

UniCon

2027

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



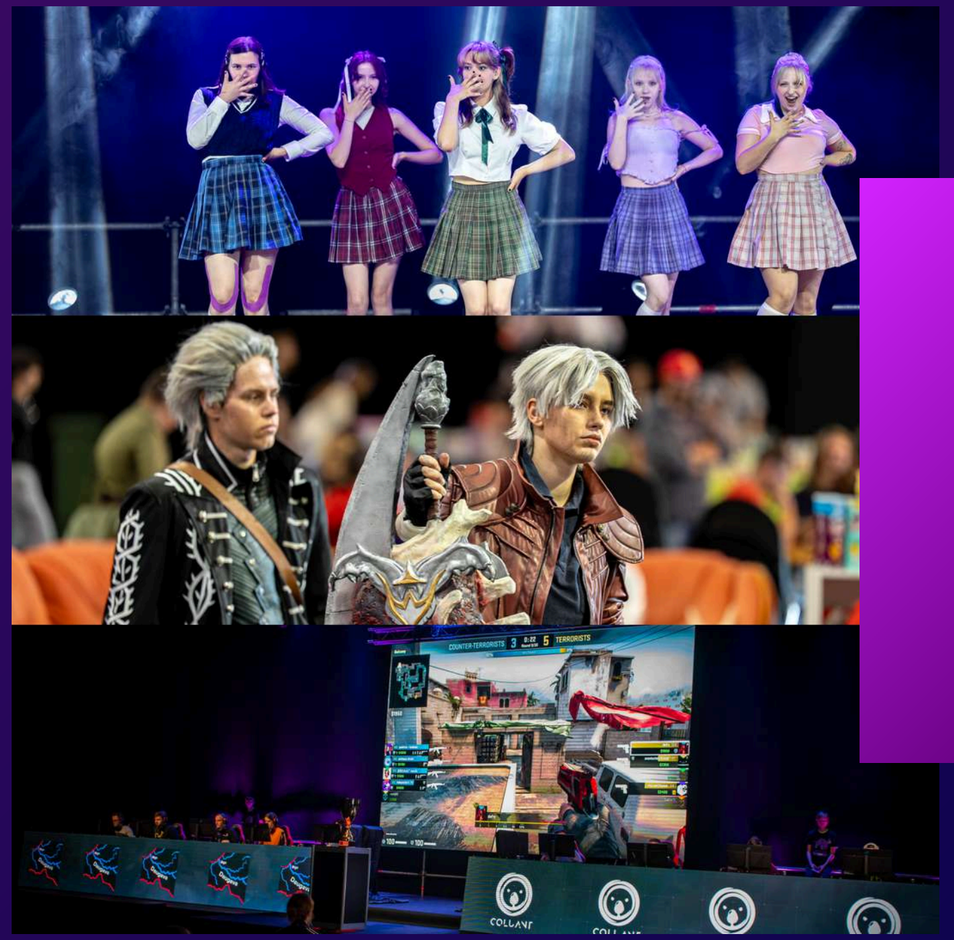
Gaming & eSports

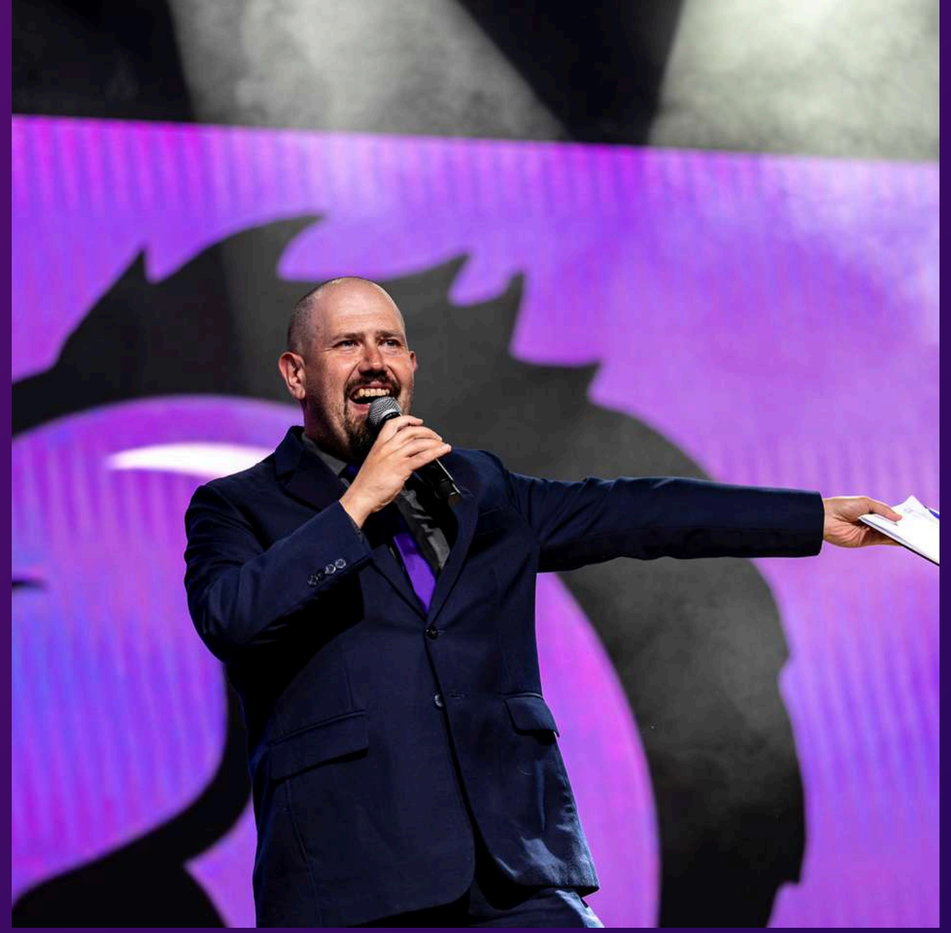


Pop Culture & Creators



Youth & Digital Culture







EVENT PORTFOLIO

UniCon Winter: 8 - 10 January 2027, Riga. Expected amount of visitors: 18 000.

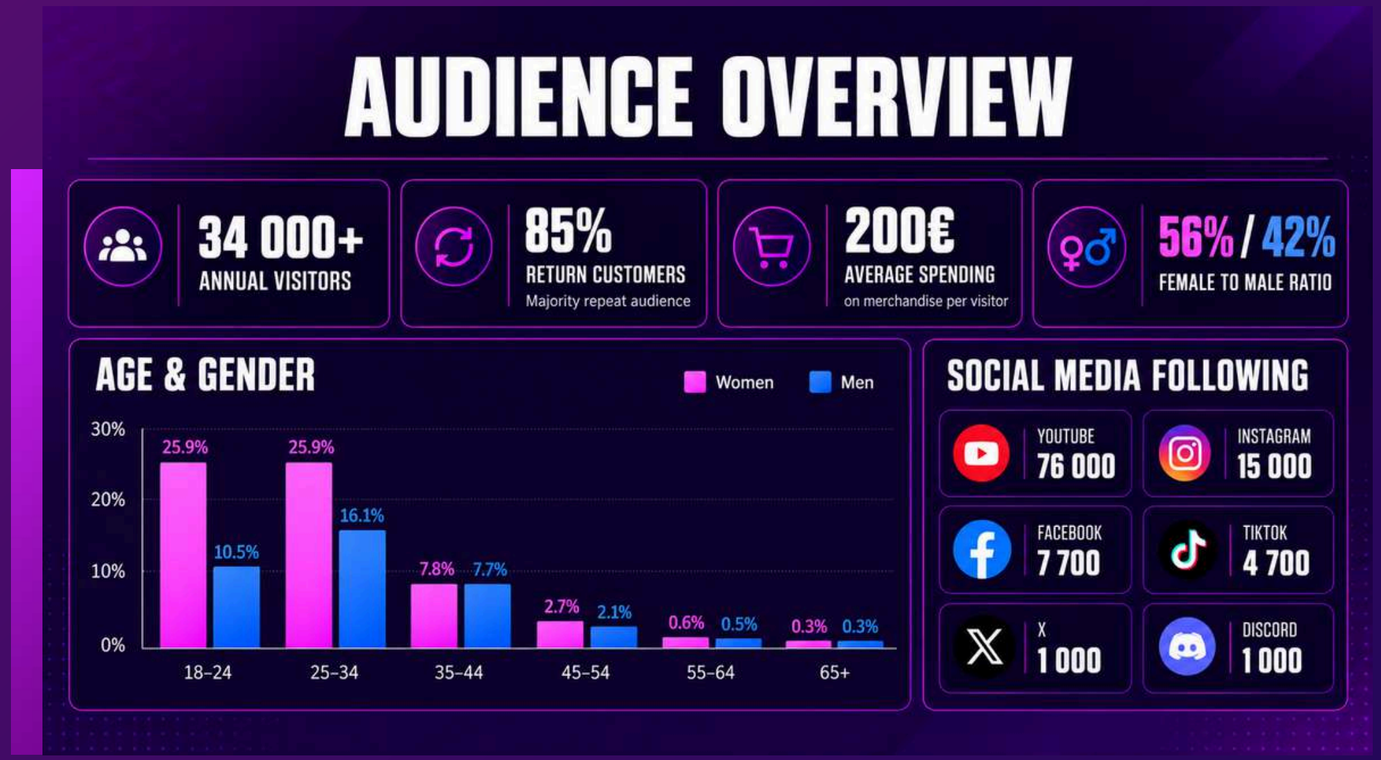
UniCon 2027 will take place on 13 - 15 August 2027, Riga. Expected amount of visitors: 23 000.

UniDance: new dances orientated production sheduled for April 2027. Expected amount of participants and visitors: 2 000.

New production of “UniCon Estonia” is scheduled for October 2027 at Alexela Concert Hall, Tallinn. Expected amount of visitors 4 000.

