



Balticon 50
905 W. 7th St., #199
Frederick, MD
21701
410-563-2737



Balticon Sponsorship Proposal

By marketing your company's products or services to Balticon members, you reach a demographic of people of above average intelligence who are tech savvy and are in middle to high income brackets. Balticon members come from all over the United States, Canada and Europe, with about 72% coming from the east of the Mississippi River in the U.S.A. Balticon Program Participants come from a considerably broader geographic area.

In addition to reaching current year Balticon members, your sponsor ad in our BSFan will reach hundreds of additional people as we give away additional copies of the BSFan when we market Balticon through our fan table presence at many other conventions. Your advertisement on the Balticon website will remain on our website for six to twelve months (depending on when we receive your ad) and will reach the thousands of viewers who visit the Balticon website over the course of those months.

Balticon print publications include:

The *BSFan*, our commemorative convention book, printed on high gloss paper in black and white with a full color heavy cover and 8 to 16 full-color center pages

The *Balticon Pocket Program*, which contains descriptions of all program items, as well as the convention, Anime Room, Art Show, Concert, Dealers Room, and Special Events schedules.

The *Balticon Participant Book*, which contains a listing of all guests and program participants and their biographical and, in some cases, bibliographical information.

The *Rocket Mail*, an at-con daily bulletin covering schedule changes, notes from staff, and lists of parties and receptions.

The Bring 'Em Back Project

This year we're raising money to bring to the Balticon Golden Anniversary event all of the Guests of Honor from Balticon 1 through 49 who are willing and able to join us! We were thrilled by the responses to our invitation by these former Guests of Honor.

Twenty-one Balticon Guest of Honor Alumni, including a number of SFWA Grand Masters, from Balticon's 15 to 49, accepted our invitation:

Steve Barnes, Ben Bova, Tananarive Due, Michael F. Flynn, Phil & Kaja Foglio, Joe Haldeman, Donald Kingsbury, Sharon Lee, R. A. MacAvoy, Steve Miller, Larry Niven, Jody Lynn Nye, Nancy Springer, Allen Steele, Charles Stross, Harry Turtledove, John Varley, Jo Walton, and Connie Willis.



Balticon 50
905 W. 7th St., #199, Frederick, MD 21701
<http://balticon.org/wp50/making-it-happen/sponsorships/>
Sponsors@Balticon.org Donation@Balticon.org



Bring 'Em Back Corporate Sponsorships

You can help us, while marketing to our membership, to Bring 'Em Back by selecting one of the following "Bring 'Em Back" Sponsorship Packages.

As with General Balticon Sponsorships, Bring 'Em Back Sponsors will be acknowledged in Balticon print and web publication:

[Alumnus name(s)] is with us to celebrate Balticon's Golden Anniversary thanks to help from [your name or your company name].

[Alumnus name(s)] is with us to celebrate Balticon's Golden Anniversary thanks to the generosity of [your name or your company name].

SINGLE BERTH Sponsor:

You Give Us

\$800 for Lodging for an Alumnus attending alone or as a couple

We'll Give You

- Listing on our website and in the BSFan and Pocket Program
- Your promotional material in the "goodie bags" given to Alumni Guests and Honored Guests.
- Your promotional material in Registration ("swag") Bags
- One Invitation to the exclusive, by-invitation-only "Bring 'Em Back Patron and Sponsor Autograph Reception."

DOUBLE BERTH Sponsor:

You Give Us

\$1,600 to cover Lodging for an Aluomnus with an assistant (2 rooms)

We'll Give You

- Listing on our website, and in the BSFan and Pocket Program.
- Your promotional material in the "goodie bags" given to Alumni Guests and Honored Guests.
- Your promotional material in Registration ("swag") Bags.
- Two (2) invitations to the exclusive, by-invitation-only "Bring 'Em Back Patron and Sponsor Autograph Reception."
- An ad up to 210px X 168px (linked to your website) on the Balticon website



MULTI-BERTH Sponsor:

You Give Us

\$4,000 to cover Lodging for the Compton Crook Alumni (3 – 5 rooms)

We'll Give You

- Listing on our website and in the BSFan and Pocket Program.
- Your promotional material in Registration ("swag") Bags. Your promotional material in the "goodie bags" given to Alumni Guests and Honored Guests.
- Four Invitations to the exclusive, by-invitation-only "Bring 'Em Back Patron and Sponsor Autograph Reception."
- Upgrade to up to 294px X 252px ad (linked to your website) on the Balticon and BSFS websites.
- Your video, photo, or graphic ad on the Balticon at-con promo loop.

TRANSPORTER Sponsor:

You Give Us

\$2,345 toward USA Travel Expense for Alumni

We'll Give You

- Listing on our website and in the BSFan and Pocket Program.
- Your promotional material in the "goodie bags" given to Alumni and Guests of Honor.
- Your promotional material in Registration ("swag") Bags
- Three Invitations to the exclusive, by-invitation-only "Bring 'Em Back Patron and Sponsor Autograph Reception."
- Upgrade to up to 294px X 252px ad (linked to your website) on the Balticon and BSFS websites
- Your video, photo, or graphic ad on the Balticon at-con promo loop.

