

A BENEFIT FOR WILDFIRE RELIEF EFFORTS



UNITED WAY OF
GREATER LOS ANGELES

MULTI / **CON**

RECAP

MH

MULTIHOUSE

Multihouse is an award-winning creative agency and production company at the intersection of entertainment and social impact.

We took our collective love of culture and fandom and created MultiCon to be a convention experience that could help raise funds for our community in need.



OUR MISSION

Our fundamental belief is that doing good is good for business. Our love for storytelling transcends all mediums which is why Multihouse created an impact experience like no other.

With **MultiCon**, we harnessed our love of storytelling and social impact to help raise much-needed funds for the United Way of Greater Los Angeles to help rebuild following the devastation of this year's wildfires. We brought together our community for a day of fun, music, and celebration using the power of creativity to help heal our city.





MultiCon, the ultimate celebration of fandom and creativity, launched its inaugural event in the heart of Los Angeles at The Preserve LA—a breathtaking urban jungle and creative haven. This landmark event went beyond celebrating the worlds of pop culture and entertainment; it was a powerful opportunity to come together as a community and make a difference.

This first-ever MultiCon served as a benefit event for the United Way Greater Los Angeles. This day-long event welcomed hundreds of guests and featured exciting panels, interactive experiences, photo opportunities, gaming activations, exclusive merchandise, and the chance to win one-of-a-kind nerd collectibles as part of our silent auction fundraiser.

LOCATION

Set against the stunning backdrop of **The Preserve LA**, with its 6,500 plants and trees creating an oasis of hope and renewal, the inaugural MultiCon invited fans to celebrate what they love while contributing to the future of our city during this critical time.

MultiCon was held at The Preserve LA on February 22nd 2025 from 10am to 6pm.

EVENT PROGRAMMING

- **Exclusive Panels:** Featuring top celebrities, influencers, and industry leaders.
- **Immersive Experiences:** Step into your favorite worlds with interactive role-playing tabletop games.
- **One-of-a-Kind Merch:** Shop exclusive items designed specifically for this inaugural event.
- **Game On:** Game alongside notable gaming personalities.
- **Auction** of unique and collectible items and memorable experiences, everything from tickets to Beyoncé to original Stan Lee autographed comics!

Community Impact: Every ticket helped fund critical rebuilding efforts for wildfire-affected areas



EXCLUSIVE PANELS

Celebrity guests spoke on exclusive panels moderated around different fandom themes

SATURDAY, FEBRUARY 22, 2025
MULTI/CON
LOS ANGELES

A BENEFIT EVENT FOR LA WILDFIRE RELIEF EFFORTS UNITED WAY OF GREATER LOS ANGELES

STORIES OF THE WALKING DEAD

MAIN STAGE | 11:00 AM - 11:45 AM



Khary Payton
King Ezekiel
The Walking Dead



Michael Cudlitz
Sgt. Abraham Ford
The Walking Dead



Scott M. Gimple
Series Showrunner
The Walking Dead

Moderated by
Benjamin Watts



Get Your Tickets
seetickets.us/multicon

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WONDER WOMEN PANEL

MAIN STAGE | 11:55 AM - 12:40 PM



Jackie Tohn
GLOW, Nobody Wants This



Bitsie Tulloch
Superman & Lois

Moderated by
Perri Nemiroff
Collider



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THE KINGS OF COMICS

MAIN STAGE | 12:50 PM - 1:35 PM



Kevin Smith
Director & Producer
Clerks, Jay & Silent Bob



Rob Liefeld
Creator, Deadpool
Founder, Image Comics



Robert Kirkman
Creator
Invincible, The Walking Dead

Moderated by
Coy Jandreau
DC Studios Showcase
The Reel Rejects



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EXCLUSIVE PANELS

Panel programming ran throughout the day and offered compelling conversation

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A GALAXY OF GOOD

MAIN STAGE | 1:45 PM - 2:30 PM



Daniel Logan
Boba Fett
Star Wars: Attack of the Clones



Sean Gunn
Kraglin Obfonteri
Guardians of the Galaxy



Vivien Lyra Blair
Princess Leia Organa
Obi-Wan Kenobi

Moderated by
Greg Alba
The Reel Rejects



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VARIETY THROWBACK PANEL

MAIN STAGE | 2:40 PM - 3:45 PM



Kel Mitchell
Good Burger, All That



KayCee Stroh
High School Musical



Monique Coleman
High School Musical



Shar Jackson
Moesha, Good Burger

Moderated by
Katcy Stephan
Variety



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ANIMATION NATION PANEL

MAIN STAGE | 3:35 PM - 4:20 PM



Seth Green
Family Guy, Robot Chicken



Tara Platt
Naruto



Yuri Lowenthal
Spiderman, Naruto



Isaac Robinson-Smith
X-Men '97

Moderated by
Juju Green
AKA Straw Hat Goofy



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EXCLUSIVE PANELS

Celebrities and creators spoke to a live audience and broadcast throughout the day



