

# *Crown City Con*

CNY's Ultimate Tabletop Gaming Convention

## Sponsorship Opportunities

We welcome you and appreciate your interest in sponsoring Crown City Con.  
Please read through this marketing offer before applying for a sponsorship.

Information in this packet pertains only to Crown City Con, held 22-23 September 2018, at Ramada Hotel and Conference Center in Cortland NY, and is subject to change or additions. Written notice will be given to interested parties of all changes or addendums. Such notices will be via updates on our website and emails sent to addresses on file.

Latest Version dated 30 May 2018  
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## **Who We Are**

**Central New York** is a large area of Upstate New York, encompassing eight counties, a population of nearly two million, and several medium to large cities, including the Syracuse metropolitan area.<sup>i</sup> It is an area containing many tabletop gaming enthusiasts, but due to an overwhelmingly rural and scattered population, many of these gamers find it difficult to get together on a frequent or regular basis. To solve this dilemma, many gamers attend conventions, but those are few and far between.

**Crown City Con** is Central New York's only gaming convention. While there are several comic cons, sci-fi cons, and other fan-based conventions in the region, there has not been another convention dedicated solely to gaming since 1984.<sup>ii</sup> Crown City Con LLC serves the gaming community by bringing gamers together for a full weekend of multi-genre gaming and other hobby related events. For gamers, we are the place where they can meet to play, but for sponsors, we are a place where you can showcase your company to dedicated game enthusiasts.

## **What We Offer You**

**Crown City Con LLC** gives you the opportunity to directly promote your company and its products and services to a highly specific audience. This allows you to maximize your advertising dollars by targeting only those customers most likely to want to purchase your products or utilize your services.

Sponsorship benefits extend far beyond the weekend of the convention. Once you become a sponsor of Crown City Con, your company's visibility immediately increases as you are listed on our official websites. Potential customers can instantly click on links to your sites and research or even purchase your product, days, weeks, or even months before the convention. Your footprint can increase dramatically as we produce and distribute additional promotional material, such as our convention program, flyers, and social media posts.

Once the convention begins, you will have the opportunity to directly merchandise your company through onsite banners or discounted rental of exhibition space. Your advertising materials and samples can be included in swag bags and distributed via booths and information tables. Your product can be put directly in the hands of gamers through demonstrations and sales or as donated materials for events and prizes for competitions.

All of this adds up to an increase in brand recognition and customer loyalty that continues long after the convention ends. In fact, your advertising dollars will extend directly into the homes and workplaces of gamers as they gather to discuss and play the games and use the products they learned about, played, or were awarded at Crown City Con. Word-of-mouth advertising like this begins at the convention and continues indefinitely, leading to a greatly increased customer base for your product or services.

## **How does it work?**

Crown City Con LLC will gladly accept donations from your company, that we will use for the sole purpose of making the convention better for everyone. Donations can be in the form of financial contributions or by donation of games or other gaming related products. All product will be used as materials for gaming events and/or awarded to attendees as prizes for playing games or` winning competitions and contests. With your approval, a small portion may be kept to increase our games library and enhance future conventions. Overall, we want to get your games into the gamers' hands, so they can play them with their friends long after the convention ends. This is what increases your reach and also builds a larger and stronger gaming community, which is our primary goal.

Please take a look at the listings of sponsorship levels we offer. We have named them in honor of the coins used in the gaming world created by Gary Gygax, one of the co-creators of the world's most popular roleplaying game. Choose one that is right for your needs and then fill out the sponsorship application at our Tabletop Events page: [Sponsorships](#). Once your application is approved, you can begin to receive all the benefits from your direct marketing sponsorship. If you have any questions or need any help during any stage of the process, please contact us at [info@crowncitycon.com](mailto:info@crowncitycon.com). We thank you for taking the time to consider Crown City Con's sponsorship program.

## **Sponsorship Levels**

### **Iron Level**

Sponsorship equals either:

1. Financial donation of \$10
2. Product donation worth \$20 MSRP value

Benefits of this sponsorship are:

- Name listed in convention program.

### **Brass Level**

Sponsorship equals either:

1. Financial donation of \$25
2. Product donation worth \$50 MSRP value

Benefits of this sponsorship are:

- Name listed in convention program.
- Name listed on Crown City Con website, with a hyperlink to your website.

