



oculus



**SPONSORSHIP**

**OPPORTUNITIES**



**\$5.2 B**

**VR HARDWARE INDUSTRY<sup>1</sup>**

**NEARLY 1.8 MILLION  
HOURS OF VIDEO  
WATCHED ON OCULUS  
RIFT AND SAMSUNG VR**

**OVER  
56,000  
RIFT**

**200,000**

**DEVELOPERS REGISTERED  
TO BUILD APPLICATIONS**

**685 VR  
STARTUPS  
WITH AVG.  
VALUATION OF  
\$4.5 M**

**SDKs  
SOLD IN  
UNITED  
STATES**



**\$25.5 B WORTH  
SPORTS & ENTERTAINMENT  
SPONSORSHIPS  
IN NORTH AMERICA**

Source: Statista  
1. 5.2 B by 2020



# THREE POTENTIAL PROPERTIES/ENTITIES FOR SPONSORSHIP



## Key stats (attendees):

- 13.3 M in attendance in 2015
- ~485,000 millennials every year
- Unique: 66% Tourists (23% Foreigners)
- Average spend per person: \$107
- **Social media following:**
  - Facebook: 8 million+
  - Twitter: 1.2 million+
  - Instagram: 500,000+
- \$1.4B in gross revenues for 2015-16

Source: BroadwayWorld.com



LEBRON JAMES



## Key stats (attendees):

- 21,000 capacity (Quicken Loans Arena)
- ~850,000 in attendance (2015-16)
- ~281,000 millennials in home attendance
- LeBron James MVP Index: .926
- **Social media following:**
  - Facebook: 23 million+
  - Twitter: 32 million+
  - Instagram: 23.6 million+
- Market value (Twitter): \$126,000 per tweet
- Potential: On-site activation, in-arena fan engagement and selling sponsorships

Source: Forbes & MVPIndex



## Key stats:

- 24 million comic book fans in the U.S.
- 16 million millennial fans
  - Male: 53.64%
  - Female: 42.73%
- **Social media following:**
  - ~36 million across Facebook, Twitter and Instagram
  - 3 new movie franchises scheduled to release in 2017
  - A Walt Disney company (great brand fit)
  - All Marvel movies raking in \$5.7B in Box Office revenues (since 2000)

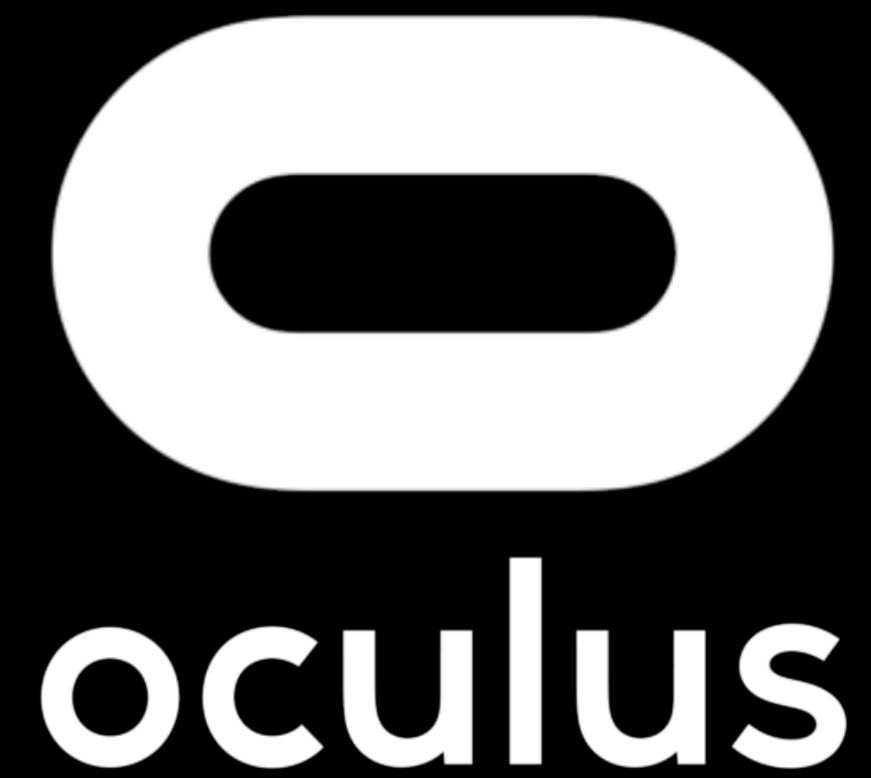


AN AMERICAN MUSICAL



# THE OPPORTUNITY

A fully-integrated partnership with Marvel Studios to create immersive virtual reality movie trailers. Fans will experience the upcoming Marvel movie trailers by directly engaging and being a part of the action - to be activated at San Diego Comic Con. With dominant branding and ownership of impactful platforms, the partnership will enhance brand awareness for Marvel through SDCC, drive traffic digitally as well as in theaters and connect the client to Oculus, Facebook partners and influencers.



**THE OFFICIAL VR STORYTELLING PARTNER OF OCULUS**



- ◆ The **biggest comic convention** in the world
- ◆ ~140,000 in **unique** attendance
- ◆ Silicon Valley **tech savvy** audience
- ◆ 62.3% **millennials**
  - Male: 80.16%
  - Female: 19.33%
- ◆ Spending power: **avg. \$600 per person**
- ◆ Activation area: 460,000 sq. feet exhibition hall acting as a **great launchpad** for **trailers** and **promos**
  - Press and media coverage



◆ **Social Media following (Marvel):**

- Facebook: 24 million
- Twitter: 4.08 million+
- Instagram: 7.7 million+

◆ **Social Media following (Oculus):**

- Facebook: 350,000+
- Twitter: 216,000+
- Instagram: 47,500+

*"...dedicated to creating awareness of, and appreciation for, comics and **related popular art forms**"*  
SDCC mission statement

*"...Marvel is built on a strong foundation of originality, **imagination and innovation**"*  
Marvel

*"Oculus radically **redefines digital entertainment...**"*  
Oculus

Source: Graphicpolicy and Copic

**WHY SAN DIEGO  
COMIC CON?**

**AUDIENCE. SPENDING POWER. BRAND FIT. SOCIAL.**



# A VIRTUAL REALITY MOVIE TRAILER



**Story telling through VR**  
**'YOU are in the next movie trailer'**

## **Picture this**

You are in an apocalyptic Marvel world  
Enemy stands before you on the cusp of destruction

**\*\*\*You hear footsteps from behind. You turn. \*\*\***

ITS TONY STARK aka IRONMAN

He stands next to you, looks at you and says

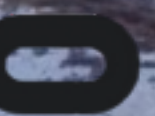
**“Don’t worry, I got this.” and flies away.**

**MIND BLOWN!**



# 'VR MOVIE TRAILER' SPONSORSHIP ACTIVATION OUTLINE

- Primary activation: Immersive storytelling (trailer) through VR
- IP Rights
- MARVEL Signage & posters at the venue & backdrop of interviews
- VR Lounge at San Diego Comic Con' with Oculus VR headsets
- Recreate a set from the movie, for example: underground room of Ironman's house
- MARVEL themed Oculus VR headsets
- Option to record and share the trailer experience on-site
- Facebook 360 and Facebook Live coverage





**Questions?**

