



# KURAYAMICON

A Haunting New Convention  
for Baltimore's Future

PRESENTED BY:





# INTRODUCTIONS



*Photo Credit: Charles Parker*

*Growing up in Baltimore, I often found beauty in the midst of despair; developing a well-rounded skill set as a Creative Director and Visual Artist while cultivating my own 'dark and macabre aesthetic.'*

*My surroundings also taught me not just to face my fears but to grow from them— learning to shine even in the darkest times.*

*After two decades of attending and eventually becoming the Art Director of a convention that once inspired me, I'm excited to introduce **KurayamiCon**. This event is a heartfelt convergence of Baltimore's rich culture; returning the city to the cultural force that shaped and forged my creative visions.*

**RACHEL AU**

O.O. Inc. CEO/KurayamiCon Director





# WHAT WE DO FROM THE SHADOWS

At *Occult Operations Inc.*, our team may currently be small but our passion is as dynamic as the fandoms we represent.

Led by seasoned professionals and Baltimoreans with connections to the convention world, we're more than just ambitious event organizers — we're creators, visionaries, and passionate advocates for the arts and alternative communities.



**Michelle Hunt**

*Digital Marketing*

Board of Director



**Vince Elder**

*Audio Engineer/ Musician*

Board of Director



**Ralph Perry**

*Customer Service*

Board of Director



**Rosalind Perry**

*Accountant*

Treasurer

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# OUR VISION AND FUTURE



## Our Vision - *KurayamiCon*

*KurayamiCon will be an immersive celebration of **Asian Horror, The Occult, and their global influence in pop-culture**. This will allow us to explore and showcase Horror/Dark Fantasy storytelling in other cultures around the world in conjunction.*

The convention will also include elements of: anime, movies, comics, science fiction, literature, video games, music, and showcasing the creative independence of local and visiting artists.



## Our Future - *Occult Operations Inc.*

*Occult Operations Inc. is a non-profit **dedicated to empowering artists and creatives who find themselves on the fringes of mainstream culture**.*

Our mission is to create immersive and collaborative experiences that promote inclusive community engagement, artistic expression, and cultural appreciation by hosting events like *KurayamiCon*.



# THE SPELLBINDING EFFECT OF CHARM CITY

When it comes to conventions in Baltimore, there's one big name that everyone remembers...and left in 2016, taking a chunk of the city's identity with it.

But we're ready and able to fill that void.

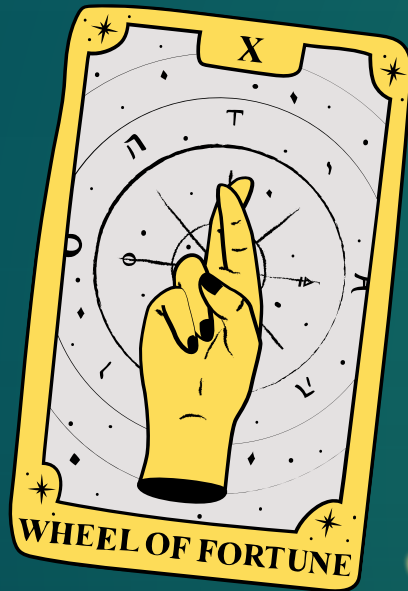
We're not just aiming to create a convention—we're setting out to be the city's new flagship event while boosting both the local economy and Baltimore's reputation as a creative and hospitable hub.