### **Bronze Level**

Sponsorship equals either:

1. Financial donation of \$50
2. Product donation worth \$100 MSRP value

Benefits of this sponsorship are:

- Thumbnail ad in convention program.
- Thumbnail logo (1"x1") displayed on sponsor page of Crown City Con website with -hyperlink to your website.
- Dedicated thank-you post on Facebook with link to your FB page or website.

### **Copper Level**

Sponsorship equals either:

1. Financial donation of \$75
2. Product donation worth \$150 MSRP value

Benefits of this sponsorship are:

- Sixteenth-page ad in convention program.
- Small logo (2" x 2") displayed on sponsor page of Crown City Con website with hyperlink to your website.
- Dedicated thank-you post on Facebook with link to your FB page or website.

### **Silver Level**

Sponsorship equals either:

1. Financial donation of \$100
2. Product donation worth \$200 MSRP value

Benefits of this sponsorship are:

- Eighth-page black and white ad in the convention program.
- Medium logo (3" x 3") displayed on sponsor page of Crown City Con website with hyperlink to your website.
- Dedicated thank-you post on Facebook with link to your FB page or website.
- 5% off Badge purchases.

### **Electrum Level**

Sponsorship equals either:

1. Financial donation of \$200
2. Product donation worth \$300 MSRP value

Benefits of this sponsorship are:

- Quarter-page black and white ad in the convention program.
- Medium logo (3"x3") displayed on sponsor page of --Crown City Con website with hyperlink to sponsor's website.
- Dedicated thank-you post on Facebook with link to your FB page or website.
- One complimentary Sponsor Badge, plus 5% off additional Badge purchases.
- 5% off Exhibition Space rental.

### **Gold Level**

Sponsorship equals either:

1. Financial donation of \$400
2. Product donation worth \$500 MSRP value

Benefits of this sponsorship are:

- Half-page black and white ad in the -convention program.
- Large logo (4"x4") displayed on sponsor page of Crown City Con website with hyperlink to sponsor's website.
- Dedicated thank-you post on Facebook with link to your FB page or website.
- Sponsor provided banner displayed in one of the convention areas (RPG, Board Games, Wargaming, or Cards).
- Two complimentary Sponsor Badges, plus 5% off additional Badge purchases.
- 10% off Exhibition Space rental.

### **Platinum Level**

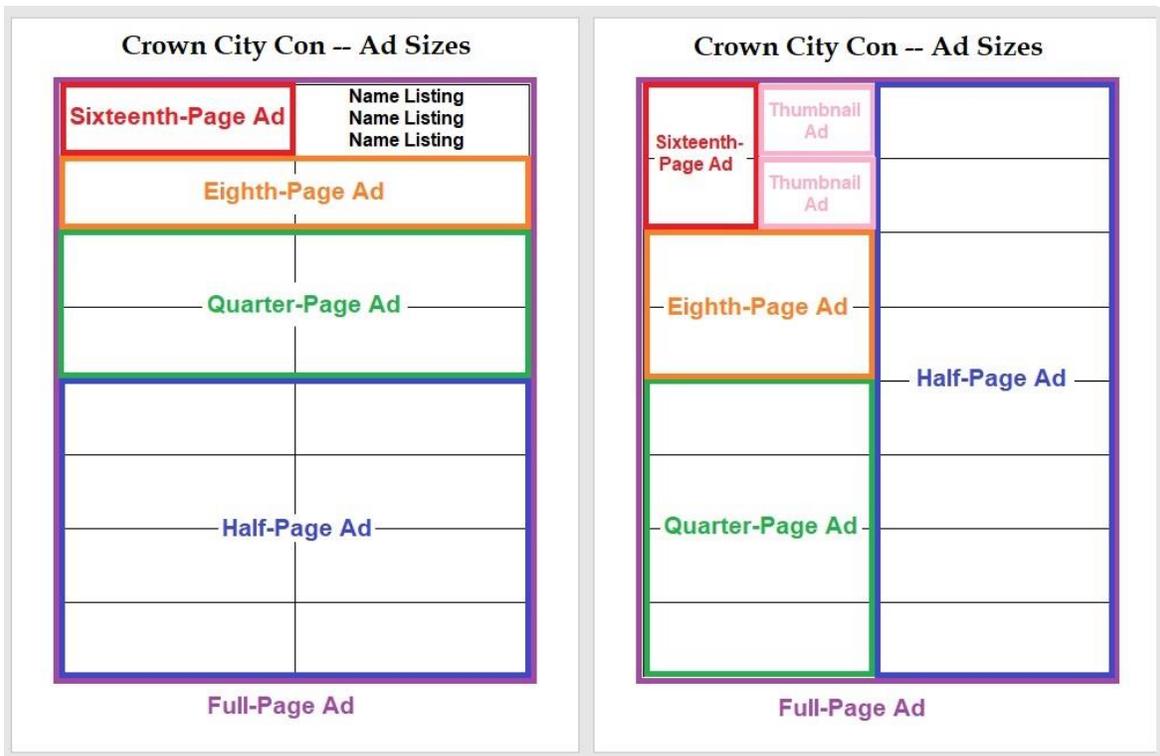
Sponsorship equals either:

