



# UNICON

LATVIA'S LEADING POP-CULTURE  
ENGAGEMENT PLATFORM





# WHAT IS UNICON?

UniCon is Latvia's flagship pop-culture convention connecting brands with highly engaged fandom communities through live experiences.

Key pillars:



Cosplay



K-POP



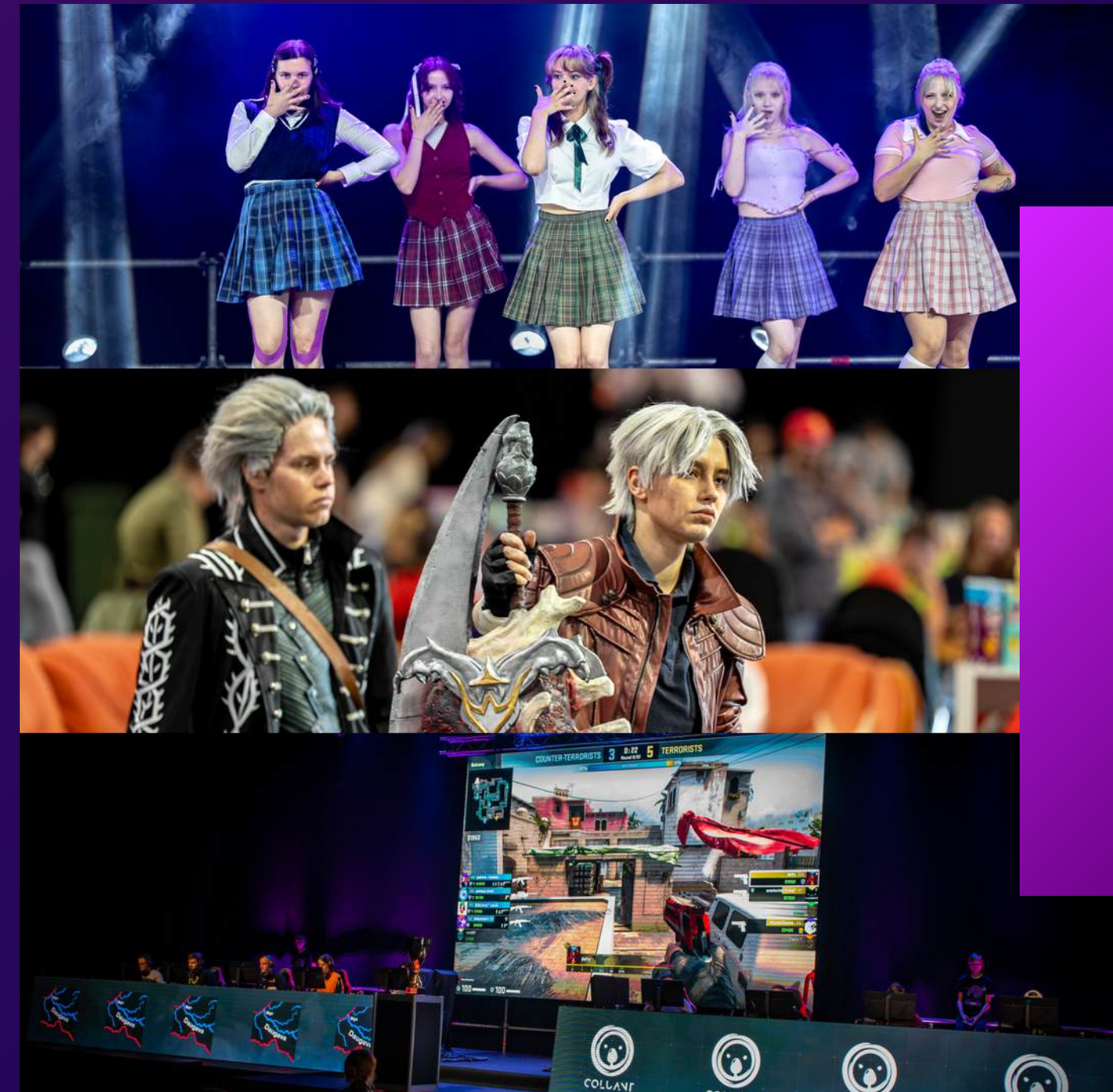
Gaming & eSports



Pop culture & creators



Youth & digital culture







# EVENT PORTFOLIO

WinterCon X: 10 - 11 January 2026, Riga, is the last edition of WinterCon. From 2027 winter events will be named “UniCon Winter”. Expected amount of visitors 15 000.

UniCon 2026 will take place on 14 - 16 August 2026, Riga. Expected amount of visitors 20 000.

New production of “UniCon Estonia” is scheduled for 30-31 May 2026 at Alexela Concert Hall, Tallinn. Expected amount of visitors 4 000.