*Photo Credit: Rachel Au*



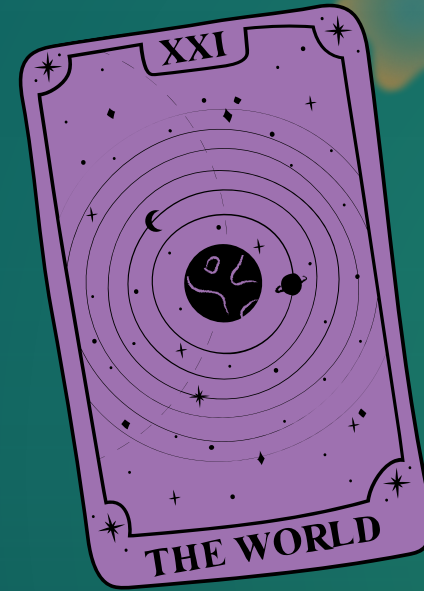


# ABUNDANT WEALTH IS IN THE CARDS...



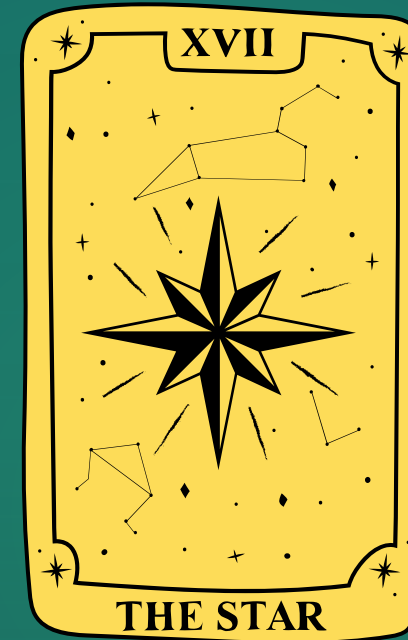
## Economic Growth

Based on similar events, the estimated economic impact could range between **\$2-5 million**; providing a substantial boost to the city's economy and fostering long-term growth driving tourism and supporting local businesses



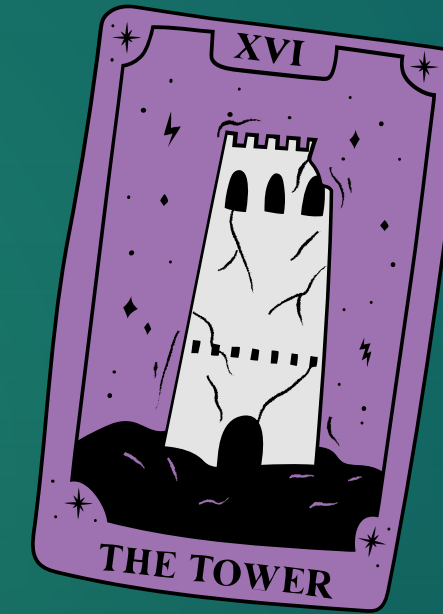
## Community Building

Foster collaboration between **local artists, creators, local schools, and enthusiasts**, while drawing fans from across the country and world



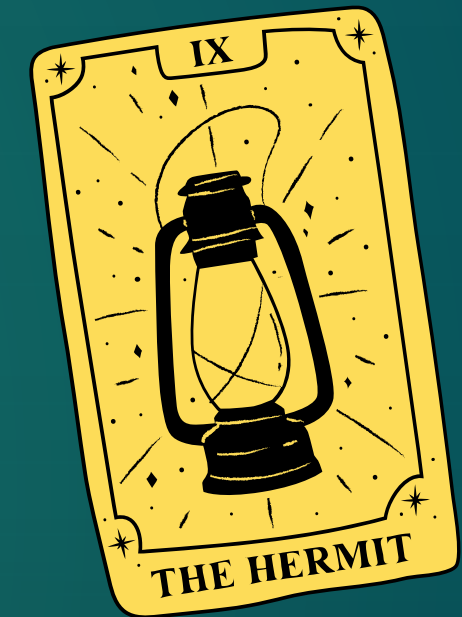
## Volunteer & Internships

**Opportunities for students and young professionals**, offering training in event planning, customer service, marketing, media, and more



## Refreshed Public Perception

By highlighting the city's vibrant culture and fostering a sense of community through common interests, we can **positively impact how Baltimore is viewed and experienced**



## Connecting to Baltimore's Roots

As the city of Edgar Allan Poe, **Baltimore is renowned for its Gothic and horror heritage**. There's a natural synergy between the city's dark roots and the strong interest in both anime and Gothic subcultures among Baltimore natives.



