



## Who's Yer Con 2017 Sponsorship Information

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Hello!

Thank you for your interest in sponsoring Who's Yer Con 2017.

Support like yours has allowed this FREE event to grow and expand each year, reaching more and more gamers - in Indiana and across the country. Our social media presence regularly reaches more than 3,000 people, spreading our message of promoting gaming and its many benefits.

We have several ways to support the group and the event: Cash donations, Product donations, and Game Library donations. You can read about each type of package below.

Please let us know how we can help you best support this great effort. Thanks again.

Best Regards,

Karen Gaddis

Who's Yer Con Sponsorship Coordinator

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### About Who's Yer Gamers

**MISSION:** Who's Yer Gamers is dedicated to educating the general public on the variety, availability, and benefits of hobby gaming. We achieve this goal by providing free and low cost gaming opportunities to the public, and through charitable service.

**EVENTS:** Our annual flagship event, Who's Yer Con, is a FREE gaming convention held each spring in Indianapolis, IN. This fun weekend of around-the-clock gaming, geeky vendors, and gamer-friendly programming serves as a celebration of our vibrant local gaming community.

#### Game Demo Space Available

Have a game you want to demo? There are several ways to promote your game at WYC. Many sponsor packages include high visibility demo space for the weekend. Or, you can always submit and run as many full length gaming sessions as you wish. Just submit them as regular game events in the registration system and you will be assigned a table and times.

#### Contact Us

We would love to hear from you. Please send us an email and we will happily answer any questions. If what you see here does not fit your needs, we may be able to create a custom package for just you.

### Game Library Donations

Donate one or more new, unopened copies of any game to the Who's Yer Gamer Game Library and we will post your logo on the WYG website as a Games Library Supporter, list you on the Thank You page in the WYC Program guide, and add your game title to our "New Games This Year" signs in the Library itself.

## Cash Donation Packages

Bronze Sponsor, \$50: - See your logo\* on the WYG website and get at least one social media mention.

Iron Sponsor, \$125: All the above plus a ¼ page black & white Ad\* in program and a small Info/Demo Booth.

Steel Sponsor, \$200 : All the above plus Upgrade to ½ page B/W Ad\* and two social media mentions.

Silver Sponsor, \$500: All the above plus Upgrade to Full page B/W Ad\*, 3 social media mentions, and an expanded info booth with vending privileges.

Gold Sponsor, \$1000: All the above plus Upgrade to back cover ad\*\*\* (while available), Room naming rights (while available and with approval), and one Focused Social Media Mention, and the right to hang your banner\*\* in a location of our choosing.

Platinum Sponsor, \$2000: All the above plus five or more social media mentions and podcast interview (while available), and a Friday Night VIP Room for you and your guests (subject to limited availability, 6:00 pm to 9:00 pm)

## Product Donation Packages

Bronze Sponsor, \$150 MSRP: See your logo\* on the WYG website.

Iron Sponsor, \$300 MSRP: All the above plus a ¼ page black and white Ad\* in program and one social media mention.

Steel Sponsor, \$600 MSRP: All the above plus Upgrade to ½ page B/W Ad\* and two social media mentions.

Silver Sponsor, \$1500 MSRP: All the above plus Upgrade to Full page B/W Ad\*, and a small Info/Demo Booth with vending privileges.

Gold Sponsor, \$3000 MSRP: All the above plus Upgrade to back cover ad\*\*\* (while available), Room naming rights (while available and with approval), and 3 social media mentions.

Platinum Sponsor, \$6000 MSRP: All the above plus five or more social media mentions and podcast interview (while available), and a Friday Night VIP Room for you and your guests (subject to limited availability, 6:00 pm to 9:00 pm)

## Notes:

All rewards are subject to availability and will be reviewed for appropriateness. Many rewards have limited quantity and will awarded first come, first served. All decisions and placement choices are made at the sole discretion of WYC staff.

\*Art Work: All artwork is subject to approval, and must be submitted no later than March 3, 2017 in usable electronic format: .gif, .jpg, or PDF. Failure to submit usable artwork by the deadline will signal forfeiture of said ad space.

\*\* Banners must be provided by sponsor. All display banners must be 15 square feet or smaller and are subject to review and approval by WYC staff. WYC staff are the final decision makers on viability and placement of banners.

\*\*\* There are only three Full Page “cover” ads available: Back, Inside Back, and Inside Front, and will be assigned on a first come, first served basis.