



Sponsor Program and Advertising Information Package

Dear Sponsor,

About us

GottaCon is reaching out to exhibitors and sponsors of the gaming industry to invite you to participate in our broad spectrum gaming event.

Our company is GottaCon Conventions and we host an annual hobby based gaming event called GottaCon. GottaCon is a three-day broad spectrum gaming convention that is held annually on the first weekend in February in Victoria, British Columbia. GottaCon celebrates the science fiction and fantasy genres, covers many related hobbies and offers a one stop experience for the fans and enthusiasts of those genres.

The vision of GottaCon is to host something for everyone including free-play and tournaments in board games, collectible/non-collectible miniatures, collectible trading cards, role-playing games, and electronic gaming as well as demonstrations, contests, information sessions, workshops, a variety of exhibitors.

Our goal is to deliver a high quality and exciting environment that will establish GottaCon as an annual destination that participants will return to for years to come. Our 2013 event, called GottaCon 2013, will be our fifth show and it will take place on February 1st to 3rd, 2013. The convention doors open at 5:00pm Friday and do not close until 7:00pm Sunday (around the clock gaming for an entire weekend).

GottaCon will take place at Pearkes Recreation Centre at 3100 Tillicum Rd. with over 24,000 square feet of floor space (for facility details, visit: <http://www.saanich.ca/parkrec/recreation/pearkes.html>).

History of GottaCon Attendance

First show (GottaCon 2009) attendance: 600
Second show (GottaCon 2010) attendance: 900
Third show (GottaCon 2011) attendance: 1100
Fourth show (GottaCon 2012) attendance: 1500
Anticipated GottaCon 2013 attendance: 1800 to 2000 Individuals

For more information, please visit our web site at www.gottacon.com or e-mail one of the owners at the following addresses:

Carson Upton: cupton@gottacon.com

Evan Hatch: ehatch@gottacon.com

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

What we Offer our Sponsors

GottaCon 2013 (February 1 to 3, 2013) could not exist without the generous gifts and donations of our partners and sponsors. In exchange, based on level of sponsorship, we present a variety of promotional opportunities for our sponsors and friends, such as:

Program Book

The GottaCon 2013 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 full weekend attendee receives.

Posters & Banners

The GottaCon 2013 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 2013 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 2013 Web Site and Social Media

We will list our sponsors' hyperlinked logos under our two sponsors sections of our official GottaCon 2013 web site, found at www.gottacon.com. Gold, Platinum and Diamond level sponsors are featured in our "Sponsor Spotlight" as well as announced via our social media sites.

Sponsored Events

This is the best way to get your product, company, or club noticed. By hosting an event at GottaCon 2013, such as a tournament, contest, or special activity your company name will be splashed into our listing of events.

Available Sponsorship Packages

We offer five 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 2013 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 or advertised price in store, whichever is lower) 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 value 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 March 31, 2013 (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 five levels of sponsorship are (prices do not include HST):

Bronze

\$100 or more - 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

\$250 or more - In addition to the bronze benefits, includes the following:

- 1/4 page black and white advertisement in program (4.25" wide by 5.5" high) instead of business card size (can be upgraded to full colour for extra \$50).
- Banner or display to be placed on wall space of convention (as provided by sponsor and subject to approval).

Gold

\$400 or more - In addition to the silver benefits, includes the following:

- 1/2 page **color** advertisement in program (horizontal 8.5" wide by 5.5" high or vertical 4.25" wide by 11" high) instead of 1/4 page black and white.
- Logo displayed on local retail in-store advertising and flyers outside of convention.
- A rotating spot in our "sponsor highlight" section of our website

Platinum

\$600 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 \$100 extra.
- Logo displayed on possible alternate print media (T-shirts, mugs, etc.).
- Listed as official sponsor of event of your choice (ie. This event brought to you by...).

Diamond (only 6 slots available)

\$1500 or More - In addition to the Platinum benefits, includes the following:

- Full page color advertisement in program (8.5" x 11") placed in one of six special locations (interior front cover (2), interior back cover (2), opposite centre page which floor plan is on (2)).
- Five full weekend passes
- Onsite banner placement priority
- Larger sponsors webpage space and word count
- Logo will be displayed in a larger format on all printed media
- Logo (monochrome) will be displayed on back of GottaCon 2013 convention shirt

Program Advertising only (prices do not include HST)

Ad Type	Size	Cost
Business size B&W advertisement Business size color advertisement	3.5" x 2"	\$50 \$150
1/4 page B&W advertisement 1/4 page color advertisement	3.625" x 4.875"	\$100 \$200
1/2 page B&W advertisement 1/2 page color advertisement	horizontal 7.5" x 4.875" or vertical 3.625" x 10"	\$250 \$350
Full page B&W advertisement Full page color advertisement	8.5" x 11"	\$400 \$500

**Special page placement costs \$100 extra and is subject to availability and on a 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 then the deadline indicated please send them in:

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

Ad for program – January 4, 2013

Product submissions as sponsorship – January 11, 2013

Bag stuffers for swag bags – January 11, 2013

Banners/Posters – January 11, 2013

Demo materials for RPGs – January 7, 2013

Demo materials other – January 11, 2013

To view previous years program please go here:

http://www.gottacon.com/components/images/gottacon_2012_program_web.pdf