



**Sponsorship
Opportunities
SnowCon 2012**

What is SnowCon?

SnowCon is central and northern Maine's premier tabletop gaming convention.



SnowCon is a entire weekend of multi-genre gaming and other related events for all ages. We are the place where gamers meet to play, try new games, and enjoy hobby-related events, presentations and movies, but for sponsors, it is a place to showcase your company and products to dedicated game enthusiasts.

Why we do what we do:

SnowCon was inspired by all our gaming friends who had to travel long distances to play the games they love. We thought that a cold weekend in Maine would be a wonderful time to spend indoors playing social tabletop games. We believe that gaming should be social, entertaining and above all, fun! Gaming is an excellent activity that inspires creativity & strategy and creates excellent conversation & memories for gamers of all ages.

Our goal for our sponsors is to bring gamers together with companies that offer high quality products and services. We hope that you agree and will join us as we make SnowCon Maine a great experience for everyone.

What we can do for you:

You get to choose the level that best fits your needs.

Last year we had stories in The Maine Edge, the Bangor Daily News and the Maine Campus as well as live appearances on regional television and radio stations. SnowCon also has a strong social media presence and following. Your visibility as a part of SnowCon can reach far more people than just those attending the convention.



What is the next step:

Please take a look at the enclosed listings for all our sponsorship levels and choose one that is right for your needs. Then fill out the enclosed application, send it in with your sponsorship fee and begin to receive all the benefits that a direct marketing sponsorship will bring to your company.

Contact information:

www.snowconmaine.com | info@snowconmaine.com

Monique Bouchard, Event Organizer | 207-852-9030

Gibran Graham, BangPop! Executive Director | 207-249-8553

BangPop! | 18C North High Street, Bangor, ME 04401 | BangPop@me.com



D20 Co-Sponsor Level

\$500 Financial Support

- Sponsor name listed as an official Co-Sponsor of SnowCon 2012 on printed marketing materials
- Sponsor logo listed under co-sponsor space in prominent area on the back of SnowCon 2012 t-shirts
- Sponsor-provided advertisement flyer is included in 250 swag bags
- Sponsor-provided promotional items placed in swag bag
- Full page b/w advertisement in the SnowCon 2012 program book
- Premier listing on the official SnowCon 2012 website with link to sponsor's site
- Sponsor-provided banner placement in the convention event area
- 2 complimentary weekend passes to SnowCon 2012
- 2 invitations to the SnowCon Kickoff Party on Friday, January 13
- Mention in all official SnowCon 2012 public relations materials
- 15% discount on exhibitor table rentals



D12 Level

\$250 Financial Support

- Sponsor name listed as an official sponsor of SnowCon 2012 on printed marketing materials
- Sponsor name listed under sponsor space in prominent area on the back of SnowCon 2012 t-shirts
- Sponsor-provided advertisement flyer is included in 250 swag bags
- Sponsor-provided promotional items placed in swag bag
- Half-page b/w advertisement in the SnowCon 2012 program book
- Premier listing on the official SnowCon 2012 website with link to sponsor's site
- 2 invitations to the SnowCon Kickoff Party on Friday, January 13
- Mention in all official SnowCon 2012 public relations materials
- 10% discount on exhibitor table rentals



D8 Level

\$100 Financial Support

- Sponsor-provided advertisement flyer is included in 250 swag bags
- Sponsor-provided promotional items placed in swag bag
- Quarter-page b/w advertisement in the SnowCon 2012 program book
- Premier listing on the official SnowCon 2012 website with link to sponsor's site



D4 Level

\$25 Financial Support or \$50 Product Donations

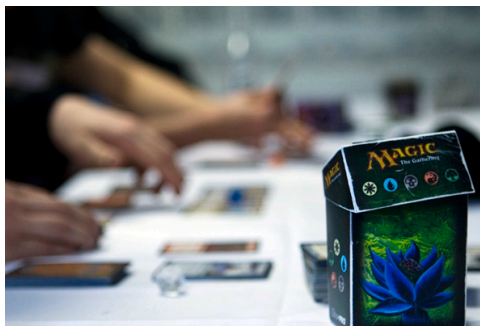
- Sponsor-provided advertisement flyer is included into 250 swag bags
- Fee waived for local area convention advertisement/pass exchange

Special Sponsorship Opportunities:

\$300 - Swag Bag sponsor (1 available): your company logo & website address and the SnowCon logo share the face of our custom bag.

\$50 - Game Area sponsor (5 available): a sign hanging over the gaming area proclaims "Game Area Sponsored by *Your Company*." Areas include: Gaming Library, Miniatures Tables, Board Game Area, Collectible Card Game Zone, Role Playing Area.

