



Hal-Con Sponsorship & Partnership Information

Hal-Con is a Sci-Fi/ Fantasy/ Comic/ Gaming convention that will be held in Halifax, NS from November 12-13, 2011. We expect over 2000 attendees over the weekend. This sci-fi convention is the largest of its kind held in Atlantic Canada.

Hal-Con's inaugural event in October 2010 was a brilliant success. Attendees from all over the Maritimes participated, as well as the Northeast USA and the UK. We estimate attendance was sold out and nearly 1800 attendees came to our 3-day event. We confirmed national and international press coverage for the convention. SPACE channel covered the event, as well as SFX Magazine from the UK. Local press was covered by CBC, Global TV, Eastlink TV, ATV/CTV, CKDU Radio, Q104 Radio, The Coast, Halifax Magazine, Haligonica.ca, and dozens of reviews on personal blogs.

Hal-Con's October 2011 event will be held at the World Trade & Convention Centre, which will vastly increase the size and scale of the convention. Special events at the convention include celebrity appearances (lectures, Q&A, signings, photo ops), smaller gaming tournaments, workshops and lectures by local interest groups, an officially sanctioned entry tournament to Games Workshops Grand Tournament, a VIP special ticket event, a special Geeks vs. Nerds celebrity episode, a masquerade dance, charity auction for the IWK Children's Hospital, as well as much more.

Hal-Con is run by the Hal-Con Sci-Fi Fantasy Association, a registered non-profit organization. A portion of all the convention proceeds will be donated to the IWK Children's Hospital in Halifax, NS. We are hosting a Charity Auction on Sunday, November 13, 2011 using items donated by the celebrity guests, local companies and shops, as well as participants and vendors of the event. All proceeds of that auction will be donated to the Child's Play children's charity at the IWK Hospital.

<http://www.childsplaycharity.org/>

Our survey, as of June 1st 2010, results of interested attendees indicated the following target audience:

- 49% of respondents were female, 51% were male
- 49% are aged 18-30, and 28% are 30-40 years old
- 85% of respondents live in Nova Scotia
- 57% of respondents intend to purchase weekend passes
- 32% heard of Hal-Con through word of mouth, and 22% via social networking

Your company may be granted exclusivity for your business type, as a sponsor for Hal-Con. In addition, you would see these benefits:

- International and national press coverage potential
- Opportunity to support an emerging festival
- Opportunity for direct marketing to over 3500 people via social networking
- Free advertising in our convention guide, on our website, at the convention, on all advertisements
- Demonstration of support for Halifax and Nova Scotia community

What we're asking:

- A financial contribution toward Hal-Con
- Donation of item(s) toward the convention – supplies directly related to running the event, door prizes, charity items

What we can offer:

- Branding – putting your company logo on t-shirts, official letters, and printed materials (i.e. flyers, convention program, posters, etc)
- Free advertisement in our convention programme, having a banner/poster hung at the convention
- Weekend Admission passes for you to distribute to your staff (maximum three passes)
- Special thanks during the closing ceremonies



- Letter of recognition, certificate and thanks
- Regional exclusivity
- Prizes to give away at events
- Over 3500 members of our social media/networking to whom we can send direct messaging

Partnership – we define a Partner as a company who may not be able to offer direct financial assistance, however can offer trade for goods and/or services in equivalent value.

Benefits of Partnership

- All partners will be mentioned on the Hal-Con website, as well as our Facebook group
- Discount advertising in our convention programme
- Mutually shared advertising during promotional activities and on promotional materials
- An opportunity to gain recognition in a market you might not have otherwise
- Recognition with a certificate and letter of thanks

Sponsorship – we define a Sponsor as a person or company who can infuse working capital into our organization.

Benefits of Bronze, Silver & Gold Sponsorship

- All sponsors will be mentioned on the Hal-Con website, as well as our Facebook group.
- You may also place free advertising on our website as a sponsor.
- Your company will be mentioned throughout the convention
- Your logo on all printed materials, as well as on all online advertising
- Your company will be granted a free SWAG insert
- Your company will be mentioned at all events leading up to the main convention date
- Receive (3) free weekend passes (valued at \$50.00 each) to distribute at your leisure
- Free admission for two (2) company representatives if you wish to have an on-site presence
- Recognition with a certificate and letter of thanks

Additional perks of each sponsorship level:

Gold	\$5,000
-Sponsor a Guest	
-Your company is recognized as a sponsor whenever the guest is introduced	
-3 banners to be displayed at all times (10ft x 3ft maximum)	
-Full page BW ad in programme	
Silver	\$3,000
-2 banners to be displayed at all times (10ft x 3ft maximum)	
-Full page BW ad in programme	
Bronze	\$1,000
-1 banner to be displayed at all times (10ft x 3ft maximum)	
-1/2 page colour ad in programme	
Hal-Con Champion	\$1 - 1,000

All partners and sponsors will be listed by name and level on our website, in our event program, and will be recognized at our convention during closing ceremonies.

We can customize sponsorship packages – please don't hesitate to inquire.



Other sponsorship opportunities

Sponsor a Guest - If any guests remain un-sponsored, you may choose to present the guest. You will also be encouraged to display signage for the duration of the guest's presentation. You will also have the privileges of a Bronze level sponsor. Your company will receive special thanks on our website and during the closing ceremonies.

Sponsor a guest *Variable Amount*

Sponsor the VIP Intimate Guest Experience Event – We are hosting a “Wine & Cheese” event which will allow VIP attendees the opportunity to mingle with the Special Guests at the convention. You will have the benefits of a Gold level sponsor, except for sponsoring a guest. Your company will receive special thanks on our website and during the closing ceremonies.

Sponsor the VIP Intimate Guest Experience Event \$1000
Exclusive Sponsor of the VIP Event \$5000

Advertising

A Convention Programme will be distributed to all 2000+ guests in attendance at the convention. For local businesses, this is a great opportunity to spread the word. For partners & sponsors, discounted advertising is available. These are the prices for standard advertising in our convention programme.

Advertising reserved for 15 to 16 pages of a 32 page program.

- Program Cover (FB/B/IB)	\$300 + HST
- Full Page -Black & white	\$200 + HST
- Half Page - Black & white	\$100 + HST

Contact information

Mailing address:

Hal-Con Sci-fi Fantasy Association
c/o Jennifer Lambe
P.O. Box 25110
Halifax, Nova Scotia
B3M 4H4

Web: <http://www.hal-con.com>
Email: Jennifer@hal-con.com
Phone: 902-292-3214

Find us on Facebook! Search: Hal-Con

To become a sponsor, please email your interest to Jennifer or you can call for further information. We will reply with 24 hours with a registration form and answers to any questions you may have.