

**Sponsorship Opportunities**

VikingsCon is a great event to get your brand noticed before, during and after the con! We have a wide range of sponsorship's and other advertising options to choose from.

**Naming Rights**
*“VikingsCon is brought to you by {sponsor name}”*
- Sponsor name included on all banners and other signage, website, social media sites, and all other marketing/graphic materials, as well as everything listed below\*. This is a great way to tie your brand to ours - before, during and after the event.
\*Except where marked "exclusive rights"
**Investment: $25,000**

**Branded Photo Ops**
- Sponsor logo will be seen on every digital copy and printed photo taken with our celebrity guests.
**Investment: $10,000\*
Non-Exclusive Investment: $5,000**
\*exclusive rights

**Info Booth**
- Info Booth will be “Presented By {sponsor name}”, and branded with your name/logo/images. This is where attendees can pick up swag bags, program guides, etc. Our attendees often have questions they need answered, and the Info Booth is the place to go.
**Investment: $2,500**

**Ticket Confirmation Page Advertisement**
- Your ad/logo will be placed on each ticket confirmation page (emailed and/or printed) for every pass purchased for our event.
**Investment: $3,500\*
Non-Exclusive Investment: $1,500**
\*exclusive rights

**Encampment Sponsor**
- Have company signage on banners around encampment area; and if you like, you can provide some branded swag or other materials to give out to attendees staying overnight in the encampment.
**Investment: $2,500\*
Non-Exclusive Investment: $1,000**
\*exclusive rights

**Handout Distribution**
- Sponsor representative can hand out marketing materials in the Village Market or Registration area to attendees.
**Investment: $650 per day** (sponsor provides materials)

**Promo Item Inserts**
- Attendees will get your promo item in their registration bag!
**Investment: $600** (sponsor provides insert; TRS to stuff)

**Booth Drop**
- Have your materials distributed to all exhibitors before the Village Market opens Saturday or Sunday.
**Investment: $500 per day** (sponsor provides materials; TRS to distribute)

**Banner**
- Have your company banner placed in the General Admission areas of the event. There are a ton of places to hang banners around the fairgrounds to be seen by attendees throughout the weekend.
**Investment: $250** (sponsor to provide banner, TRS to rig)

If you are interested in a sponsorship package, please email us at **Sponsors@redserpents.com**.

**Program Book Advertising**

​Our collectible Program Book has all the event information and program schedule inside, as well as space for autographs!

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| **Ad Option**  | **Size** | **Cost** |
| 1/4 Page Ad | B&W (3" x 4.75")  | $100 |
| 1/2 Page Ad | B&W (6.25" x 4.75")   | $250 |
| Full Page Ad | Color (7" x 10.25") | $450 |
| Front Inside Cover | Color (7" x 10.25") | $600 |
| Back Inside Cover | Color (7" x 10.25") | $850 |
| Exterior Back Cover   | Color (7" x 10.25") | $1,000   |

SPECS: All Full-Page and Cover Ads: 7”w x 10.25”h with 6” x 9.5” Safe Area. All dimensions are Width x Height. All text must be inside safe area. All ads should be CMYK, 300 dpi EPS, TIFF, JPEG or PDF. All images need to be embedded, and all fonts must be converted to paths. Ads may not include graphic/obscene content, unlicensed use of copyrighted/trademarked materials and/or vulgarity.

If you are interested in booking an advertising space in our Program Guide, please send an email to redserpents.marketing@gmail.com. All requests must be submitted to The Red Serpents no later than August 1, 2017.