# RESURRECTING OUR NERDY ROOTS

Anime and cosplay are key ingredients for any Japanese culture niche event. They have also been an increasingly growing hobby over the last 10 years.

The global anime market is projected to surpass **\$48 billion** by 2030 and U.S. fans have shown increasing demand for new conventions and pop culture events.

Baltimore, with its young, diverse, and nerdy entrepreneurial population is primed for the introduction of more experimental and novel events that cater to this shared interest.

*Photo Credit: Rachel Au*







# TIMING, THEMATIC ADVANTAGE & LOCATION

*KurayamiCon* would be ideally be held during **late September-October**; capitalizing on the Halloween season when interest in Horror, dark arts, and the eerie oddities is at it's high.

This timing also avoids clashes with major regional conventions.

A convention with a **Japanese Horror** and **Gothic** theme would offer something fresh to the convention circuit, making Baltimore a prime destination for fans, hobbyist, and peaked interests.

*Photo Credits: Nicholas Yau/Universal Studios Japan*



LOCAL EVENTS BASED ON TARGET AUDIENCE (2023)		Event Name	Type	Location	Average Attendance	Days Held	Average Revenue
		Colossalcon East	Anime	Pocono Mtns, PA	20,000+	4 (Sept)	\$5M+
		Katsucon	Anime	National Harbor, MD	24,000+	3 (Feb)	\$4.5M+
		Otakon	Anime	Washington, D.C.	45,000+	3 (July)	\$8M+
		FrightReads Book Fest	Horror Lit	Millersville, MD	2,500+	2 (Sept)	\$0.25M+
		Baltimore Artscape	Art	Baltimore, MD	44,000+	3 (Aug)	N/A (Free Event)
		Nightmare Weekend Richmond	Horror	Richmond, VA	8,000+	3 (Oct)	\$1.2M+
		MagFest	Video Gaming	National Harbor, MD	15,000+	4 (Jan)	\$5M+



# WHAT KURAYAMICON OFFERS

While other shows serve as a celebration of broad Japanese culture, *KurayamiCon*'s focus on horror and gothic storytelling offers something refreshing to the convention circuit.

*KurayamiCon* can offer FX workshops, horror filmmaking panels, Japanese culture sessions and more alongside original programming and concepts.

Our MC, Raven, will also be the face and one of the voices *KurayamiCon*, building hype year round via social media.

*"Raven the Witch" Art Credit: M.zArtz*



# OUR VENUE

**While we're all about dreaming big, we also know the importance of staying grounded in reality.**

For our inaugural event, we're planning to host *KurayamiCon* at **The Maritime Conference Center**, just 15-20 minutes from Downtown Baltimore. This will allow us to test the event and gauge interest before moving Downtown if we feel that the next step for growth.

**Here's why we believe this location is the perfect fit:**

## **Meeting Spaces & Lodging**

With a combined 55 event spaces, renovated state of the art theater, and 232 guest rooms on property, **The MCC** would be the ideal host all events and programming for expected attendees.



## **Travel Accessibility**

For our out-of-town guests, the location is just a quick 5-minute ride from **Baltimore/Washington International Thurgood Marshall Airport**. And for local attendees, easy access to the **light rail, MARC train, and multiple bus lines**. **MCC** also offers a shuttle service at zero cost to event attendees.

## **Food Options**

While there are a number of local and affordable food options nearby, **MCC** offers breakfast, lunch, breakout snack options, and dinner buffets for guest staying on the property but also to attendees of the events being held.



## **Cost Effective**

Mid to Large-scale events come with financial challenges. Rather than the expected venue for our inaugural event, the **Baltimore Convention Center**—we're able to keep costs manageable with this approach first with sought after amenities already included in ticket prices.



