

ESCAPE!

AT

VALLEYCON 38: THE FARGO ENTERTAINMENT EXPO

Friday, October 19th thru Sunday, October 21st, 2012

Fargo, North Dakota

Advertising & Sponsor Information



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VALLEYCON 38: THE FARGO ENTERTAINMENT EXPO

PO Box 7202

Fargo, ND 58106

Contact us by calling (701) 212-2845 or email us at: conchairs@valleycon.com

Please visit our website: www.valleycon.com

Greetings!

Initiated in 1976, **ValleyCon: the Fargo Entertainment Expo** began as a local production of the exploding comic book and Star Trek phenomena. Over 30 years later, the aim of this event is to bring the best of pop culture and entertainment to people of all interest levels.

ValleyCon has worked hard to become THE "fun" event in the fall with something for everyone! In a way, we've been *too* good at that as not everyone realizes the other important aspects of ValleyCon - that it's also one of the most family-friendly, highly educational (in the best way-you don't realize it as you're having a great time!) and charitable events in our region! Grand claim, you say? Let us prove it!

ValleyCon has always had a concentration of educational activities such as panels and workshops that promote literacy and the arts in every form. We've brought in more world-famous authors, artists and media personalities than ANY other event in our region. Where else can a person actually talk with a New York Times best-selling author, a top-rated commercial artist or a world-famous actor? ValleyCon hosts these personalities all for less than half the cost of any average concert or show-and ValleyCon lasts ALL WEEKEND LONG!

ValleyCon's concentration is in the areas of "fun" interests such as science fiction, fantasy, comic books, and etc. so we don't always receive the same attention (or-let's just say it-respect) as other groups but we would make a case for changing that.

The top films, books, TV shows and cultural markers have been in these interest areas for a long time... just a quick glance at the *Harry Potter* phenomenon (which is also credited almost single-handedly with restoring interest in books and skyrocketing reading levels worldwide) or others such as *Star Trek*, *Star Wars* or any other dozens of examples and you get our point. ValleyCon's position is that you need to first attract a reader or viewer to actually then begin to read or watch... and quite frankly it's been the source of major college classes, thesis' and studies that speculative fiction can often deal with serious subject matter more effectively than the "serious" novels, films and shows. So we celebrate it and we hope you will join us!

ValleyCon is a non-profit organization and has been able to keep this event inexpensive but there are costs: facility, flights, insurance, basic advertising and promotion-and so *we really do need your help!* Any sponsorship or advertising with us helps immensely. Please seriously consider the benefits of participating in one of the "fun" events in our area-one that enriches youth (and all ages) in an entertaining manner.

Advertising in our Program Guide magazine is deliberately priced far below similar events that draw far fewer attendees than ValleyCon as we want to make it easy to do business with us and we want our business relationship to be a mutually rewarding one! Sponsorship brings another level of support that includes advertising across all media (for a fraction of what it would cost you to do so independently) as well as other benefits!

It should also be noted that ValleyCon is a non-profit organization of Minnesota and we donate ALL profits back to other area non-profits! Our list has included the Children's library, Humane Society, Literacy Coalition, Recording for the Blind and Dyslexic, Breast Cancer Awareness, Prairie Public and many more.

So please consider working with us to bring some fun to the area and celebrate the popular arts this Fall at ValleyCon 37! Please call or email us at any time if there are questions.

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Sponsorships

ValleyCon 38 has sponsorship opportunities for all levels of participation!

Opportunities for sponsorship range from individual programming events to all-encompassing sponsorships. Individual events include: The Fargo Fantastic Film Festival 10; Tournaments of Games including video, computer, role-playing and more; Costume contests; The Third Annual Frazetta Award—given to comic, graphic and cartoon artists in all media; “Mad Lib” event for comic artists; Best Party Suite awards; Guest events sponsoring Best-selling authors **KEVIN J. ANDERSON** and **REBECCA MOESTA** and noted comic artists guests. Details for all these events’ opportunities available with an email or contact request (and of course can be individually tailored to your needs). Below are just the bullet points!