Please Note: Only sponsors and exhibitors have exclusive opportunity to conduct tournaments with an on-site purchase requirement. Sponsors and exhibitors are at the discretion of event management.



photos by Shane Leonard

Additional Information:

All sponsors are asked to submit their logo and advertisement flier designs in one of these formats: .EPS, .TIFF, .JPG, .GIF.

Logos and other advertisement design files may be submitted online with an email attachment to the email address provided or you may mail a hard copy CD to the mailing address provided.

Deadline for all logo and advertisement designs is December 1, 2011.

Please note that co-sponsorship and full sponsorship opportunities are limited.

Who is a gamer?

DEMOGRAPHICS

Gender

Male	77%
Female	23%

Age

13 to 17	3%
18 to 24	5%
25 to 34	44%
35 to 44	37%
45 to 54	8%
55 or over	4%

Education

Some high school or less	6%
High school graduate	0%
Some college	25%
Vocational or technical school	4%
College graduate	49%
Postgraduate degree	20%

Annual Household Income

Under \$15,000	13%
\$15,000-\$24,999	6%
\$25,000-\$34,999	6%
\$35,000-\$49,999	12%
\$50,000-\$74,999	22%
\$75,000 or more	40%

Types of Games Played

Roleplaying games	68%
Computer games	48%
Board games	48%
Online computer games	20%
Trading card games	15%
Miniatures	19%
Console games	14%

Own or Have Access to a Computer

Own	99%
Have access	100%
No access	0%

Have Access to the Internet

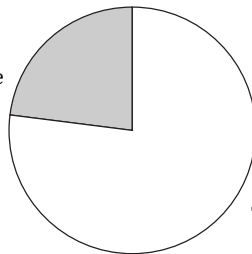
Have access	100%
Do not have access	0%

Amount Spent in the Exhibit Hall

Visit	100%
Under \$10	16%
\$11-30	12%
\$31-50	12%
\$51-100	29%
\$101-200	26%
\$201-350	6%

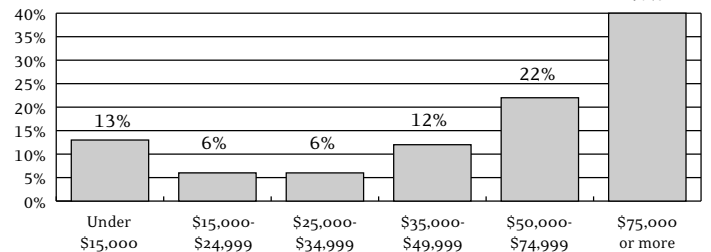
Gender

23% Female

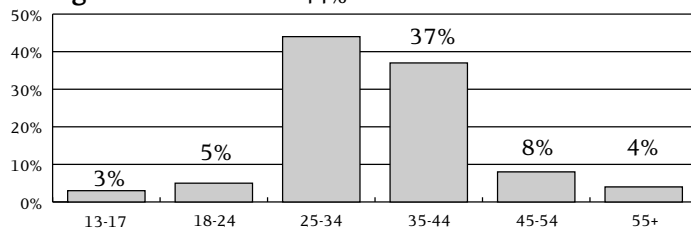


77% Male

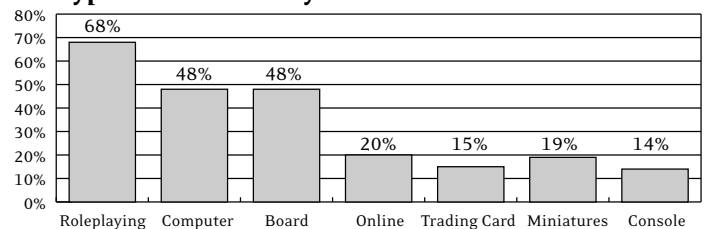
Annual Household Income



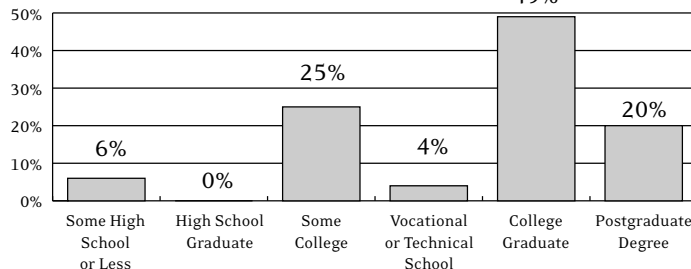
Age



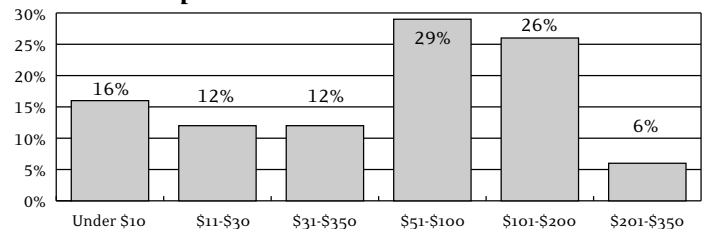
Types of Games Played



Education



Amount spent in Exhibit Hall







(Tabulated in 2004)