AFTERMOVIES

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 association with a specific passion community
- High-relevance thematic integration
- Deep engagement with a targeted audience
- Strong on-site visibility and activations

From €5000



PREMIUM PARTNER

- Lead brand visibility across the event ecosystem
- Cross-channel exposure before, during and after the event
- Priority access to large-scale activations and custom integrations
- Long-term brand association with UniCon

€25 000



EXPERIENCE PARTNER

- Integration into the visitor journey through interactive touchpoints
- Product demos, contests, lounges or hands-on activations
- Designed for measurable engagement and dwell time
- Flexible formats tailored to partner goals

From €1000

All partnerships are custom-built.

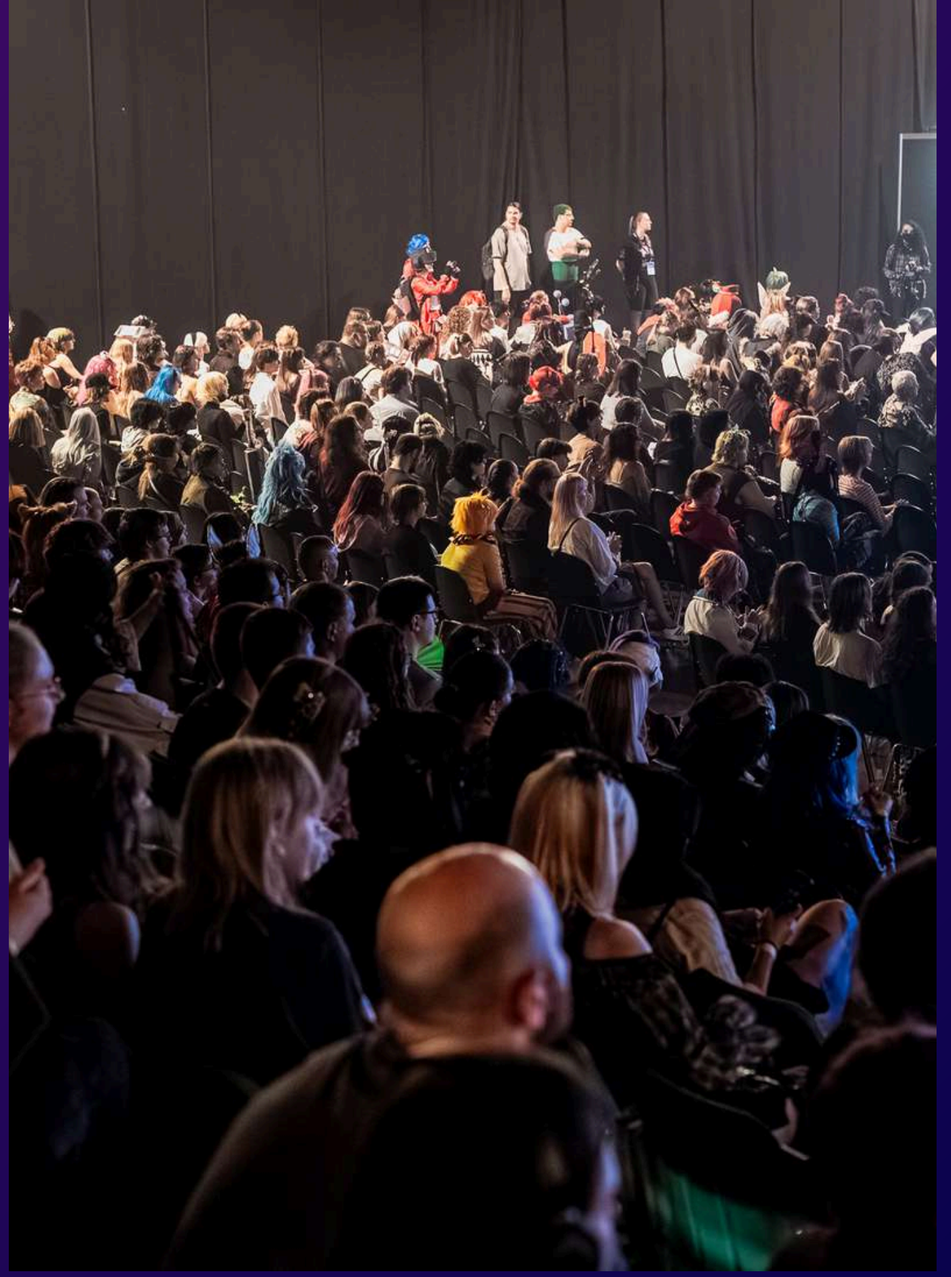
SPONSORSHIP OPPORTUNITIES

Premium Partner Stage & Programme Naming (includs extra branding):
Cosplay Stage or K-Pop+ Stage by your brand name + Stage Design

Zone Partner contest or tournament zone branding, such as: eSports Zone, Consoles Zone, Cloakroom branding, water/refill point, photo zone, program guest sponsorship, hospitality tour and more.

Experience Partner separate game title sponsor, Cosplay Repair Station sposnor, branded scavanger hunt, lanyard sponsor, wristband sponsor, venue map, fan package sponsorship and more.

Regular reatail and exhibition space information is avaiable at our website: https://unicon.lv/rules/exhibition-rules





CONTACT US

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

Tell us your objective and budget and we will be happy to provide a tailored proposal based on your objectives.

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