive naming rights of entire scale model competition area and assets
- 3x3m Exhibitor space
- Sponsor acknowledgement over PA announcements
- Logo display on all category signage on display tables
- Logo inclusion on webpage
- 2 x Adult Entry Tickets

\$2,200 Inc Gst



Scale Model Comp Sponsor

- Exclusive naming rights of entire scale model competition
- 3x3m Exhibitor space
- Logo display as sponsor
- Logo inclusion on webpage
- Logo on select marketing and advertising
- Logo predominantly featured on stage and screens
- Announcements over PA during event
- 2 x Adult Entry Tickets

\$2,500 Inc Gst



Sponsorship Options

Miniature Painting Workshop Sponsor

- Logo display as sponsor
- Logo displayed on on-site signage
- Level sponsor inclusion on webpage
- Social media acknowledgment
- Announcements over PA during event
- 4 x Adult Entry Tickets

\$1,500 Inc Gst



Volunteer Sponsor

- 3x3m Exhibitor space
- Display level sponsor on volunteer uniforms
- Level sponsor inclusion on webpage
- Social media acknowledgment
- Announcements over PA during event
- 4 x Adult Entry Tickets

\$2,500 Inc Gst



Sponsorship Options

RC Zone Sponsor

- 3x3m Exhibitor space
- Logo display as sponsor
- Logo displayed on on-site signage
- Level sponsor inclusion on webpage
- Social media acknowledgment
- Announcements over PA during event
- 4 x Adult Entry Tickets (in addition to Exhibitor Passes)

\$1,000 Inc Gst



MakR Gallery

- Logo display as sponsor
- Logo displayed on on-site signage
- Level sponsor inclusion on webpage
- Social media acknowledgment
- Announcements over PA during event
- 4 x Adult Entry Tickets

\$750 Inc Gst



Sponsorship Options

Gaming Prize Partner

Card Gaming

- Provide 2 x booster packs per player, per competition (4 x games in total)
- Provide Prize Packs

Table Top Gaming

- Provide Prize Packs

Sponsors will receive

- 3x3m Exhibitor space
- Logo display as sponsor.
- Logo inclusion on webpage
- Logo place cards on gaming tables
- 2 x Adult Entry Tickets

Card Games

- Magic The Gathering
- Pokémon
- Yu-Gi-Oh!
- Vanguard

Table Top Games

- Warhammer 40K
- Kill Team
- Age of Sigmar
- Star Wars Legion
- Halo Flashpoint
- Lorcana



Sponsorship Options

Sponsorship in Kind

Businesses that provide goods and services in kind over the value of \$500 such as prizes, equipment and services.

INCLUSIONS

- Partner logo included on website & selected event print material
- Announcement over PA during event as a partner sponsor



Tailored Package

Contact the GhMX team to explore options and tailor a sponsorship package to suit your needs, requirements, budget and intended outcome.



Sponsorship Options

Individual Sponsorship Items

| | |
|--|--|
| Exhibitor, guest, judge & crew lanyards..... | \$1,000 ex Gst (Subject to availability) |
| Patron Wristbands – Daily, weekend & family..... | \$1,500 ex Gst (Subject to availability) |
| Get Sprued – Model Kit Trivia..... | \$350 ex Gst |
| Model Kit Speed Build..... | \$500 ex Gst |
| Video Game Free-Play Zone..... | Provision of equipment |
| Christmas Elf-on-a-Shelf..... | \$350 ex Gst |



Act Now

To be part of this event or for further details on how to sponsor:

ghmx.com.au

info@ghmx.com.au

facebook.com/GhMXEvent

Instagram: [@ghmxperience](https://www.instagram.com/ghmxperience)

