



Bringing you the venues you love!

Advertising and Sponsor Program Information Package

Dear Sponsor,

GottaCon 2011 (February 4 to 6, 2011) could not exist without the generous gifts and donations of our partners and sponsors. In exchange, we present a variety of promotional opportunities for our sponsors and friends, such as:

Program Book

The GottaCon 2011 program features several pages dedicated to our listed events, floor plan, advertisements, articles and our lists of sponsors. Each program will be inserted into a swag bag, which every full weekend attendee receives. Programs will also be on sale.

Posters & Banners

The GottaCon 2011 convention area, located in Pearkes Arena, will provide plenty of space for the display of posters and other hanging ads.

Swag Bags

Every full weekend attendee of GottaCon 2011 is given a bag of goodies and promotional material with his or her registration badge (while supplies last) where sponsors can insert materials (subject to approval by GottaCon Conventions).

Flyer Table

There will be a table near the entrance of the convention that is reserved for the display of free promotional material from anybody who wants to put it there (subject to approval by GottaCon Conventions).

GottaCon 2011 Web Site

We will list our sponsors' hyperlinked logos under our two sponsors sections of our official GottaCon 2011 web site, found at www.gottacon.com.

Sponsored Events

This is the best way to get your product, company, or club noticed. By hosting an event at GottaCon 2011, such as a tournament, contest, or special activity your company name will be splashed into our listing of events.

.../2

Questions? Please contact Evan Hatch at ehatch@gottacon.com

GottaCon Conventions
2814 Parkview Drive
Victoria BC V9A 2J4
www.gottacon.com

Do you wish to run events? If so, please contact Evan Hatch at ehatch@gottacon.com

Sponsorship Packages

We offer four levels of sponsorship to meet the budget of any potential sponsor. Sponsors at all levels may place freebies (ads, store product, etc.) in our swag bags, place promotional material on our flyer table, and earn a spot on our sponsors listing on our GottaCon 2011 web site. Sponsors are responsible for providing their own print-ready ads for the program (300 dpi jpg, tif, pdf, and full color), inserts, posters, flyers, and logos. Please e-mail finished advertisements to Evan Hatch at ehatch@gottacon.com.

Donations of products are welcome in lieu of funds. For purposes of sponsorship level determination the following conversion applies: One dollar of product (at retail USRP) equals one dollar of cash. For example, a \$40 USD board game counts as a \$40 CAD donation toward your sponsorship level. Please note that for billing purposes only all product used as sponsorship payment will be valued at 50% of USRP on the receipt we issue. We ask that all product donations be of current and popular products that are not scheduled to be discontinued or become obsolete as of February 28, 2011 (as known at the time of submission to GottaCon Conventions). For product in lieu of cash please submit a list of product for approval. GottaCon Conventions reserves the right to request certain product or refuse product that is being submitted as a cash equivalent.

The four levels of sponsorship are (prices do not include HST):

Bronze

\$50 to \$74 - Includes the following:

- Business card size black and white advertisement in program (3.5" x 2").
- A rotating banner spot on our web site.
- A spot on our sponsors page.
- Advertisements or inserts in our swag bags for free (as provided by the sponsor).

Silver

\$75 to \$175 - In addition to the bronze benefits, includes the following:

- 1/4 page black and white advertisement in program (3.6" x 4.8") instead of business card size (can be upgraded to full colour for extra \$25).
- Banner or display to be placed on wall space of convention (as provided by sponsor and subject to approval).

Gold

\$175 to \$299 - In addition to the silver benefits, includes the following:

- 1/2 page **color** advertisement in program (horizontal 7.5" x 4.875" or vertical 3.625" x 10") instead of 1/4 page black and white.
- Logo displayed on possible alternate print media (T-shirts, mugs, etc.).
- Logo displayed on local retail in-store advertising and flyers outside of convention.

Platinum

\$300 or More - In addition to the gold benefits, includes the following:

- Full page color advertisement in program (8.5" x 11").
 - **Special page placement costs \$50 extra. Special Pages include back cover, interior front cover (2), interior back cover (2), reverse side of the floor plan (2).
- Listed as official sponsor of event of your choice (ie. This event brought to you by...).

**Subject to first come, first served basis.

Program Advertising only (prices do not include HST)

| Ad Type | Size | Cost |
|-----------------------------------|---|-------------|
| Business size B&W advertisement | 3.5" x 2" | \$25 |
| Business size color advertisement | | \$50 |
| 1/4 page B&W advertisement | 3.625" x 4.875" | \$50 |
| 1/4 page color advertisement | | \$100 |
| 1/2 page B&W advertisement | horizontal 7.5" x 4.875" or vertical 3.625" x 10" | \$100 |
| 1/2 page color advertisement | | \$150 |
| Full page B&W advertisement | 8.5" x 11" | \$175 |
| Full page color advertisement | | \$250 |

**Special page placement costs \$50 extra. Special Pages include back cover, interior front cover (2), interior back cover (2), reverse side of the floor plan (2). Space is subject to first come, first served basis.

Custom

If you'd like to discuss different advertisement/sponsorship options, we will be more than happy to discuss them with you. Simply e-mail Evan Hatch at ehatch@gottacon.com.

Submission Deadlines

The following are deadlines for submission of sponsorship related content. If submissions are ready earlier than the deadline indicated please send them in:

Logo for use on flyers, posters, website, etc - ASAP

Ad for program – January 7, 2011

Product submissions as sponsorship – January 14, 2011

Bag stuffers for swag bags – January 14, 2011

Banners/Posters – January 14, 2011

Demo materials for RPGs – January 7, 2011

Demo materials for Miniatures – January 7, 2011

Demo materials other – January 14, 2011