

MARKETING OPPORTUNITIES



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Sponsorships:

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What is Intervention?

Intervention is a new Internet Culture convention in the Washington, DC metro area. We are a highly targeted event focused on creative people that live on the Internet and the fandom around it.

(Webcomics, Social Media Mavens, Gamers, Independent Artists).

Why are tech-savvy people coming to Intervention?

- **New Format:** They want to go to a new type of convention that is focused on what the fans want.
- **By the Scene for the Scene:** They want to support the community. This convention is being planned and staffed by friendly and recognizable members of their scene.
- **Industry Networking:** They want to network with other fans and creative professionals.
- **Education:** They want to learn how to make a comic, blog, podcast, or other creative business that is conducted through the Internet.
- **Fun:** They want to shop, dance, and play games with their friends.

Why sponsor Intervention?

- **Targeted Revenue:** To increase revenue by working within our highly targeted fandom demographic (18-34 yr. old males).
- **Vocal Fans:** To increase brand awareness and gain evangelical fans thanks to the passionate community vibe of our event. ***Approximately 40% of pre-registrations have elected to donate an additional amount toward the convention.***
- **Attendee Reach:** To gain exposure to attendees from all over America and as far away as the UK (up to 1,750 attendees at con).
- **Web Presence Reach:** To gain exposure to new consumers from all over the world thanks to our active website, Facebook, and Twitter that we update regularly with things that our attendees enjoy. ***Our guests' web presence reaches over 3 million+ unique readers a month and are actively committed to publicizing companies or entities that support our event.***

“Presented By” Sponsor (1 total purchasable):

Exposure: Active on site/materials through September 30, 2010, Archived on site Forever

Fee: \$25,000

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications, press releases, ticket order confirmations, home page of Intervention, in all advertisements, and on signage at event location. Example:

Intervention 2010 Presented by Your Company/Product Name

Logo Placement/ Size Information:

Wherever Sponsor logos appear, your “Presented By” logo will always be the most conspicuous and largest of all logos present. It will appear above and larger than any Platinum, Gold, Silver, or Bronze level sponsors.

Benefits of “Presented By” Sponsorship:

- Listing on top right hand column of all Interventioncon.com web pages
- Footer listing on all Interventioncon.com web pages
- Cover Listing and Inside Cover full page Advertisement in con book
- Listing on Con Badges for all attendees, guests, staff, and panelists
- Event Banners and Signage on location
- Listing in Ad banners for all Intervention online ad campaigns and link banners
- Listing on Con T-shirts
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Intervention blog.
- Dedicated sales/presentation room (610 square feet – dimensions: 27' by 23')
- 6 ft. display table in main area of convention (unstaffed)
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- Listed as Event/Room Sponsor for one area of the con (see Event/Function Room Sponsor section for details)
- 8 Company Banners displayed throughout the con (supplied by Company)

Platinum Sponsor:

Exposure: Active on site/materials Through September 30, 2010, Archived on site Forever

Fee: \$10,000 (\$15,000 for exclusive to category)

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications, press releases, ticket order confirmations, home page of Intervention, in all advertisements, and on signage at event location. Example:

Intervention 2010 Presented by Your Company/Product Name

Also Sponsored by Platinum Sponsors

Logo Placement/ Size Information:

Wherever Sponsor logos appear your Platinum Sponsor logo will always enjoy conspicuous placement and visibility. It will always appear larger than that of Gold, Silver, or Bronze level sponsors, but smaller than the "Presented By" Sponsor.

Benefits of Platinum Sponsorship:

- Listing on top right hand column of All Interventioncon.com web pages
- Footer listing on all Interventioncon.com web pages
- Cover Listing and Full Page internal advertisement in con book (or Inside Back Cover full page Advertisement in con book if purchased as exclusive to category)
- Listing on Con Badges for all attendees, guests, staff, and panelists
- Event Banners and Signage at location
- Listing in Ad banners for all Intervention online ad campaigns and link banners
- Listing on Con T-shirts
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Intervention blog.
- 6 ft. table in the Intervention Vendor Room (Sponsor Staffed) and 6 ft. display table in main area of convention (unstaffed)
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- Listed as Event/Room Sponsor for one area of the con (see Event/Function Room Sponsor section for details)
- 5 Company Banners displayed throughout the con (supplied by Company)