[AFTERMOVIES](#)







## Who attends UniCon events

Annual Attendance

31 000

2025 data

Return Customers

85%

Majority repeat audience

Average Spending

€ 200

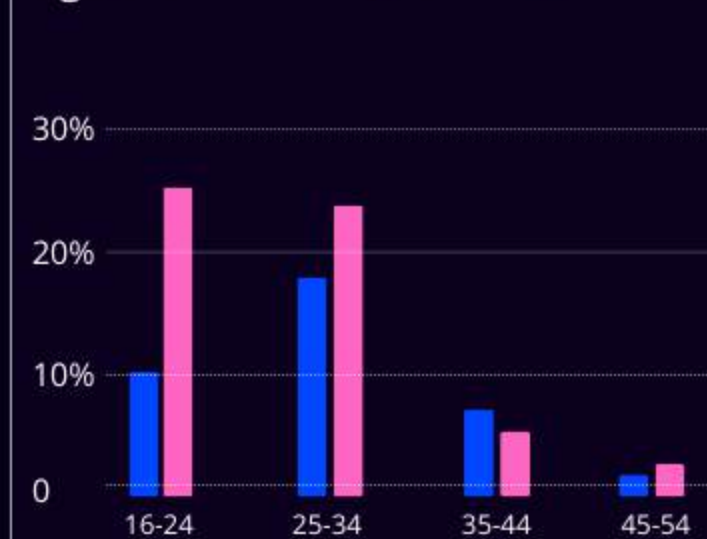
On merchandise  
per visitor

Female to Male Ratio

56% / 42%

Balanced Gender  
Audience

### Age & Gender



### Social Media Presence

Total Audience

90 000



YouTube	Instagram	Facebook
60 000	13 500	10 500
Tik Tok	X	Discord
4 000	1 000	1 000

# AUDIENCE SNAPSHOT

UniCon attracts a highly engaged, repeat-driven audience with strong purchasing behavior and balanced gender representation.

Attendance is built around loyal returning visitors, resulting in extended on-site dwell time and consistent interaction with brands, activities, and merchandise. The audience is concentrated in the 16–35 age segment, while maintaining meaningful reach into older demographics with higher spending capacity.







## High Dwell Time

UniCon visitors typically spend multiple hours on-site, moving between stages, zones, and activities. This extended exposure significantly increases brand recall compared to short-visit trade events.

**Stronger brand recall and message retention.**



## Visual-First Environment

Cosplay, performances, and gaming stages create visually striking moments that naturally drive photography, video, and social amplification during and after the event.

**Amplified visibility across digital channels.**



## Participatory Culture

Cosplay contests, gaming tournaments, workshops, and interactive zones actively involve attendees, generating organic content, social sharing, and repeat brand interactions.

**Higher engagement and user-generated content.**



## Trusted Community Platform

UniCon is a long-standing, community-driven event. Brands integrated into the experience benefit from positive association and trust transfer rather than perceived interruption.

**Enhanced brand credibility and authenticity.**





# OUR PARTNERSHIP PHILOSOPHY

01

## Experiences

Brands become part of the visitor journey through interactive zones, contests, stages, and on-site activations rather than passive placements.

*Memorable brand interaction*

02

## Cultural Presence

Brands gain relevance by participating in the culture itself, not by interrupting it - creating authenticity that audiences accept and amplify.

*Authentic brand relevance*

03

## How We Work With Partners

Co-created activations tailored to partner goals. Flexible formats across UniCon and seasonal editions. Clear deliverables and operational execution

04

## What We Create for Our Partners

Our goal is not exposure alone, but meaningful integration into the UniCon experience.





# SPONSORSHIP ARCHITECTURE

These are investment levels, not fixed packages. Higher tiers mean deeper integration and greater impact.

**Premium Partner** represents event-level ownership, designed for brands seeking maximum visibility, category leadership, and long-term association with UniCon as a cultural platform.

**Zone Partner** focuses on ownership of a specific passion vertical—such as cosplay, gaming, or K-pop—prioritizing relevance and depth within clearly defined, highly engaged communities.

**Experience Partner** integrates directly into the visitor journey through activations, lounges, contests, or interactive formats, emphasizing measurable engagement, dwell time, and memorable brand interaction.

## Partnership Packages



### ZONE PARTNER

- Brand aligns with a specific passion community
- Deep engagement rather than broad exposure
- Strong thematic and experiential integration

From €5000



### PREMIUM PARTNER

- Brand is positioned as a core pillar of the event
- Association extends across all major audiences and platforms
- High exclusivity and long-term brand equity

€25 000



### EXPERIENCE PARTNER

- Brand becomes part of the visitor journey
- Measurable engagement and dwell time
- Flexible formats adapted to brand goals

From €1000

All partnerships are custom-built.



# CONTACT US

For partnership inquiries, sponsorship opportunities, or participation options, please contact the UniCon organizing team.

We will be happy to provide a tailored proposal based on your objectives.

 +371 29206729

 [www.unicon.lv](http://www.unicon.lv)

 [office@unicon.lv](mailto:office@unicon.lv)