# KURAYAMICON EXCLUSIVE EVENTS

(SEE PG. 28-29 FOR MARKETING OPPORTUNITIES)

**At *KurayamiCon*, we're not trying to reinvent the wheel—we're just adding our own unique spin. Our goal is to take fan-favorite experiences and elevate them with fresh ideas and exclusive twists that you can't find anywhere else**



## **Horror Film Theater**

Dedicated screening room to showcase a curated selection of Asian horror films, known for their psychological intensity and supernatural elements, alongside Western films with similar dark, thematic undertones



## **Let's Play Stage**

Stage for the presenting gamer(s) to showcase their skills in real-time, engaging with a live audience. This interactive stage will not only feature solo gameplay but also host exciting competitions, tournaments, and collaborative gaming sessions where the audience can join in on the action



## **OC (Original Character) Pageant**

Along side the traditional Hall Costume Contest, this pageant would cater to cosplayers and artists to challenge not only their skills of costuming, but also bringing original characters to life for a panel of judges. Creators would be given a prompt to work with.



## **Catacombs Music Showcase**

A curated concert of DMV and visiting talent (4-5 acts) in metal, rock, alternative rock, industrial, punk, dark pop, synth-pop, nerdcore/filk, rap, or any other genre. Concert headlined by one of the listed acts



## **Goth Prom & 19th Century Formal Ball**

Two different themed experiences: One celebrating the elegance and history of Baltimore through elaborate costumes and refined ambiance; the other being a traditional prom vibe with a dark and stylish makeover





# CURATED WORKSHOPS AND PANELS

## EXAMPLES\*:

### **"Tales from the Underworld"**

A deep dive into the portrayal of witches and the occult across anime and horror genres, exploring how these depictions reflect societal fears and fascinations.

### **"Summoning Your Inner Villain"**

A panel for cosplayers focused on embodying sinister characters from anime, horror films, and Gothic fiction, with tips and techniques on costume design and performance.

### **"Horror Soundscapes: The Power of Music"**

Exploring the role of eerie soundtracks and atmospheric music with examples from classic and modern works that send chills down the spine

### **"From Poe to Ito: Gothic Literature In Asian Horror"**

A panel comparing Western Gothic literature, like that of Edgar Allan Poe, with the unique horror storytelling styles found in Japanese and Korean horror media

### **"Nightmare in Ink – An Illustration Workshop"**

A hands-on workshop where attendees learn to create dark, macabre art inspired by horror, gothic, and Asian folklore under the guidance of professional horror illustrators.

### **"Scream Queen Acting"**

An acting workshop that teaches participants how to embody fear, suspense, and terror to convincingly play the iconic victim or villain in horror scenes.

### **"Blood and Shadows" – Spooky Lighting & Photography"**

A photography workshop focused on capturing eerie, cinematic scenes using lighting techniques

\*In Addition to Fandom/Guest Panels





# CHILD FRIENDLY CONTENT

## EXAMPLES:

### "Supernatural Science Show"

A science demonstration with a spooky twist, showing how “magic” tricks are really scientific principles in disguise—like making slime or using dry ice.

### "Face Painting and Temporary Tattoos"

Booths offering Halloween-themed face painting and temporary tattoos, like vampire fangs, bats, or cute ghosts

### "Scary Stories for Kids"

A storytelling session featuring spooky but not-too-scary stories, narrated by professional storytellers in a darkened but friendly atmosphere

### "Kid-Friendly Anime Screenings"

Screenings of horror or fantasy-themed anime suitable for children, such as *Spirited Away*, *Kiki's Delivery Service*, *Yokai Watch*, and more

### "Raven's Trick-or-Treat Trail"

Kids can dress up in costumes and collect candy at different booths or from cosplayers as they walk through a haunted but playful trail around the convention

