

Paths of Sponsorships

Smofcon 36, December 2018



Who exactly are your customers as you seek sponsorship?



Board of Directors?

Chair/Treasurer?

Department Heads?

Tax Person/IRS?

Fandom?

Sponsors?

The Event is your customer, and in order to help you need to become a detective.

Board/Chair

Hopefully Nonprofit, Engaged, Understanding & Teaching Forward to all who report to them.

Treasurer/Tax

Realizes Sponsorship doesn't replace Budget. Involved and Provide Metrics/Paperwork.

Committee

Take their needs into your account and make production a priority.

Fandom

Don't think Targets or Markets -think Partners in Event & Experience. Individuals

Sponsors

Welcomes Outside the Box and Partnering

Creating an Inventory

Naming Rights

Support an Event

Support a Guest

Products or Suppliers

Exclusivity - access or single promotion

Trademarks or Merchandising

Performances

Discounts

Space/Demonstrations or Coupons

Signage or patenting

Hospitality/Equipment


Tie-ins

**Westercon 72, NASFiC
2019 & 1632 Minicon**
Science Fiction & Fantasy Convention


**Dragon Dronet
Weaponsmith
Guest of Honor**

July 4 - 7, 2019 at the Davis
Conference Center, Layton, Utah
Sponsored by Utah
Fandom Organization
a 501(c)(3) Nonprofit
www.spikecon.org

Sponsored by Oregon Science Fiction
and Fantasy Conventions, Inc.



**Work with your team especially
Operations or Technical, to make
note of any options on your list that
need more lead time or are difficult
to produce!**



Needs not Demographics

Value vs Courage

Humility and Your Team

Diversify

Lead Time and Communications



**Sponsors don't need to know you, they
need your advice, insight, expertise,
and property - Your Perspective.**

2019 CONCOM CHART

Kate Hatcher | May 6, 2017



Hardest Thing as a Sponsor Liaison is Humility



Inventory
Team
Options
Perks
Paperwork

Westercon 67 - \$6,714

LTUE - 3,200 avg.

LTUE 2018 - 4,500

Westercon 70 - 1,650

Worldcon 76 - 48,000 - 50,000 (estimate)

Spikecon - \$12,000 est (guests)

**I can deny it all I want, but the best results
came by talking.**