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ALL AMERICAN
TATTOO CONVENTION

Dear Sponsor,

We are thrilled to introduce the *All American Tattoo Convention*—now bigger and better than ever!

For the last eight years, our convention has thrived in Fayetteville, NC, bringing together tattoo artists, military service members, and supporters in a celebration of art, community, and military pride. In 2025, we are excited to announce that we are expanding to the West Coast with our newest show in Tacoma, WA! This exciting addition means we will now host two major conventions: one on the East Coast and one on the West Coast, creating a coast-to-coast celebration of tattooed military personnel.

Both conventions will feature approximately 250 booths, offering an incredible range of artists and vendors, all united by one mission—supporting our tattooed military community. We are proud to create a platform where art, military culture, and community come together, and we invite you to join us as a sponsor in this growing movement.

As a sponsor, you'll have the unique opportunity to showcase your brand to thousands of attendees at one or both locations, while also benefiting from year-round exposure through our promotional materials, social media, and outreach campaigns. This is your

chance to align with a community of military supporters and showcase your company to a passionate, engaged audience.

In addition to raising awareness and funds for military-related causes, we are honored to donate tickets to Gold Star family members and offer them a special VIP experience at both shows. This includes a personal meet & greet with TV tattoo artists, giving these families a moment of connection and recognition with some of the industry's most celebrated figures.

But this event is more than just a tattoo convention—it's a mission. With more than 22 veterans and active service members committing suicide daily, we know we must do more for those who have sacrificed so much. That's why a portion of our ticket sales goes directly to carefully selected non-profits that support military personnel, veterans, and their families. Your sponsorship will help us not only host an unforgettable event but also make a real difference in the lives of those who serve.

Thank you for considering this exciting opportunity. Together, we can create an event that honors our military, celebrates the art of tattooing, and makes a lasting impact on the lives of those who need it most.

We look forward to working with you and welcoming you as a valued partner in this incredible endeavor.

Warm Regards,

Ryan & Nicole Harrell

All American Tattoo Convention

Target Audience and Tattooed Military Demographics

Our audience is primarily between the ages of 18 and 35, with a near-even split of 60% male and 40% female attendees. *But the real story lies within our military connection.* While over 20% of the adult U.S. population has at least one tattoo, in the military that number skyrockets. It's estimated that over 75% of military personnel—and up to 90% in combat roles—are tattooed.

For those under 40, the percentage of tattooed adults rises to 47%, aligning perfectly with our target age demographic for military personnel. In Fayetteville, where our convention was born, we sit at the heart of one of the highest “tattoo shop per square mile” ratios in the nation. This makes our convention the ideal gathering place for both tattoo enthusiasts and artists alike, particularly those with a military background.

Marketing and Event Reach

Our marketing efforts are meticulously planned to ensure maximum exposure for our sponsors and partners. We have a highly optimized website featured on all major search engines, reaching thousands of potential attendees. We also deploy email campaigns to local media outlets and their extensive mailing lists, ensuring wide visibility across the region.

You'll find our event listed on all major tattoo convention websites, and for six months leading up to the convention, we'll have billboard advertisements on I-95—guaranteeing that no one traveling through will miss the big event. We've also partnered with the surrounding military bases, ensuring the convention is sanctioned and promoted to all military personnel.

Finally, our dedicated street team will distribute over 100,000 flyers throughout the Fayetteville area in the 12 months leading up to the show, ensuring everyone knows where to be when the All American Tattoo Convention arrives.

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AATC Sponsorship Levels:

Title Sponsor: \$10,000

- Four (4) 10'x10' booths as soon as you enter the convention in the main entrance (if Needed).
- Your logo will be displayed on our social media graphics leading up to the event.
- Title sponsorship on the "Best In Show" tattoo contest award.
- Your company or organization's logo is printed on all printed material leading up to and during the event.
- Banner placement on the main stage for the duration of the event.
- Your logo and information are prominently displayed on the website homepage.
- One Hotel Room, if needed (Thursday-Monday AM)
- Twice monthly posts on all social media channels promoting your brand.
- Your logo is the title sponsor on the cover of our event guide.
- Full-page ad in the event guide.
- The sponsor page on the AATC website showcases your support for our tattooed military.
- Ten (10) weekend passes

Deadlines:

Fayetteville - Feb 1st, 2025

Tacoma - May 1st, 2025

Platinum: \$6,000

- Two (2) 10'x10' booths as soon as you enter the convention (If Needed).
- Your company or organization's logo is printed on most printed material leading up to and during the event, including prominent placement on the souvenir signature poster.
- Banner placement in the main entrance.
- One Hotel Room (Thursday-Monday AM)
- Your logo and information on the website and some social media graphics.
- Multiple posts on all social media channels promoting your brand.