### "Monster Dance Party"

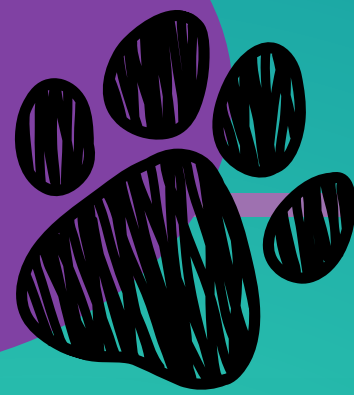
A fun, spooky-themed dance party with age-appropriate music, glow-in-the-dark decorations, and costumed characters interacting with the children

### "Pumpkin Decorating Contest"

A non-carving pumpkin decorating contest where kids can paint or accessorize small pumpkins with spooky designs, with prizes for creativity



# BAIZEL'S BAAZAR



**Baizel's Bazaar is the heart of KurayamiCon.**

Managed by Raven's familiar, Baizel, our marketplace will showcase various unique talents of artisans and merchants. The Bazaar will offer a diverse selection of handmade goods and niche products that cater to the alternative and pop culture crowd.

*Baizel's Bazaar* is a haven for those who thrive on the unconventional. Celebrating the artistry and vision of creatives who bring the eerie and extraordinary to life.

*Photo Credit: Anime Expo*



# BAIZEL'S BAAZAR

## Interested Merchant/Artist Types:

- **Custom Art and Prints** – Original works from talented illustrators, painters, and graphic designers
- **Handmade Jewelry and Health/Beauty Goods** – Dark, gothic, and occult-inspired jewelry, hairpieces, as well as custom goods like make up, lotions, and other essentials
- **Cosplay and Props** – Artisans offering custom-made costumes, wigs, and detailed props for both casual cosplayers and serious competitors
- **Gothic and Lolita Fashion** – Indie designers selling one-of-a-kind clothing, shoes, and accessories with a focus on alternative and J-fashion trends
- **Horror-Themed Plushies and Dolls** – Creators who specialize in crafting eerie but cute plushies, dolls, and figurines based on creepy characters and original designs
- **Spooky Home Décor** – Vendors offering unique, handcrafted décor like candles, skulls, artwork, and other macabre items to bring a touch of darkness to your space
- **Occult and Witchcraft Supplies** – Sellers offering ethically-sourced crystals, tarot decks, spell books, and other metaphysical items for the magically inclined
- **Horror Comics and Zines** – Independent publishers featuring self-made comics, zines, and graphic novels with dark, supernatural, and alternative stories
- **Collectibles and Memorabilia** – Limited-edition figures, pins, stickers, and rare horror and anime merchandise curated for collectors



# ENCHANTING BALTIMORE'S CREATIVE INDUSTRY

As much as there is a undying passion for The Arts in Baltimore, there is a lack of support and resources that allow freedom to create for those without privilege.

*Occult Operations Inc.* has solutions for most pain points.

Studies show community-driven arts events can contribute to improved mental health, local engagement, and urban renewal with 20% of local artists reporting more consistent revenue streams from participating in conventions and art shows.

*Photo Credit: Rachel Au*





# O.O.I. COMMUNITY INITIATIVES



1

**Provide opportunities for local artists and creators to collaborate and showcase their work through *KurayamiCon***

2

**Enhance access to the arts for children and adults through partnerships with local schools and organizations**

3

**Hosting micro events throughout the year and around Baltimore leading up to *KurayamiCon* for community engagement**

4

**Award grants for local artists to develop new projects and ideas that fuel Baltimore's culture**

5

**Donating 5% of convention revenue to local charities supporting arts education and families in need**



# RAVEN'S APPRENTICE PROGRAM

***Raven's Apprentice Program*** is KurayamiCon's exclusive volunteer program designed for teens (aged 14-18) to gain hands-on experience in the world of event planning and production.

From logistics and programming to customer service and creative roles, participants will work alongside experienced staff and industry professionals, gaining valuable skills that can help fuel their future careers.

This program also provides a unique opportunity for teens to earn volunteer hours for school while contributing to the success of a major convention. It's the perfect way for young fans to learn, grow, and be part of the magic behind the scenes.