EXCLUSIVE PANELS

The audience enjoyed hours of unique programming and panel discussions



CELEBRITY CONTENT

Celebrities appeared for the fans and participated in content and autograph signings



CELEBRITY CONTENT

Voice actors, creators, writers, directors and diverse talent entertained and raised funds



CELEBRITY CONTENT

Talent participated in behind the scenes content, photoshoots and press interviews



CELEBRITY CONTENT

Celebrity photographers were in attendance on the media team to capture the action



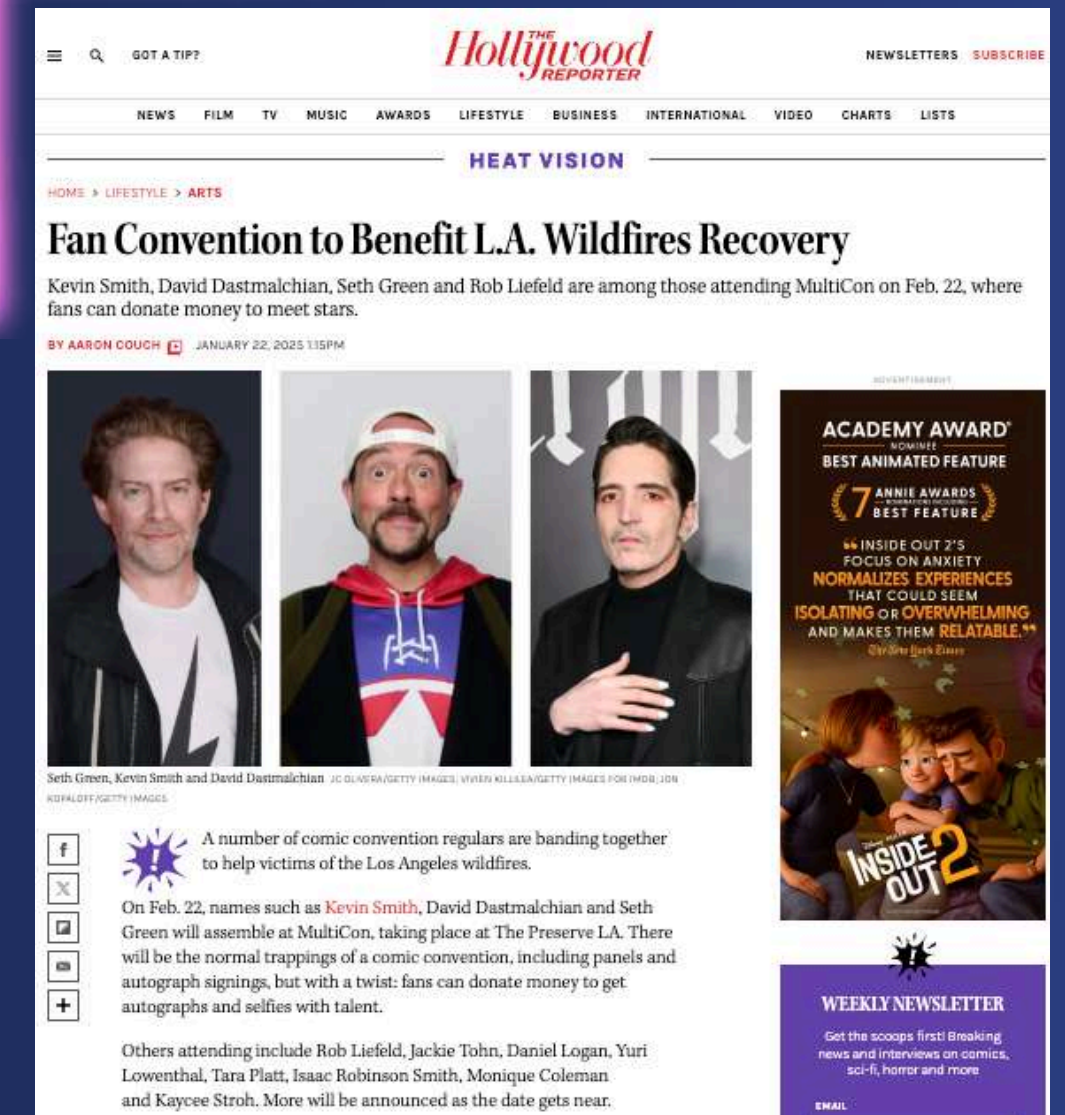
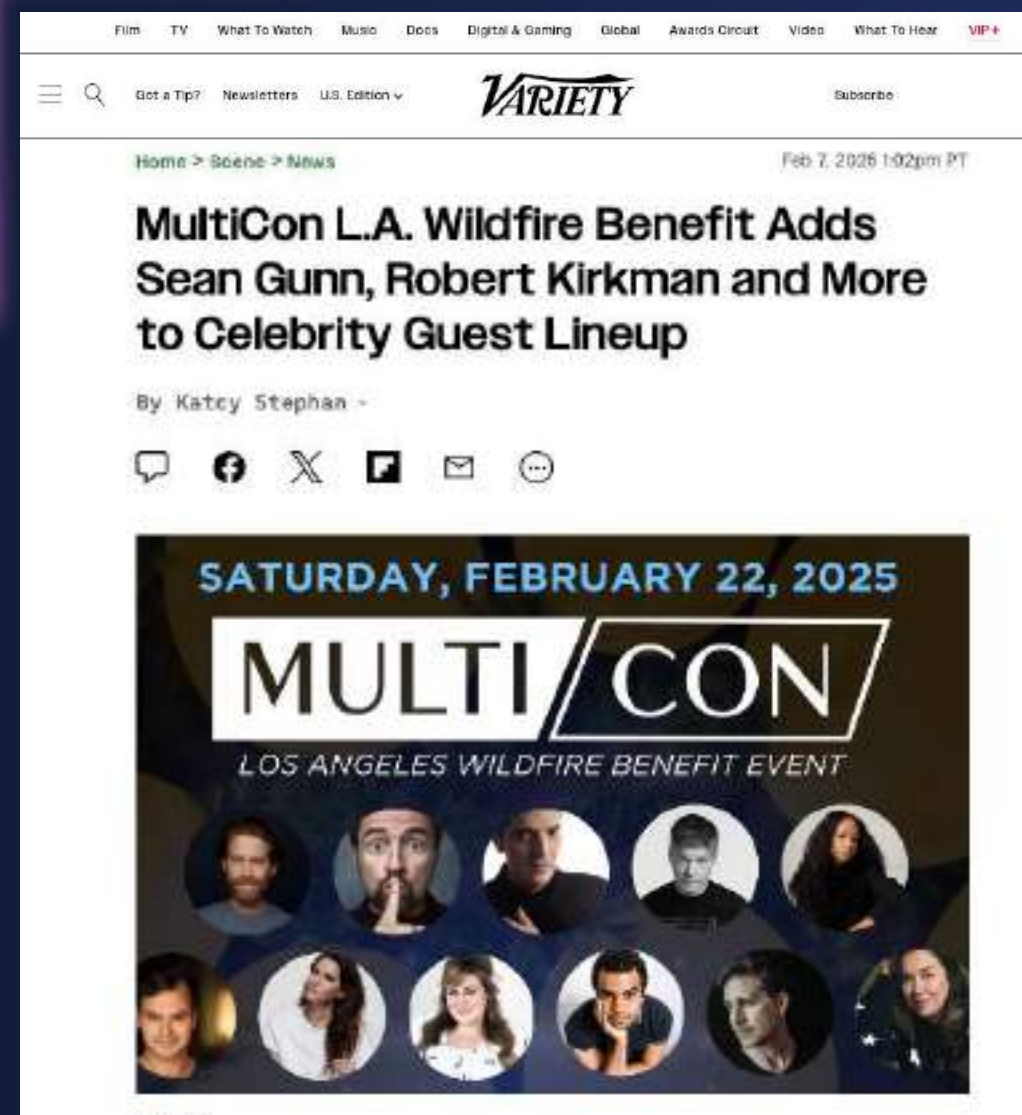
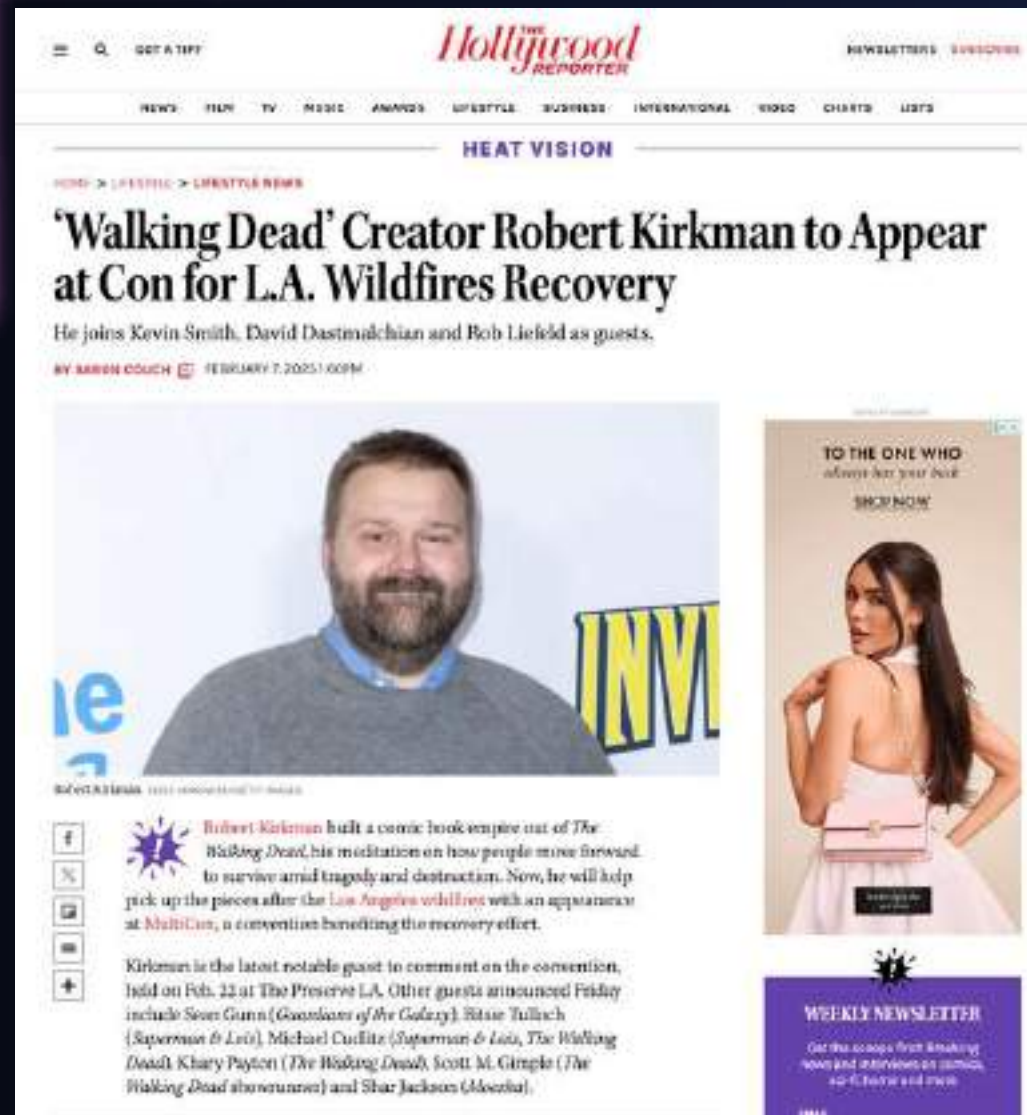
CELEBRITY CONTENT