- Full-page ad in the event guide as well as on our sponsor's page.
- The sponsor page on the AATC website showcases your support for our tattooed military.
- Five (5) weekend passes

Deadlines:

Fayetteville - Feb 1st, 2025

Tacoma - June 1st, 2025

Gold: \$3,000

- Two (2) 10'x10' booths (If Needed).
- Banner placement in the main entrance.
- Your logo and information on the website.
- Multiple posts on all social media channels promoting your brand.
- Half-page ad in the event guide as well as on our sponsors page.
- The sponsor page on the AATC website showcases your support for our tattooed military.
- Five (5) weekend passes

Deadlines:

Fayetteville - Feb 1st, 2025

Tacoma - June 1st, 2025

Silver: \$1,000

- One (1) 10'x10' booth (If Needed).
- Banner placement in the main entrance.
- One promotional post on all social media channels promoting your brand.
- Quarter page ad in the event guide as well as on our sponsors page.
- The sponsor page on the AATC website showcases your support for our tattooed military.
- Three (3) weekend passes

Deadlines:

Fayetteville - Feb 1st, 2025

Tacoma - June 1st, 2025

Brass: \$500

- Table presence at the entrance. (manned or unmanned)
- Quarter page ad in the event guide as well as on our sponsors page.

- The sponsor page on the AATC website showcases your support for our tattooed military.
- Three (3) weekend passes

Deadlines:

Fayetteville - April 1st, 2025

Tacoma - Sept 1st, 2025

Individual Sponsorship Items

Collectible Coin Sponsor: **\$2,500**

- The collectible AATC Challenge coin is debuting in 2025 and one lucky sponsor will be able to have their logo on it! One side will have AATC on it and the back will have the sponsors information. Only one of these are sold each year and this coin will come with your booth package so every person who is an artist or vendor will receive one of these. Limited to only 1,500 a year.

Deadlines:

Fayetteville - Feb 1st, 2025

Tacoma - May 1st, 2025

AATC VIP Bag Sponsor: **\$800**

- This sponsorship gives the sponsor the ability to place materials inside of every VIP bag, want to add your logo and information to a bag every VIP ticket holder will get? Want to add product samples? Want to have them pick up the bag at the "Sponsor Name VIP bag table"? We can make it happen!

Deadlines:

Fayetteville - Feb 15th, 2025

Tacoma - June 15th, 2025

AATC Collectors Choice Sponsorship: **\$1,500**

- This year all tattoos will be cataloged and posted online to allow the people to vote on an "AATC Collectors Choice" overall winner. This prize package includes \$500 to the person wearing the tattoo and a FREE booth for the next year for the artist who wins! The sponsor of this contest will have their logo on every vote page of our website and the actual award will be named after your company! Voting will last for 30 days after the

2024 show! You will also be able to give a prize package to the winners as well, lets talk about it!

Deadlines:

Fayetteville - Feb 15th, 2025

Tacoma - June 15th, 2025

AATC Artist Lounge Sponsorship: \$1,000

- This year we will let one lucky company have access to our artist area for their VIP guests. The company will receive access to the artist lounge for anyone they want (up to 25) and the lounge will be named for your company for the 2024 show! Come check out the "VIP Lounge brought to you by COMPANY NAME"!

Deadlines:

Fayetteville - March 1st, 2025

Tacoma - July 1st, 2025

AATC Rafter Banner: \$750

- Hang a 15'x25' banner above your booth or along the wall of the show! This includes the banner printing and hanging fee. You will be seen continuously all weekend by the convention goers and artists/vendors!

Deadlines:

Fayetteville - Feb 1st, 2025

Tacoma - June 1st, 2025

Additionally, submissions of sponsorship and/or offers of any kind are welcomed.

Contact Ryan Harrell / 910-920-1001 / allamericantattooconvention@gmail.com

Production / Sponsorship / Entertainment