



**Balticon 50**  
905 W. 7<sup>th</sup> 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 will remain on the Balticon 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.

### Point Of Contact Marketing:

You can support Balticon and your own marketing goals by putting your name in the hands of our members. We can use:

- Reusable plastic, poly, or fabric tote bags with the Balticon 50 logo and your logo or ad imprinted on them. We'll load each bag up with the *BSFan* and other convention publications, promotional materials, and other swag.

Minimum — 2,500 pieces.

- Highlighters or pens with your imprint on them. Balticon members will use these to mark up their pocket program and program grid to plan their personal con schedules. We'll include them in the Registration Bags, and put them at the Registration, Volunteers, LARP, and Masquerade Registration desks.

Minimum — 2,500 pieces (3,000 recommended).



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<http://balticon.org/wp50/making-it-happen/sponsorships/>  
[Sponsors@Balticon.org](mailto:Sponsors@Balticon.org) [Donation@Balticon.org](mailto:Donation@Balticon.org)



- Your promotional literature and/or item (magnets, key fobs, lanyards, bookmarks, bookplates, mini flashlights, little toys, and 3-D puzzles are always a hit). We'll include these in the Registration (a.k.a. "swag") Bags. The fee for this service is ten cents (\$.10) per item per bag.

Minimum — 2,500 pieces (\$250.00)

- Your 20%, \$2.00 discount, or free item coupon (with an expiration no earlier than December 31, 2016) to be placed in our registration bags.

Fee: \$.07 per item per bag. Minimum — 2,500 pieces (\$175.00).

## Making Balticon 50 Happen — Sponsorships:

As a Balticon Golden Anniversary Sponsor, your donation can be in the form of cash, goods, equipment in working order (coffee makers, restaurant chafing dishes, microwave ovens, crock pots, sewing machines or sergers; high resolution projectors or DVD players, audio and video recording equipment, screens), or services. Donations can be untargeted (going into the general Balticon 50 operating fund), or you can request to something specific.

The following are some areas you can dedicate your Sponsorship to. Amounts are what is budgeted for those items, but we are grateful for anything you can spare to help Make Balticon 50 Happen!

Accessibility Services (ASL interpreters, Mobi and wheelchair rental)	\$ 500/day
Anime Program	\$ 300
Balticon Short Film Festival door prizes	\$ 200
Children's Program	\$ 200
Con Suite and Green Room food and supplies	\$1,200/day
Costuming Program (yarn, crochet hooks and hoops, notions)	\$ 200
Dance Hall	\$ 300/day
Dinner with the Con Chair	\$ 1,500
Feed the Setup Crew: Pizza & Chinese food for Thursday night	\$ 250
Feed the Teardown Crew: Pizza and salad Monday night	\$ 200
Friday Face Time Receptions	\$ 300
Gaming Program: Closed Magic the Gathering packs	90 packs
Hall Costume Contest Prizes (Gift Card or Merchandise)	\$100/\$75/\$50



Technical equipment rental	\$1,200/day
Teen Program	\$ 250
Transportation and Lodging for Heinlein Award Guests	\$ 3,000
Travel and lodging for current year Compton Crook Award Guests	\$ 3,000
Truck rental, fuel	\$ 100/day
Van Rental, fuel (transports Guests to and from airport, worship, etc.)	\$ 120/day
Volunteer/Staff meals	\$ 600/day
Workshops	\$ 500

## Sponsor Levels and Benefits

Sponsored guests, events or function spaces will be listed in print and web publications and at-con either as *[Alumnus name(s), Event or Function] is part of Balticon Golden Anniversary celebration thanks to help from [list of Sponsor Names], or "[Alumnus name(s), Event or Function] Brought to Balticon through the generosity of: [SPONSOR NAME]."*

- 👁️ **“Friend of Balticon”** Sponsorship, valued up to \$126, includes listing on the BSFan sponsors list and on the Balticon website.
- 👁️ **“We ♥Balticon”** Sponsorship, valued from \$294, includes listing on the Balticon sponsors list on the web, in the BSFan, and in the Balticon Pocket Program.
- 👁️ **LUNAR** Sponsorship, valued from \$504, includes the following benefits:
  - A business card sized black and white ad in the BSFan
  - Your ad up to 168px X 126px (linked to your website) on the Balticon website
  - Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan
- 👁️ **TERRAN** Sponsorship, valued from \$840, includes these benefits:
  - A business card sized black and white ad in the BSFan;
  - Your ad up to 210px X 168px (linked to your website) on the Balticon website
  - Your promotional material in Balticon Registration (a.k.a. “swag”) Bags
  - Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan



- ☹ **STELLAR** Sponsorship, valued from \$1,764, includes these benefits:
  - 1/8 (one-eighth) page black and white ad in the BSFan
  - Your ad up to 252px X 210px (linked to your website) on the Balticon website
  - Your promotional material in Registration (a.k.a. “swag”) Bags
  - Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan
  
- ☹ **GALACTIC** Sponsorship, valued from \$2,100, includes these benefits:
  - 1/4 (one-quarter) page black and white ad in the BSFan
  - Your ad up to 294px X 252px (linked to your website) on the Balticon website
  - Your promotional material in Registration (a.k.a. “swag”) Bags
  - Your video, photo or graphic advertisement on the Balticon at-con promo loop
  - Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan and Pocket Program
  
- ☹ **WARPSPEED 100** Sponsorship, valued from \$4,200, includes these benefits:
  - A 1/2 (one half) page color ad in the color pages of the BSFan
  - Your ad up to 336px X 294px (linked to your website) on the Balticon and BSFS websites
  - Your promotional material in Registration (a.k.a. “swag”) Bags
  - One complimentary Balticon 50 membership.
  - 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.
  - Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan
  
- ☹ **HYPERSPACE** Sponsorship, valued from \$8,400, includes these benefits:
  - Either a full-page black and white ad on the inside back cover or a half page color ad in the color pages of the BSFan
  - Your ad up to 336px X 294px (linked to your website) on Balticon and BSFS websites
  - Your promotional material in Registration (a.k.a. “swag”) Bags
  - Two (2) Balticon 50 memberships.



- Invitations for 2 representatives to join some of the Balticon 50 Guests of Honor, Very Special Guests, and staff for “Dinner with the Con Chair.”
- One Dinner Companion (1) seat at "The Feast of Ice and Fire — An Evening with George R. R. Martin" on Thursday, May 24, 2016
- Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan and Pocket Program
- The option to send a representative to offer a presentation at Balticon. If you choose this option, we will reserve a 50-minute slot in the Balticon schedule for your presentation.



**MULTIVERSE** Sponsorship, valued from \$12,600, include these benefits:

- A full-page color ad in the color pages of the BSFan
- Your ad up to 336px X 294px (linked to sponsor website) on the Balticon and BSFS websites
- Your promotional material in Registration (a.k.a. “swag”) Bags
- Your promotional video embedded on the Balticon website
- Three (3) complimentary Balticon 50 memberships
- 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”
- Two Dinner Companion (2) seats at "The Feast of Ice and Fire — An Evening with George R. R. Martin" on Thursday, May 24, 2016
- Your company name and/or logo included on the Balticon sponsors list on the web and in the BSFan

The option to send a representative to offer a presentation at Balticon. If you choose this option, we will reserve an 80-minute (1-1/2 program hours) slot in the Balticon schedule for your presentation.