Gold Sponsor:

Exposure: Active on site/materials Through September 30, 2010, Archived on site Forever

Fee: \$5,000

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications, press releases, ticket order confirmations, home page of Intervention, in all advertisements, and on signage at event location. Example:

Intervention 2010 Presented by Your Company/Product Name

Also Sponsored by Platinum Sponsors

And Gold Sponsors

Logo Placement/ Size Information:

Wherever Sponsor logos appear the Gold Sponsor logo will enjoy second-tier placement. It will always appear larger than that of Silver or Bronze level sponsors, but smaller than the "Presented By" Sponsor or Platinum Sponsors.

Benefits of Gold Sponsorship:

- Listing on top right hand column of All Interventioncon.com web pages
- Footer listing on all Interventioncon.com web pages
- Cover Listing and Full Page internal advertisement in con book
- Listing on Con Badges for all attendees, guests, staff, and panelists
- Event Banners and Signage at location
- Listing in Ad banners for all Intervention online ad campaigns and link banners
- Listing on Con T-shirts
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Intervention blog.
- 6 ft. table in the Intervention Vendor Room (Sponsor Staffed) OR 6 ft. display table in main area of convention (unstaffed)
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- 3 Company Banners displayed throughout the con (supplied by Company)

Silver Sponsor:

Exposure: Active on site/materials Through September 30, 2010, Archived on site Forever

Fee: \$2,500

Payment: Due at Signing

Logo Placement/ Size Information:

Silver Sponsors will be larger than Bronze level sponsors, but smaller than the "Presented By" Sponsor, Platinum Sponsors, or Gold Sponsors.

Benefits of Silver Sponsorship:

- Footer listing on all Interventioncon.com web pages
- 1/2 Page internal advertisement in con book
- Event Banners and Signage at location
- Listing on Con T-shirts
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Intervention blog.
- 6 ft. display table in main area of convention (unstaffed) OR one advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- 2 Company Banners displayed throughout the con (supplied by Company)

Bronze Sponsor:

Exposure: Active on site/materials Through September 30, 2010, Archived on site Forever

Fee: \$1,000

Payment: Due at Signing

Logo Placement/ Size Information:

Bronze Sponsors logos will appear slightly smaller than those of other sponsors.

Benefits of Bronze Sponsorship:

- Footer listing on all Interventioncon.com web pages
- 1/2 Page internal advertisement in con book
- Listing on Con T-shirts
- Event Banners and Signage at location
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Intervention blog.
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,7500)
- 1 Company Banner displayed at the con (supplied by Company)

General Sponsor:

Exposure: Active on site/materials Through September 30, 2010, Archived on site Forever

Fee: \$500

Payment: Due at Signing

Benefits of General Sponsorship:

- Footer listing on all Interventioncon.com web pages
- Mention in listing of General Sponsors in Con book
- Displayed on General Sponsor Banner at location
- Mention on Intervention blog.
- 1/4 Page internal advertisement in con book

Event / Function Room Sponsor:

Exposure: Active on site/materials Through September 30, 2010, Archived on site Forever

Fee: Varies; Starts at \$2500

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications regarding the event sponsored. Example:

Dr. Sketchy's Presented by Your Company/Product Name

Benefits of Event / Function Room Sponsorship:

- Footer listing on all Interventioncon.com web pages
- Prominent banner ad on dedicated web page for this event
- Prominent Banner on-site with your Logo during this event
- 1 Company Banner displayed at the event (supplied by Company)
- 1/2 Page internal advertisement in con book
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Intervention blog, as specifically sponsoring the event.

Sponsorship Examples:

- A session(s) of Dr. Sketchy hosted by creator Molly Crabapple <<http://www.drsketchy.com/>>
- Intervention's Game Room
- War at Innsmouth: Intervention's Dance Club Event
- Live Streaming capability for Intervention's Panel Programming.
- Recording and web archiving of Panels and Programming

Benefits of Advertising in the Con Book:

Our Con Book is a collectible comic book full of exclusive artwork and words from our Industry Guests, information about the event, and space for autographs and pen sketches.

Exposure: Distributed to all con attendees (up to 1,750).

Full Page Ad: \$250

Half Page Ad: \$125

Quarter Page Ad: \$80

Payment: Due at Signing