

**KINGVENTION**

# SPONSORSHIP

The European Michael  
Jackson Convention

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community



# KINGVENTION - THE EUROPEAN MICHAEL JACKSON CONVENTION

## WHO ARE WE

Kingvention is a convention about American entertainer Michael Jackson held in London and organised by Sixteen11 Media Group Ltd and fully named "Kingvention: The First European Michael Jackson Convention". The aim is to offer fans of the King of Pop a platform to meet and celebrate their favourite artist through music, live interviews, exhibitions, merchandise stands, screening and party.

## PAST EVENTS

Sixteen11 has organised and contributed to events around the globe.

17 December 2011: King of Shop Pop up Shop in London

5 October to 17 November 2012: Participate to the promotion of The Collection of Tompkins & Bush

31 October 2012: Michael Bush Book Signing

11 & 12 May 2013: 'Making HIStory Exhibition'

12 May 2014: Michael Jackson XSCAPE Launch at HMV Oxford Street London

12 September 2015: Kingvention 2015 at Park Plaza Victoria, London

10 September 2016: Kingvention 2016 at Park Plaza Victoria, London

30 September 2017: Kingvention 2017 at Park Plaza Victoria, London

21 September 2019: Kingvention 2019 at Pullman London St Pancreas & Shaw Theatre, London

6 December 2020: KV:Global – The live stream of Kingvention

28 August 2021: Kingvention presents 'Burn This Disco Out' at Patch East, London

## THE IDEA

KINGVENTION is a Michael Jackson Convention, the first of its kind in Europe! The aim is to establish a first class gathering centred on the life and career of the most successful entertainer through a convention format. Why Michael Jackson? Michael Jackson needs little introduction! Jackson's 1982 album Thriller is the best selling album of all time. He is one of the few artists to have been inducted into the Rock and Roll Hall of Fame twice and the Songwriters Hall of Fame and the Dance Hall of Fame as the first and only dancer from pop and rock music. He remains the most awarded recording artist in the history of popular music. He is ranked among a select group of artists who have broken global sales records, yet out of all of them, he is yet to have a dedicated fan convention.

## THE EVENT

KINGVENTION is giving the opportunity for fans and music lovers to learn more about the King of Pop. For one day only, attendees will be submerged in a unique atmosphere focused on Michael Jackson. KINGVENTION will provide 3 speeches in front of an audience, a never-seen-before photo exhibition, an Official Michael Jackson Merchandise Stand and other surprises.

KINGVENTION is an annual event in London with year on year growth.

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## WHY LONDON

London is the crossroad of all routes in Europe, the city centre is easily accessible from any airports and International train station. In 2009 Michael Jackson chose London as his destination for his final concert series citing its accessibility for his fans.

## THE SPEAKERS

KINGVENTION always have 3 or 4 major figures that worked with Michael Jackson.

## THE AUDIENCE

Combining all the unique outlets under the Sixteen11 umbrella gives us a global audience reach of around 20,000 Michael Jackson fans. 10,000 of which are subscribed to receive regular emails from MJVibe, King of Shop and Iconic Magazine.

With a strong European focus on the event, Sixteen11 will use its recognised presence across the region to attract attendees to Kingvention,

Some of our recent European statistics include

- 7,000 likes on Iconic Magazine facebook page
- Over 300 readers of Iconic Magazine from France, Germany, Spain and Romania alone
- Over 200 copies of Iconic Magazine are shipped domestically in the first week of sale
- 600 unique contacts who attended past Kingventions
- Over 3 million visits on mjvibe.com with 80% from Europe
- Established strong relationship with HMV in London thanks to Sixteen11's organisation of the Jackson Xscape album launch.

Kingvention has become a yearly European hub that gives the fans of Michael Jackson direct access to the people and the materials that made him such a global superstar. The Estate of Michael Jackson have focused largely on the U.S Market with their Cirque Du Soleil efforts in Las Vegas and the musical in New York, yet Europe still needs an accessible experience for fans in this region and Kingvention bridges that gap.



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## SPONSORSHIP OPPORTUNITIES

### External Mural Sponsor – Minimum £3,000 or in-kind

Exclusive sponsorship of the 3 storey-high mural outside the venue which will be viewed by all, fans alike and general by-passers

- Logo on the mural
- Logo on all advertising materials and Kingvention website with link.
- 5 minute welcome address on stage or On stage mention of Sponsor
- Full page ad in the program
- Announcement on social Media
- Logo featured in marketing emails
- 3 free passes to attend

### Conference Sponsor – Minimum £2,000 or in-kind

Exclusive sponsorship of the conference section of the convention which features VIP Speakers.

- Logo on screen when attendees enter the theatre and between sessions
- Logo on door to the theatre under 'Exclusive Conference Sponsor'
- Logo on all advertising materials and Kingvention website with link.
- 5 minute welcome address on stage or On stage mention of Sponsor
- Full page ad in the program
- Announcement on social Media
- Logo featured in marketing emails
- 3 free passes to attend

### Exhibition Sponsor – Minimum £1,500 or in-kind

Exclusive sponsorship of the exhibitions (tbc) on the day of the event

- Logo on door to the gallery under 'Exclusive Gallery Sponsor'
- Logo on all advertising materials and Kingvention website with link.
- Full page ad in the program
- Announcement on social Media
- Logo featured in marketing emails
- 2 free passes to attend

### Audio Visual Sponsor – £900 or in-kind

Exclusive sponsorship on all audio-visuals throughout the event

- Logo on any audio visual items
- Logo on all advertising materials and Kingvention website with link.
- Full page ad in the program
- 2 free passes to attend

### King of Shop Bag Sponsor - £75

- Flyers in all King of Shop bags



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## PAST SPONSORS

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**ICONIC**  
Magazine

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## CONTACT

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