

VALLEYCON

SPONSOR INFORMATION



Greetings!

ValleyCon-the Celebration of Popular Culture has been around since 1976 and brings the best of pop culture to young and old (and young at heart!).

ValleyCon has worked hard to become THE “fun” event in the fall with something for everyone! But 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 fun events in the region! ValleyCon is a non-profit event sponsored by several other non-profits with proceeds benefitting local charities-chiefly among these is Sanford Children’s Hospital and the Children’s Miracle Network. ValleyCon also needs sponsors to succeed so we hope you will consider joining in the fun!

ValleyCon has always featured educational activities like panels and workshops that promote literacy and the arts in every form and 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 celebrates “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 maintain the thousands who come to ValleyCon have a fun time while also getting a little bit of education along the way. 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.

Sponsorship of ValleyCon does bring benefits to both local charities and the sponsor as ValleyCon attendees do seek out and utilize those sponsors. ValleyCon boasts one of the widest demographic reaches in the region as people of all ages come to the event-not just the stereotypical “geek” type popularized on the Big Bang Theory-but kids and with those kids are their parents... and grandparents and more! ValleyCon is a very family-friendly event with low costs of attending, making it a perfect family outing during the day and fun event for older fans at night.

ValleyCon is a non-profit organization of Minnesota and we donate ALL profits back to other area non-profits! We are also sponsored by a 501(c)3 non-profit (Moorhead Community Access TV & Media). Our main charity benefits SANFORD CHILDREN’S HOSPITAL but 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! Please call or email us at any time if there are questions.

VALLEYCON 47 at HOLIDAY INN-Fargo!

PO BOX 7202, FARGO, ND 58106

EMAIL: conchairs@valleycon.com WEBSITE: www.valleycon.com

PHONE (PRIVATE PLEASE!): 701-212-2845

Sponsorships

There are many opportunities for sponsorships at ValleyCon from individual events or guests to all-event sponsorships! Just let us know your interest and we'll tailor something for you! General sponsorships listed: We can tailor any sponsorship to suit your needs! Examples include sponsoring our Guests of Honor and various events within ValleyCon! General sponsorship levels are listed below but please inquire!

Sponsorship Level	Visibility, Promotional & Attendance Benefits
Bronze \$250	Logo placement in all visual ads (¼ size Gold) & Program guide ad (1/4 pg) Table space at event giveaway table /with bags (Artist alley space) 2 full passes to event
Silver \$500	Logo placement in all visual ads (1/2 size Gold) & Program Guide ad (1/2 page) Opportunity for partial sponsorship of live event (negotiable) Table space at event or flyers, etc. at event giveaway table/with bags (Artist alley space) 4 full passes to event
Gold \$750	Logo placement in all visual ads & Program Guide ad (Full page) Logo on all banners/visual advertising, etc.w/rotation on all tv/radio ads in mentions Flyers, etc. (supplied by sponsor) at featured table at event and in every attendee bag Table space if desired (1 full table in Artist Alley Main hall) Opportunity for partial sponsorship of live event (negotiable) 6 full passes to event
Platinum \$1000	Inside Front or Inside Back Cover ad in Program Guide 2x Logo in all visual media with audio in related ads (radio, TV, Web) and banners, etc. Website banner ads running thru April (Fargo PopExpo takes over) Flyers, etc. (supplied by sponsor) at featured table at event and in every attendee bag Table space if desired (1 full table in Artist Alley Main hall) Sponsorship of live event (negotiable)-partial (depending on event) 8 full passes to event plus 2 banquet tickets
ADAMANTIUM \$ Negotiable	BACK COVER of Program Guide 3x Logo in all visual media with audio in related ads (radio, TV, Web) and banners, etc. Website banner ads running thru April (FM Comic-Con takes over in late April.) Flyers, etc. (supplied by sponsor) at featured table at event and in every attendee bag Table space if desired (1 full table in Artist Alley Main hall) Sponsorship of live event -sole sponsorship with major mentions/logo placement, etc. X full passes to event (let us know!) plus 4 banquet tickets

EVENTS AVAILABLE FOR SPONSORSHIP:

Media Guest Photo Op and/or Media Guest Autographs
Kids Costume Contest and/or Evening Costume Contest (Teens & Adults)
Kids LEGO playroom and Gaming areas

*Create a special sponsorship! Contact us for more information!

Advertiser/Sponsor Form

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

Contact Person(s): _____

Address: _____

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

Email Address: _____

Website: _____

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

Deadline: September 1, 2022

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"

		<u>Amount</u>
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
ADAMANTIUM \$Negotiable-1 Available Call!!!!	
Platinum \$1000 *Only 2 Available! (Select cover: Inside Front/Inside Back)	_____
Gold \$750	_____
Silver \$500	_____
Bronze \$250	_____

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"
Questions? Contact us by simply calling (701) 212-2845 or email us at conchairs@valleycon.com
Please visit our website: www.valleycon.com