THE MAGIC OF COMIC-CON

ALL YEAR ROUND

Artist Render
WHAT YOU KNOW ABOUT COMIC-CON:
THE WORLD’S PREMIER
POP CULTURE EVENT.
WHAT YOU KNOW ABOUT COMIC-CON:

THE WORLD’S PREMIER POP CULTURE EVENT.

AND IT ONLY HAPPENS IN SAN DIEGO.
WHAT YOU MIGHT NOT KNOW:
COMIC-CON IS A NONPROFIT DEDICATED TO
EDUCATION THROUGH POPULAR ARTS.
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<tbody>
<tr>
<td>Attendees</td>
<td>135,000+</td>
</tr>
<tr>
<td>Volunteers</td>
<td>&gt;62%</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>1,000+</td>
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<tr>
<td>Audience Age</td>
<td>&gt;62%</td>
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<tr>
<td>17–34</td>
<td>2,000</td>
</tr>
<tr>
<td>Panels &amp; Programs</td>
<td>6,000</td>
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<tr>
<td>Social Media Followers</td>
<td>5 MILLION</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>$140 MILLION</td>
</tr>
<tr>
<td>Media Impressions</td>
<td>176 BILLION</td>
</tr>
<tr>
<td>Hotel Bookings</td>
<td>62,000</td>
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BUT THE MAGIC OF COMIC-CON IS SO MUCH MORE.
IT’S OBSERVING THE SPARK OF CREATIVITY.
IT'S MEETING YOUR HERO.
IT’S THE FREEDOM TO EXPRESS YOURSELF.
IT'S DIGGING INTO THE SCIENCE OF SCI-FI.
IT’S THAT PRIZED ITEM TO COMPLETE YOUR COLLECTION.
IT’S DEBUTING YOUR PASSION PROJECT TO THE WORLD.
IT’S ESCAPING OUR REALITY TO EXPLORE A NEW ONE.
IT’S THE JOY OF SEEING ART COME TO LIFE.
IT’S BEING THE FIRST TO SEE WHAT’S NEXT.
IT’S THE WORLD’S MOST CREATIVE MINDS GATHERED IN ONE PLACE.
AND IT’S A PLACE WHERE EVERYONE IS INCLUDED.
BUT IT ONLY LASTS FOUR & A HALF DAYS A YEAR. WHAT IF WE COULD CHANGE THAT?
COMIC-CON MUSEUM
THE MAGIC OF COMIC-CON
ALL YEAR ROUND.

AND SO MUCH MORE.
ALL THE PASSION, CREATIVITY, AND IMAGINATION OF COMIC-CON IN A MUSEUM UNLIKE ANY OTHER.
BY DAY:
A DYNAMIC, EDUCATIONAL DESTINATION.

• A unique immersive environment for tourists, families and students
• Regularly rotating exhibits
• Hands-on activities and workshops
BY NIGHT:
A UNIQUE SOCIAL EXPERIENCE.

• Pop culture community hub
• Dynamic space for special events
• A place to eat, drink, create and play
• Interactive movie nights, music, classes, gaming and more
ALWAYS:
VIRTUALLY ACCESSIBLE, ANYWHERE IN THE WORLD.

• Live streams of Museum programs
• Digital extensions of Museum education programming
• Engagement with global fan community to shape Museum content and programming
Capturing the fun and excitement of pop culture in our programs can instill a lifelong passion for learning by creating avenues for self-expression and social development.
NO ONE HAS TO BE TOLD TO STUDY POP CULTURE.

Through field trips, sensory-friendly experiences, day-camps and accessible programming the Museum will focus on...

Literacy
Improving literacy rates using comics and graphic novels to create a lifelong love of reading.

STEAM
Inspiring the next generation of innovators through subjects like science, technology, engineering, art and math including robotics, Virtual Reality and Augmented Reality.

Visual & Performing Arts
Encouraging creative development and self-expression through project-based learning opportunities.

Career Readiness
Equipping students with the skills to succeed in the creative industries, which represent approximately 10% of all California jobs.
Born in San Diego, Comic-Con has been a defining force in pop culture for decades. Now, we’ll bring new energy to the cultural heart of the city, Balboa Park.
The city of San Diego has given us 68,000 square feet to make it a reality.

Just imagine the possibilities.
MOST IMPORTANTLY,
WE HAVE THE FANS.

WE HAVE THE SPACE.
WE HAVE THE VISION.
BUT WE CAN’T DO IT ALONE.
BE A PART OF THE MAGIC.

IMAGINE WHAT WE CAN DO, TOGETHER.