



# SHOCK A-CON AUSTRALIA

SPONSOR OPPORTUNITIES

## Introduction

Exciting times lay ahead for fans, supporters and active members of the horror and paranormal genres, and the upcoming 2018 Shocka-Con Australia convention is playing just a small part towards the combined efforts of many organisations to break down the barriers and make these genres more widely accepted.

November 2018 will see several high profile local and international guests come together for the combined efforts of benefiting the communities in which the Shocka-Con Australia convention aims to substantiate.

There are a few key focuses for Shocka-Con Australia when it launches in 2018 which includes:

- Raising awareness of the genres in which the convention covers;
- Connect business who deal and operate in the genres with potential customers who are directly interested in such a genre;
- Encourage and support the communities of the genres as they currently stand;
- Introduce the genres to new potential supporters in a fun and exciting way;
- Generate a new convention for genres that are often overlooked, making it currently the only horror-based convention in Australia.

As part of our build up we have tentatively booked the multi-award winning National Convention Centre in Canberra, a venue both the organisers and potential attendees are excited about having as the venue for our first ever running of the event.

From the first day of announcing plans for Shocka-Con Australia interest has been steadily growing with both International and Australian based businesses, groups and entities supporting the event.

Although the event is still over 12-months away from kicking off it is important that we work hard to lock in our sponsors early to be able to actively promote those who have taken the opportunity to support our event, while at the same time being able to secure the big names that fans most want to see at events and conventions such as this.

Being based in Australia our commitments to special guests come at a greater cost than conventions based in the United States of America due to the added travel costs, however, there remains many interested individuals who are more than happy, and even excited, to attend.

We thank you for the opportunity to present to you our Sponsorship Opportunities and hope that after reviewing them you will elect to join us in the creation of a hallmark event for the Horror and Paranormal genres in the Australasian region.

## Sponsorship in a Glance

<b>Sponsorship Opportunities</b>	<b>Number Available</b>	<b>Price AUD\$ (inc. GST)</b>
<b>Platinum Sponsorship</b>	Exclusive	\$5500.00
<b>Gold Sponsorship</b>	Multiple	\$3300.00
<b>Silver Sponsorship</b>	Multiple	\$2200.00
<b>Bronze Sponsorship</b>	Multiple	\$1100.00

## Advertising Options

<b>Advertising Opportunities</b>	<b>Number Available</b>	<b>Price AUD\$ (inc. GST)</b>
<b>Attendee Show Bag Sponsorship</b>	Exclusive	\$660.00
<b>Attendee Show Bag Insert</b>	Multiple	\$220.00
<b>Show Directory Advertising</b>	Multiple	\$165.00
<b>Photo Opportunity Logo Banner</b>	Multiple	\$330.00
<b>Workshop Title Sponsor</b>	Multiple	\$220.00
<b>Discussion Panel Sponsor</b>	Multiple	\$440.00
<b>Special Guest Sponsor</b>	Multiple	\$6600.00

# Sponsorship Opportunities

Please note that all costs are in Australian Dollars and are inclusive of Goods and Services (GST) tax.

## Platinum Sponsor

Exclusive - \$5 500

### Recognition

- Platinum Sponsor Acknowledgement;
- Organisation acknowledgement on the Shocka-con Australia website with a link to your website;
- Business logo on convention main entry feature (exclusive);
- Business logo on convention signage;
- Business logo featured on the cover of the convention program;
- Business logo on rotating on LCD Display screens around the convention;
- A Plaque in recognition of your sponsorship to display in your place of business;

### Promotion

- Two VIP Show Bag inserts (to be supplied by you);
- Full page advertisement in the convention program (artwork to be provided by you);
- Social Networking promotion on the Shocka-Con networks (advertisement to be provided by you).

### Trade Hall

- Two Exhibition Hall booths (3m x 3m) in prime positions in the exhibition hall including immediately as attendees enter, and immediately beside the Special Guests autograph and photograph sessions.

### Tickets

- Four (4) additional VIP tickets for your workers, friends or family.

## Gold Sponsor

Multiple - \$3 300

### Recognition

- Gold Sponsor Acknowledgement;
- Organisation acknowledgement on the Shocka-con Australia website with a link to your website;
- Business logo on convention signage;
- Business logo featured on the cover of the convention program;
- Business logo on rotating on LCD Display screens around the convention;
- A Plaque in recognition of your sponsorship to display in your place of business;

### Promotion

- One VIP Show Bag inserts (to be supplied by you);
- Half page advertisement in the convention program (artwork to be provided by you);
- Social Networking promotion on the Shocka-Con networks (advertisement to be provided by you).

### Trade Hall

- Two Exhibition Hall booths (3m x 3m) in prime positions in the exhibition hall including immediately as attendees enter, and immediately beside the Special Guests autograph and photograph sessions.

### Tickets

- Two (2) additional VIP tickets for your workers, friends or family.