SnowCon presented by BangPop! 207.249.8553 info@BangPopMaine.com www.BangPopMaine.com
Sponsor Commitment Form SnowCon 2012

We are pleased to support SnowCon 2012. We would like to pledge \$ _____ at the following level:

Sponsorship Levels:

 _____	D20 Co-Sponsor Level	\$500
 _____	D12 Level	\$250
 _____	D8 Level	\$100
 _____	D4 Level	\$25 (or \$50 in Product Donation)

Additional Opportunities:

_____ **Swag Bag sponsor** **\$300**

Your company logo & website address and the SnowCon logo share the face of our custom bag

_____ **Game Area sponsor** **\$50**

a sign hanging over the gaming area during entire event proclaims "Game Area Sponsored by *Your Company*." Areas include: Gaming Library, Miniatures Tables, Board Game Area, Collectible Card Game Zone, and Role Playing Area

Name: _____

Display Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Website: _____

Please make checks payable to BangPop!. Mail checks and completed sponsor commitment form to: BangPop!, Attn. Gibran Graham, 18C North High Street, Bangor, ME 04401.



SnowCon presented by BangPop! 207.249.8553 BangPop@me.com www.BangPopMaine.com

Exhibitor Registration Form

Please complete and send with full payment to: BangPop!, Attn: Gibran Graham, 18C North High Street, Bangor, ME 04401. Payment may also be made through PayPal to BangPop@me.com.

Exhibitor Name: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone: _____
 Email: _____
 Website: _____
 Type of merchandise: _____

- The undersigned pledges the information provided above is complete and accurate and agrees to the following:
- **Each Exhibitor Table is 8 feet long and priced at \$90.00 for the two-day event (1/14 & 1/15).** Each table comes with two chairs, two passes (maximum 4 passes per exhibitor), and up to 2 lunch tickets for the weekend.
 - Exhibitor hours are Saturday & Sunday 8 AM to 6PM. Set-up begins at 7 AM Saturday. Exhibitor room will be closed and secure overnight.
 - Exhibitor Tables are available on a first-come, first-serve basis.
 - Exhibitor assumes entire responsibility and agrees to protect, indemnify, defend, and save BangPop! and the Black Bear Inn and all their employees and agents harmless against all claims, losses, and damages to person or property, governmental charges and/or fines, and attorney fees arising out of or caused by exhibitor's installation, removal, occupancy, or use of the event premises or any part thereof.
 - Exhibitor will limit their display to the rented table space and a reasonable distance behind that space that is deemed "theirs" and will not alter the event floor plan in any way.
 - Exhibitors will not and are not permitted to affix anything to event room walls.
 - Exhibitors will not bring nor have brought to them any outside food. On-site concessions are available.
 - Free Wi-Fi is available on the event premises. Exact electrical outlet usage is also required at the time of registration. No electricity is guaranteed unless needs are requested on this form.
 - BangPop! has the right to refuse any exhibitor or customer.
 - No exhibitor will be permitted to set-up after 8:00 AM Saturday and all exhibitors are expected to be set up both days of the event.
 - BangPop! has the right to remove any offensive material displayed. No nudity is to be openly displayed on any exhibitor table.
 - Each exhibitor is responsible for their respective goods and guarantees that they have the right to sell/resell any and all items on display. The exhibitor guarantees proper licensing of all materials. The exhibitor guarantees the proper licensing of exhibitor.
 - Cancellation of reserved table space made prior to December 15, 2011, will receive a full refund. Cancellations made between December 16, 2011 to January 2, 2012 will receive a 50% refund. There after, no refunds will be given.
 - In-kind web-site promotion/link will be provided to exhibitors who provide the same and do not contain adult material on their website.
 - Only sponsors and exhibitors have exclusive opportunity to conduct tournaments with an on-site purchase requirement.

_____ # of Exhibitor Tables x \$90.00 = \$ _____ Sponsor discount: _____% TOTAL = \$ _____
 _____ # of electrical outlets requested

Signed: _____ Date: _____