



Icon CAPE TOWN **2026**

**SPONSORSHIP & MARKETING
BROCHURE**

WELCOME

It's time for ICON to come to CAPE TOWN - we're extremely excited to host the first ICON Cape Town in 2026 !

ICON is South Africa's premier geek culture convention, bringing together fans & 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 is where the community comes to life - through dice rolls, artist alley showcases, tournaments, and much more.

As a sponsor, you will have the chance to showcase your products & services, connect with a passionate and engaged audience, and be part of something truly special - the start of a fantastic event and a celebration of the Cape Town gaming community.

Apply now to secure your sponsorship and help us make ICON Cape Town 2026 an epic event to remember.

Sincerely,
Julia Perry
Icon Cape Town 2026



JULIA PERRY

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 in the geek culture community. No matter your ages, tastes or skill level, there's a board, card or dice game out there just for you.

Yes, classic board games like Monopoly, Risk & Battleships are still great fun, but the number of new games has exploded in the last few years as designers dream up space adventures, deck building sagas, zombie survival games and more

The list of games waiting to be played is endless.

OTHER VERY POPULAR ATTRACTIONS:

MAGIC THE GATHERING

DUNGEONS & DRAGONS

BOARDGAME COMPETITIONS

BOARDGAME LIBRARY

POKEMON

YU-GI-OH!

EVENT DETAILS

VENUE

Edgemoor Community Hall, Edgemoor - CAPE TOWN

DATES & TIMES

18 - 19 July. 2026
Saturday | 9am - 5.30pm
Sunday | 9am - 5pm

IMPORTANT DATES

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

Exhibitor Applications: 30 April, 2026
Early bird payment: 31 Mar, 2026

Event submission: 30 Apr, 2026
Sponsor Application: 31 Apr, 2026

Full Payments Due: 14 May, 2026

EXHIBITORS CONVENTION SCHEDULE

Convention Schedule for Exhibitors

Stall Setup | Friday 17 July 1pm - 6pm
No Stall setup will be permitted on Saturday

Convention Runs
Saturday 18 July | 9am - 5.30pm
Sunday 19 July | 9am - 5pm

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.

Breakdown
Sunday 19 July | 5.30pm - 9pm

CONTACT INFORMATION

Organising Committee

organiser@iconcpt.co.za
JULIA PERRY - 083 440 3230

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 Cape Town upon request.

CO-SPONSOR

R20 000

Premier sponsorship opportunity 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 CAPE TOWN 2026

ONLINE & PRINT EXPOSURE

- ✿ Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Cape Town website and digital program book
- ✿ Multiple marketing posts on ICON Cape Town's 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
- ✿ Exclusive "main stage" exhibit space (approx 36sqm)
- ✿ 75% discount on additional exhibit space
- ✿ 2 complimentary Specialty Sponsorship Opportunities (Subject to Availability)
- ✿ 50% discount on additional Speciality 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 R10 000

The ICON Cape Town convention is made up of various designated areas within the main halls 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. A breakdown and schematic of the available zones is available upon request.

POSITIONING

OFFICIAL ZONE SPONSOR OF ICON CAPE TOWN 2026

ONLINE & PRINT EXPOSURE

- ✿ Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Cape Town website and digital program book.
- ✿ Multiple full pages in the digital program book
- ✿ Multiple marketing posts on ICON Cape Town's 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 24sqm
- ✿ 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.



EVENT SPONSOR R5 000

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 CAPE TOWN 2026

ONLINE & PRINT EXPOSURE

- ✿ Company logo and descriptor on the dedicated sponsor page and exhibitor index of the ICON Cape Town website and digital program book.
- ✿ Full page in the digital program book
- ✿ Multiple marketing posts on ICON Cape Town's 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
- ✿ 35% discount on additional exhibit space
- ✿ 25% discount on speciality sponsorships

HOSPITALITY

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

SPECIALITY SPONSORSHIPS

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

ACCESS BADGES

R5 000

Incorporate your branding into the A7 sized access badges for ICON Cape Town (500+ 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

R2 000

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

CONCESSIONEER/VOLUNTEER TSHIRT SPONSORSHIP

R2 000

Sponsor branded shirts for concessioners/volunteers for the duration of ICON Cape Town 2026. This highly visible sponsorship places your brand before the eyes of all the attendees throughout the show. Shirts to be produced at sponsors expense. (Design approval at discretion of ICON)

PROMOTIONAL DISTRIBUTION/FLYERS

VARIABLE

Flyer/Handout R500 per day or R750 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)

BOARD GAME LIBRARY

Donate games to ICON Cape Town's dedicated Board Game Library which hopes to see ±400/500 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 Cape Town on sponsors behalf. Talk to us about selecting games that align with your brand and that are popular within the community.

INDIE PROMOTIONAL PACKAGE

VARIABLE

Have a recently published or in development game or gaming related project? ICON Cape Town will offer a limited number of opportunities in 2026 to promote your project.

- Promotion via social media
- Discounted advertising in the 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

R1 000

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 of 500+ sheets will be provided by ICON Cape Town). Add your logo and branding to this well supported tradition at ICON.

SPONSOR A CHARITY

VARIABLE

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

R750

Banners - Hanging, Pop up or Lawn Flags

Position your branding highly visible locations throughout the convention venue. Pricing includes hanging and removal. 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

A product or service donated as a promotional giveaway.

Honourable Mention during relevant Prize Givings and on Sponsors Page of ICON Cape Town Website PLUS Recognition on Social Media outlets. This is a great sponsorship for ICON Cape Town 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

R 500

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

PENS/NOTEPADS

R1 000

Provide roleplayers with branded pens and or notebooks for use in their adventures.

DICE

R2 500

Gift 25 players and GMs with roleplaying or wargaming dice in a box carrying your branding. Dice and branding provided by ICON Cape Town.

**BY THE COMMUNITY,
FOR THE COMMUNITY**