Sponsorship Category	Visibility, Promotional & Attendance Benefits
ADAMANTIUM SPONSOR	Completely negotiable! Back Cover/All aspects of Platinum and MORE!
PLATINUM SPONSOR \$1000	<ul style="list-style-type: none">*Inside Front or Inside Back Cover in Program Guide Magazine*2X size Logo in all visual advertising with audio in all related ads (Includes TV, Print, Radio and Web) and onsite banners (provided by sponsor)*Promotional materials (supplied by sponsor) in every attendee bag and at featured table at event; also prizes for sponsored events.*Opportunity for exclusive sponsorship of a live event (negotiable)*Website banners, ads rotating according to sponsor level—running until 9/15/2013!*6 Full passes for event, banquet tickets included (\$60 value each)*<i>Additional benefits/sponsorships as per negotiated</i>
GOLD SPONSOR \$750	<ul style="list-style-type: none">*Full page ad in Program Guide Magazine*Logo placement in all visual advertising/banners, etc.*Rotation with equal and higher level sponsors in all ads.*Promotional materials (supplied by sponsor) at featured table at event and in every attendee bag.*Opportunity for sponsorship of live event (negotiable)*Website banner ads—rotating per level of sponsorship—running until 9/15/2012!4 Full passes for event, banquet tickets included (\$60 value each)*Logo and placement double-sized over Silver
SILVER SPONSOR \$500	<ul style="list-style-type: none">*1/2 page ad in Program Guide Magazine*Logo rotation in all visual advertising (1/2 size Gold)*Ad placement rotation in all media.*Promotional materials (supplied by sponsor) at featured table.*Opportunity for <i>partial</i> sponsorship of live event (negotiable)*Website banner ads—rotating per level of sponsorship—running until 9/15/2012!*3 Full passes for event, banquet tickets included (\$60 value each)
BRONZE SPONSOR \$250	<ul style="list-style-type: none">*1/4 page ad in Program Guide*Logo placement in all visual ads (1/4 size Gold)*Table space at event for promotional materials*2 Full passes for event, banquet tickets included (\$60 value each)

Advertiser/Sponsor Form

Business Name: _____ Phone: _____
(This is how your name will be represented in all printed and promotional materials)

Contact Person(s): _____ Fax: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Email Address: _____ Website: _____

Business: _____

**SPONSORSHIP PACKAGES *INCLUDE* ADVERTISING!
PROGRAM GUIDE ADVERTISING RATES**

Deadline: September 15, 2012

Ad Sizes:
1/8 page Business Card is 2" x 3 1/2"
Vertical 1/4 page ad is 3 1/4" by 4 3/4"
Vertical 1/2 page ad is 3 1/4" by 9 3/4"
Horizontal 1/4 page ad is 7 3/4" by 2 1/4"
Horizontal 1/2 page ad is 7 3/4" by 4 3/4"
Full page ad is 7 3/4" by 9 3/4"
Larger Sizes Available by Special Request

		Amount
1/8 page (Business Card)	\$100 each	\$ _____
1/4 page	\$175 each	\$ _____
1/2 page	\$300 each	\$ _____
Full Page	\$500 each	\$ _____

Please see Sponsor Opportunities for High Visibility Placement (Covers, etc.)

SPONSOR PACKAGE		Select
Platinum	\$1000 *Only 2 Available! (Select cover: Inside Front/Inside Back)	_____
Gold	\$750	_____
Silver	\$500	_____
Bronze	\$250	_____
Honored	\$100	_____

TOTAL Amount \$ _____

CREDIT CARD FEE -

3% of the amount to be charged \$ _____

TOTAL ENCLOSED \$ _____

Authorized Signature of Business

Date

Charge orders via Paypal. Please furnish your Paypal billing email.
Make checks or money orders payable in the full amount to "VALLEYCON"
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