GLOBAL TRANSPORTER Sponsor:

We have a couple of GoH Alumni coming from outside the U.S. Their travel expenses will (obviously) be higher, so they are in a separate category!

You Give Us

\$6,500 toward International Travel Expense for Alumnus and their plus-1

We'll Give You

- Listing on our website and in the BSFan and Pocket Program.



- Your promotional material in the "goodie bags" given to Alumni Guests and Honored Guests.
- Your promotional material in Registration ("swag") Bags
- Your promotional material in Registration ("swag") Bags
- Four Invitations to the exclusive, by-invitation-only "Bring 'Em Back Patron and Sponsor Autograph Reception."
- Upgrade to up to 336px X 294px ad (linked to your website) on the Balticon and BSFS websites
- Your video, photo, or graphic ad on the Balticon at-con promo loop.
- Invitations for two representatives to join some of the Balticon 50 Guests of Honor, Very Special Guests, and staff for "Dinner with the Con Chair."

BRING *[Alumnus Name]* BACK Sponsor:

You Give Us

\$5,000 to cover Lodging and Travel Expenses for a U.S. resident Alumnus and their plus-one.

We'll Give You

- Listing on our website and in the BSFan and Pocket Program.
- Your promotional material in the "goodie bags" given to Alumni Guests' and Honored Guests'.
- Your promotional material in Registration ("swag") Bags.
- Four Invitations to the exclusive, by-invitation-only "Bring 'Em Back Patron and Sponsor Autograph Reception."
- Upgrade to up to 336px X 294px ad (linked to your website) on the Balticon and BSFS websites
- Your video, photo, or graphic advertisement running daily on the Balticon at-con promo loop.
- Invitation for one representative to join some of the Balticon 50 Guests of Honor, Very Special Guests, and staff for "Dinner with the Con Chair."
- A banner at a prime location in the convention stating that *[Your Company] welcomes [Alumnus name] to Balticon.*



BRING *[Alumnus Name]* BACK to the USA Sponsor:

You Give Us

\$15,000 to cover Lodging and International Travel Expenses for your chosen non-U.S. resident Alumnus and their plus-one, plus a donation to the general Bring 'Em Back fund

We'll Give You

- Listing as host of the "Bring 'Em Back Patron and Sponsor Autograph Reception." The invitations will state "*[Your Company] thanks you for being a Bring 'Em Back Sponsor and Invites you to a Private Reception with these Very Special Guests.*"
- Listing on our website and in the BSFan and Pocket Program.
- Your promotional material in the "goodie bags" given to Alumni Guests and Honored Guests.
- Your promotional material in Registration ("swag") Bags
- An up to 336px X 294px web ad (linked to your website) on the Balticon website front page
- Your video, photo, or graphic ad on the Balticon at-con promo loop.
- Your promotional video embedded on the Balticon website
- Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan
- A *[Your Company] welcomes [Alumnus name] to Balticon* banner at a prime location in the convention.
- Invitations for three representatives to join some of the Balticon 50 Guests of Honor, Very Special Guests, and staff for "Dinner with the Con Chair."
- A full-page black and white or one-half page color ad in the BSFan.
- If you would like to send a representative to give a presentation at Balticon, we will reserve a 50 or 80-minute spot in the Balticon schedule for your presentation.



BRING 'EM ALL BACK! Sponsor:

You Give Us

\$30,000 towards our "Bring 'Em Back" fundraising goal (\$75,000).

We'll Give You a Green Room Pass and

- List you in all Balticon print and online publications as the "BRING 'EM ALL BACK!" Sponsor.
- List you as Sponsor of the Balticon 50 Golden Anniversary Presentation and the Very Special Guests' Presentation and Reading hours.
- Place your promotional material in the "goodie bags" which will be given to Alumni and Guests of Honor.
- Place your promotional material in Registration ("swag") Bags.
- Post your web banner ad (linked to your website) at the top of the Balticon website front page.
- Include your video, photo, or graphic advertisement on the Balticon at-con promo loop.
- Post your promotional video on the Balticon website and screen it during the seating times at each Balticon Short Film Festival Screening.
- Publish your company name and/or logo on the Balticon webpage and in all Balticon print publications.
- *[Sponsor Name] invites you to attend the Balticon Very Special Guests' Presentation and Reading Hours* at the top of the schedule page for those events in the BSFan and the Pocket Program.
- Invitations for three representatives to join some of the Balticon 50 Guests of Honor, Very Special Guests, and staff for "Dinner with the Con Chair" on Sunday evening.
- Two (2) Ultimate Dinner Companion seats at "The Feast of Ice and Fire — An Evening with George R. R. Martin" on Thursday, May 24, 2016
- A full-page color ad in the BSFan.
- If you would like to send a representative to give a presentation at Balticon, we will reserve an 80-minute or 110-minute (1-1/2 or 2 program hours) spot in the Balticon schedule for your presentation.