1. Financial donation of \$600
2. Product donation worth \$700 MSRP value

Benefits of this sponsorship are:

- Full-page black and white ad in the convention program.
- Prominent logo (6"x6") displayed on sponsor page of Crown City Con website with hyperlink to sponsor's website.
- Dedicated thank-you post on Facebook with link to your FB page or website.
- Sponsor provided banner displayed in one of the convention areas (RPG, Board Games, Wargaming, or Cards).
- Sponsor provided banner displayed in convention registration area.
- Three complimentary Sponsor Badges, plus 5% off additional Badge purchases.
- 15% off Exhibition Space rental.

Sponsorship Levels			
Level	Financial Donation	Product Donation	Marketing Rewards
Iron	\$10	\$20	Name listed in convention program.
Brass	\$25	\$50	Name listed in convention program. Name listed on Crown City Con website, with a hyperlink to your website.
Bronze	\$50	\$100	Thumbnail ad in convention program. Thumbnail logo (1"x1") displayed on sponsor page of Crown City Con website with hyperlink to your website. Dedicated thank-you post on Facebook with link to your FB page or website.
Copper	\$75	\$150	Sixteenth-page ad in convention program. Small logo (2" x 2") displayed on sponsor page of Crown City Con website with hyperlink to your website. Dedicated thank-you post on Facebook with link to your FB page or website.
Silver	\$100	\$200	Eighth-page black and white ad in the convention program. Medium logo (3" x 3") displayed on sponsor page of Crown City Con website with hyperlink to your website. Dedicated thank-you post on Facebook with link to your FB page or website. 5% off Badge purchases.
Electrum	\$200	\$300	Quarter-page black and white ad in the convention program. Medium logo (3"x3") displayed on sponsor page of Crown City Con website with hyperlink to sponsor's website. Dedicated thank-you post on Facebook with link to your FB page or website. One complimentary Sponsor Badge, plus 5% off additional Badge purchases. 5% off Exhibition Space rental.
Gold	\$400	\$500	Half-page black and white ad in the convention program. Large logo (4"x4") displayed on sponsor page of Crown City Con website with hyperlink to sponsor's website. Dedicated thank-you post on Facebook with link to your FB page or website. Sponsor provided banner displayed in one of the convention areas (RPG, Board Games, Wargaming, or Cards). Two complimentary Sponsor Badges, plus 5% off additional Badge purchases. 10% off Exhibition Space rental.
Platinum	\$600	\$700	Full-page black and white ad in the convention program. Prominent logo (6"x6") displayed on sponsor page of Crown City Con website with hyperlink to sponsor's website. Dedicated thank-you post on Facebook with link to your FB page or website. Sponsor provided banner displayed in one of the convention areas (RPG, Board Games, Wargaming, or Cards). Sponsor provided banner displayed in convention registration area. Three complimentary Sponsor Badges, plus 5% off additional Badge purchases. 15% off Exhibition Space rental.



<sup>i</sup> [https://en.wikipedia.org/wiki/Central\\_New\\_York](https://en.wikipedia.org/wiki/Central_New_York)

<sup>ii</sup> The last known gaming conventions in Central NY were Dragonsteeth 1 (Utica 1983) and Onocon '84 (Syracuse 1984). The closest gaming conventions to Central NY are in the NY Capital Region (Council of Five Nations in Schenectady), Northern Pennsylvania (Mepacon in Scranton), and Western NY (Queen City Conquest in Buffalo). All of these are a 2-hour or more drive from Crown City Con's location in Cortland, NY.