Talent generously donated their time and entertained fans for a great cause



IN THE PRESS

Publicity and media coverage in the press ran in the weeks leading up to the event



INFLUENCER ENGAGEMENT

Influencers amplified the message and helped raise significant awareness for the cause



FAN EXPERIENCE

From cosplay to tabletop games, the fan experience at MultiCon was fun for all ages



FAN EXPERIENCE

Cosplayers connected and fans got to meet their favorite comic creators for autographs



FAN EXPERIENCE

Make-A-Wish Foundation participated in MultiCon helping to create incredible memories



FAN EXPERIENCE

Dungeons and Dragons experts were on-site to help fans create character sheets



FAN EXPERIENCE

Fans got to hear hilarious stories and insights from panelists all day alongside cosplayers



FAN EXPERIENCE

MultiCon delivered memorable moments to fans for once in a lifetime opportunities



CHARITY AUCTION

Auction items were donated by local community businesses with proceeds to charity

GOLDEN APPLE Exclusive Auction Items At

MULTI/CON

Marvel Covers Artist's Edition



Signed by Stan Lee and Rob Liefeld



LA Phil Exclusive Auction Items At

MULTI/CON

Two tickets to Jurassic Park Live at the Hollywood Bowl



FOR AN UNFORGETTABLE MUSICAL EXPERIENCE

GOLDEN APPLE Exclusive Auction Items At

MULTI/CON

Iron Bob Funko Pop! Signed by Kevin Smith





BY THE NUMBERS

Total Media Reach, Unique Views Per Month: **623,321,005**

Celebrity Social Media Impressions: **10,595,739**

Influencer Social Media Impressions: **2,135,012**

Partner Brand Amplification Impressions: **409,438**

YouTube Stream Subscriber Reach: **1,300,000**

YouTube Channel Total Views: **63,600**

Fundraising Total Combining Cash and In-Kind Donations: **\$100,000.00**

OUR PARTNERS:



UNITED WAY OF
GREATER LOS ANGELES

The Preserve

VARIETY



FANTASY FLIGHT GAMES





THANK YOU