# SPONSORSHIP, ENDORSEMENTS & MARKETING OPTIONS

By partnering with us, we can create a truly unforgettable experience that elevates your brand as a supporter of innovation and creative exploration.

We offer customizable sponsorship packages designed to fit a range of budgets and goals; while also welcoming collaborative marketing strategies to engage our shared audiences for maximum impact.

*Photo Credit: Charles Parker*

*Customizable packages may negotiate digital, prize, media, promotional or in-kind sponsorships in lieu or in exchange of financial sponsorships.*



# SPONSORSHIP PACKAGES

*\*VIP Benefits TBD*

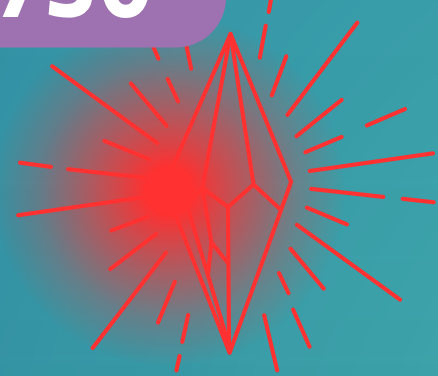
**\$250**



## Emerald Sponsor

- 2 Full Day Passes
- Company Logo on website
- Sponsor Announcement

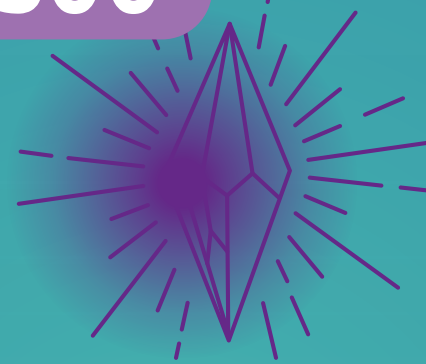
**\$750**



## Ruby Sponsor

- 4 Full Day Passes
- Company Logo on website
- Sponsor Announcement
- 1/4 sized Ad space in Program Book

**\$1500**



## Amethyst Sponsor

- 2 Full Day & 2 VIP\* Passes
- Company Logo on website
- Sponsor Announcement
- 1/2 sized Ad space in Program Book
- Marketplace Booth Space
- Ad in KyC Newsletter

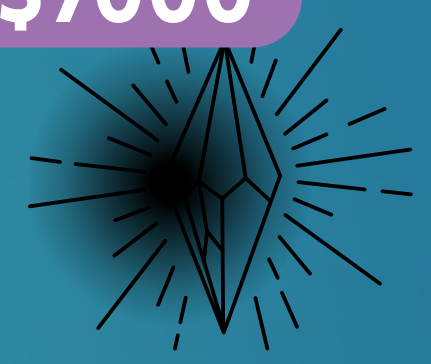
**\$4000**



## Diamond Sponsor

- 3 Full Day & 3 VIP\* Passes
- Company Logo on website
- Sponsor Announcement
- 1/2 sized Ad space in Program Book
- Marketplace Booth Space
- Monthly Ad in KYC Newsletter
- Panel Hosting Opportunity
- Logo on KyC Travel Marketing Banner

**\$9000**



## Obsidian Sponsor

- KurayamiCon Presenter Credit
- 4 Full Day & 4 VIP\* Passes
- Company Logo on website
- Sponsor Announcement
- Full page Ad space in Program Book
- Larger Marketplace Booth Space
- Monthly Ad Space in KYC Newsletter
- Panel Hosting Opportunity(s)
- Logo on KyC Travel Marketing Banner