## Silver Sponsor

Multiple - \$2 200

### Recognition

- Silver Sponsor Acknowledgement;
- Organisation acknowledgement on the Shocka-con Australia website with a link to your website;
- Business logo on convention signage;
- Business logo featured on the cover of the convention program;
- Business logo on rotating on LCD Display screens around the convention;
- A Plaque in recognition of your sponsorship to display in your place of business;

### Promotion

- One VIP Show Bag inserts (to be supplied by you);
- Half page advertisement in the convention program (artwork to be provided by you);
- Social Networking promotion on the Shocka-Con networks (advertisement to be provided by you).

### Trade Hall

- One Exhibition Hall booths (3m x 3m) in prime positions in the exhibition hall including immediately as attendees enter, and immediately beside the Special Guests autograph and photograph sessions.

### Tickets

- Two (2) additional VIP tickets for your workers, friends or family.

## Bronze Sponsor

Multiple - \$1 100

### Recognition

- Bronze Sponsor Acknowledgement;
- Organisation acknowledgement on the Shocka-con Australia website with a link to your website;
- Business logo featured on the cover of the convention program;
- Business logo on rotating on LCD Display screens around the convention;
- A Plaque in recognition of your sponsorship to display in your place of business;

### Promotion

- One VIP Show Bag inserts (to be supplied by you);
- Quarter page advertisement in the convention program (artwork to be provided by you);
- Social Networking promotion on the Shocka-Con networks (advertisement to be provided by you).

### Trade Hall

- One Exhibition Hall booths (3m x 3m) in prime positions in the exhibition hall including immediately as attendees enter, and immediately beside the Special Guests autograph and photograph sessions.

### Tickets

- One (1) additional VIP tickets for your workers, friends or family.



### Attendee Show Bag Sponsorship

Attendee Show Bags are the official show bag of Shocka-Con Australia and will be available for all attendees to purchase from the Shocka-Con Australia Merchandise stand. VIP Ticket Holders receive a free show bag as part of their ticket purchase.

By being the Attendee Show Bag Sponsor your business logo and details will be printed on the reverse side of the Show Bag. You will also receive one free advertising insert (sponsor needs to surprise).

Cost: \$660.00

### Attendee Show Bag Insert

This Insert package allows you to provide an advertisement insert to be placed into the Shocka-Con Australia Show bag. The Show Bag is available for purchase from the Shocka-Con Australia Merchandise stand and a free show bag is given to each VIP Ticket Holder.

Cost: \$220.00

### Show Directory Advertising

Your business will be added into the Shocka-Con Australia convention program. This will include your logo, description of your business and/or services offered and contact details.

Cost: \$165.00

### Photo Opportunity Logo Banner

Limited spaces remain to have your logo added to our Photo Opportunity banner. This is the banner (backdrop) that all our official photos between event attendees and our Special Guests will be taken in front of.

This would see your logo in the background of thousands of photos posted on social networking accounts and websites for years to come.

Cost: \$330.00

### Workshop Title Sponsor

Throughout the convention there will be several highly anticipated workshops attended by hundreds of convention attendees. By taking up this sponsor position you will be the sponsor of one of our many workshops.

The workshops will be listed on our website, in our event program, and on all signage as presented by your business – the website will also carry a link to your website, and your logo will be displayed on the door signage as attendees enter. ***This sponsorship is for ONE workshop.***

Cost: \$220.00

### Discussion Panel Title Sponsor

By taking up this sponsor position you will be the title sponsor to one of our many Discussion Panels throughout the convention. A wide range of topics, featuring experts in their respective fields will be holding constructive discussion panels open to attendees.

Securing this sponsorship will see your business advertised on our event website, with a link to your website, your logo displayed on the door signage as attendees enter to listen to the Discussion Panel and raise their thoughts. The Discussion Panel will be named after your business.

Cost: \$330.00

### Special Guest Sponsor

This is by far one of the most important sponsorships for the 2018 Shocka-Con Australia convention, and apart from the Gold, Silver and Bronze packages is the sponsorship package that will potentially gain the most exposure.

This sponsorship will see you become the sponsor of one of our Special Guests. On our website the Special Guests as they are confirmed will be "brought to you by..." your business, a link on our website will go directly to your website, in the event program during the biography of our Special Guest your business will be exclusively advertised on their biography page.

During the Question and Answer session that all Special Guests have agreed to undertake it will be introduced under its naming rights by your business, the MC will also give thanks to your business as the Special Guest is "brought to you by...."

Finally, all advertisement posters within the venue will carry your business logo.

Effectively anything to do with the Special Guest your sponsorship goes towards is known to everyone following on the internet, and attending the convention as being thanks to your sponsorship.

Cost: \$6600

## Sponsorship Terms

All Sponsorships under \$1000.00AUD must be paid in full for the sponsorship package to be considered as sold. For those sponsorships over the sum of \$1001.00AUD at least a 50% deposit is due to secure your sponsorship with the remaining 50% due before June 30<sup>th</sup> 2018.

No sponsorship is considered in place until the sponsorship fee, or above stated deposit, has been paid. Sponsorship will start immediately upon payment being received.

Payments must be made via online payment processor PayPal or via Electronic Bank Transfer.

All Sponsorships are sold on a first come first serve basis.

To secure your sponsorship for Shocka-Con Australia in 2018 please contact [info@shocka-con.com.au](mailto:info@shocka-con.com.au)