# MARKETING OPTIONS & ADD-ONS\*

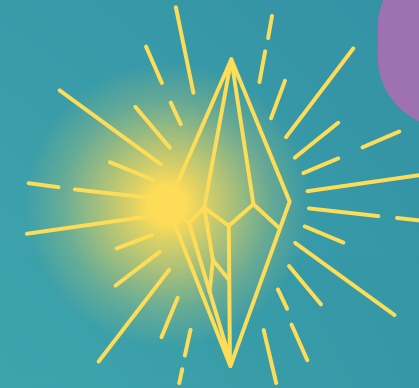
**\$2500**



## Let's Play Stage

- 2 VIP and 4 Full Day passes
- Branding rights for the stage (e.g., "KyC Let's Play Stage: Powered By [Company Name]")
- Prominent signage on the stage and room banner
- Full-page or premium ad placement in the KurayamiCon program book
- Sponsor-provided prizes (e.g., cash prize, product, or merchandise)

**\$2500**



## Horror Film Theater

- 2 VIP and 4 Full Day passes
- Logo branding on the film screening room banner
- Sponsor mention before each screening
- Dedicated booth outside the screening room
- VIP seating for sponsor clients or VIP badge holders at screenings

\*Can be added to base sponsor package or purchased separately

# MARKETING OPTIONS & ADD-ONS\*

\$15000



## Catacombs Music Showcase

- 4 VIP and 8 Full Day passes
- Branding rights for the concert (e.g., "**Catacombs Music Showcase: Presented By [Company Name]**")
- Prominent signage at the concert stage
- Branded VIP seating or standing area near the stage for guests or attendees selected by the sponsor or O.O.I. Staff
- Full-page or premium ad placement in the *KurayamiCon* program book
- Mentions in all event teasers, countdowns, and promotions for the **Catacombs Music Showcase** on *KurayamiCon*'s social channels, official website, and newsletter
- Sponsor-branded recap videos and photo galleries shared on *KurayamiCon*'s social media

\$5000



## OC Pageant

- 2 VIP and 4 Full Day passes
- Branding rights for the pageant (e.g., "**KurayamiCon OC Pageant: Sponsored By [Company Name]**")
- Prominent signage at the contest stage
- Judge's seat for a representative from the sponsor
- Branded voting stations or ballots
- Sponsor-provided prizes (e.g., *cash prize, product, or merchandise*)
- Full-page or premium ad placement in the *KurayamiCon* program book
- Interactive Sponsor Booth near the pageant stage
- Mentions in all event teasers, countdowns, and promotions for the Catacombs Music Showcase on *KurayamiCon*'s social channels, official website, and newsletter

\$10000

X2  
CHANCES



## Goth Prom or 19th Century Formal Ball

- 4 VIP and 8 Full Day passes
- Branding rights for the dance(s) (e.g., "**The [Sponsor] Goth Prom**" or "**The [Sponsor] 19th Century Formal Ball**")
- Prominent signage on or at the event stage
- Sponsor-branded VIP area with exclusive seating, themed refreshments, and personalized experiences
- Full-page or premium ad placement in the *KurayamiCon* program book
- Mentions in all event teasers, countdowns, and promotions for the Catacombs Music Showcase on *KurayamiCon*'s social channels, official website, and newsletter
- Sponsor-branded photo booth or photo backdrop with event-specific themes (e.g., dark Victorian, Gothic elegance)
- Sponsor-branded recap videos and photo galleries shared on *KurayamiCon*'s social media

\*Can be added to base sponsor package or purchased separately



# COLLABORATION IS MAGICAL

*KurayamiCon is not just another convention or a personal dream -- it's the cultural resurgence that Baltimore deserves and an opportunity your brand has to be part of this creative transformation.*

We invite you to join us in this exciting new chapter. **As a sponsor, you'll have the chance to directly engage with thousands of dedicated and potential attendees, gain exposure to diverse and dynamic communities, and show your commitment to supporting the local economy and arts scene of Baltimore.**

Together, we can bridge the gaps between fandoms and build lasting connections with the next generation of passionate fans, innovative artists, and bold entrepreneurs. **Don't miss this unique opportunity that will shape Baltimore's creative future and identity for years to come.**

*"Baizel the Cat" Art Credit: Rachel Au*





# THANK YOU

For Your Consideration



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