

I-CON 24

Introduction

Thank you for your interest in becoming a sponsor for I-CON 24 and for ICON Science Fiction, Inc., a not-for-profit corporation. ICON Science Fiction, Inc. works with various groups at the Stony Brook Campus of the State University of New York to promote science fiction, science fact and fantasy. This is accomplished through co-sponsored events, including the annual convention, held at Stony Brook University, which attracts over six thousand people annually.

ICON is interested in improving education of science on the local and national level. Our methods to accomplish this objective are outlined in the attached document, "Educational Objectives". Additionally we cater to up and coming writers, artists and filmmakers by providing various forums to display their work to a wide audience.

In appreciation for your sponsorship of our organization, we have put together several different packages for various levels of involvement at I-CON 24. All items are negotiable, depending on your unique requirements. If sponsorship is a bit more than you are able to afford, also attached is an ad rate form, and we welcome your placing of an ad in one of our publications. To become a sponsor, or place an ad, please contact me at 631-632-6045, marketing@iconsf.org, or by fax at 631-632-6355. You can also mail your ad copy with the form and a check to the address on the form.

Thank you for your time, and I look forward to your becoming a part of the ICON Science Fiction Team.

Sincerely,

David Cortijo
Director of Marketing I-CON 24

I-CON (with a hyphen) is presented annually by ICON Science Fiction, Inc. (without the hyphen) and the I-CON SUNY Stony Brook Campus Chapter. ICON Science Fiction, Inc. is a not-for-profit corporation which is a legal entity separate from the State of New York and the State University of New York.

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Educational Objectives

ICON Science Fiction, Inc., a not-for-profit corporation, is seeks to enhance appreciation for the benefits of science fiction media, and support student interest in science. It also endeavors to promote the benefits of science fiction and fantasy literature, teach about the applications of technology, and to educate people in the ways in which various types of activities can be used to increase understanding of, and appreciation for, modern society.

Methods:

- ❑ I-Con has initialized a scholarship program with SUNY Stony Brook to provide aid for undergraduate science students attending the University.
- ❑ Our largest event, the annual I-CON Science Fiction, Science Fact and Fantasy Convention, now in its 24th year, presents the opportunity to promote awareness of the potential benefits of science fiction, science fact and fantasy.
- ❑ The programming includes numerous authors discussing their work, and other novels, in addition too a workshop for young writers with successful authors, providing helpful suggestions on how to get started.
- ❑ One of our largest areas of programming is presentations and panel discussions by renowned physicists, biologists and chemists. These scientists discuss their experiments, as well as their views of scientific discoveries that will be made in the near and distant future.
- ❑ At the convention we run events for children with the assistance of museums, including the Long Island Science museum. These educational, hands-on presentations assist in teaching young children an appreciation for science.
- ❑ This year we are presenting for the second time an Independent Science Fiction Film Festival to provide young filmmakers a chance to display their work.
- ❑ Additionally, at the convention there are numerous other workshops including, an animation Cel Painting workshop, costume making workshops, and rocketry demonstrations.
- ❑ Several actors/actresses present discussions on how to break into acting, and how to continue to succeed over a long-period of time.

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Sponsorship Packages:

Executive Sponsorship: (\$10,000 and up)

- Mention in all premium advertising (TV, Radio, etc.)
- Sponsorship mentioned on all staff shirts
- 2 Banners over Dealer Area
- 1 Banner in Registration Area
- 4 Corporate Display Area Tables
- Centerfold or Cover ad in the Program Book
- Inside Cover ad in the Pocket Schedule
- Inside Cover ad in the Spring and Fall Newsletters
- 40 Memberships

Platinum Sponsorship: (\$5,000)

- Sponsorship mentioned on all staff shirts
- 1 Banner over Dealer Area
- 1 Banner in Registration Area
- 2 Corporate Display Area Tables
- Centerfold or Cover ad in the Program Book
- Full Page ad in the Pocket Schedule
- Full Page ad in the Spring and Fall Newsletters
- 20 Memberships

Gold Sponsorship: (\$2,500)

- 1 Banner over Dealer Area
- 2 Corporate Display Area Tables
- Full Page ad in the Program Book
- Full Page ad in the Pocket Schedule
- Half Page ad in the Spring and Fall Newsletters
- 10 Memberships

Silver Sponsorship: (\$1,000)

- 1 Corporate Display Area Table
- Half Page ad in the Program Book
- Half Page ad in the Pocket Schedule
- Quarter Page ad in the Spring and Fall Newsletters
- 5 Memberships

Bronze Sponsorship: (\$500)

- 1 Corporate Display Area Table
- Quarter Page ad in the Program Book
- Eighth Page ad in the Pocket Schedule
- Eighth Page ad in the Spring and Fall Newsletters
- 2 Memberships

I-CON 24 Advertisement Form

Company Name: _____ Contact Person: _____
 Street Address: _____ Phone Number: _____
 City, State, Zip: _____ E-mail Address: _____

Please Highlight or Circle which ad(s) you wish to purchase. Please contact us at marketing@iconsf.org, or 631-632-6045 if you are interested in a cover or centerfold ad. The deadline for each publication is in parenthesis next to the title. If you do not provide camera ready artwork or graphics sizeable to the correct dimensions, you must submit your ad one week prior to the listed deadline. If you want ICON to create your ad from contents of a web site or using graphics and text supplied to us, there is a minimum \$20 or 15% surcharge, whichever is greater. (Note: Most non-camera ready ads that are not electronically submitted will be assessed this surcharge. Ads with no graphics or that are being reused from a previous I-CON publication will not be surcharged). Please contact us in advance if you are planning on sending us an ad within 1 week of the deadline listed.

Multiple Ad Discount: For each additional ad beyond the first purchased, you may take 5% off of the total cost of your ad order (maximum cost reduction of 15% for 4 ads purchased). Note that while your ads may be of varying sizes, they must all be purchased at once to be eligible for this discount.

Fall Newsletter 10/26/04 (mailed, approx. 7000 copies)			Spring Newsletter 2/8/05 (mailed, approx. 15000 copies)		
Type of Advertisement	Rates	Dimensions (WxH)	Type of Advertisement	Rates	Dimensions (WxH)
Full Page	\$350	7x9.375	Full Page	\$400	7x9.375
Half Page	\$225	3.5x9.625 or 7x4.875	Half Page	\$250	3.5x9.625 or 7x4.875
Third Page	\$170	7x3.125 or 3.5x6.25	Third Page	\$190	7x3.125 or 3.5x6.25
Quarter Page	\$130	3.5x4.5	Quarter Page	\$150	3.5x4.5
Sixth Page	\$90	3.5x3.125	Sixth Page	\$100	3.5x3.125
Eighth Page	\$75	3.5x2.25	Eighth Page	\$85	3.5x2.25
Inside Front Cover	\$500	7x9.375	Inside Front Cover	\$600	7x9.375
Inside Back Cover	\$500	7x9.375	Inside Back Cover	\$600	7x9.375
Outside Back Cover (half of back cover)	\$350	7x4.875	Outside Back Cover (half of back cover)	\$600	7x4.875

All advertisement dimensions are in inches

Program Book 3/15/05 (approx. 7000 copies)			Pocket Schedule 3/29/05 (approx. 7000 copies)		
Type of Advertisement	Rates	Dimensions (WxH)	Type of Advertisement	Rates	Dimensions (WxH)
Full Page	\$450	7.5x9.75	Full Page	\$400	7x9.375
Half Page	\$300	7.5x4.75 or 3.625x9.75	Half Page	\$250	3.5x9.625 or 7x4.875
Third Page	\$225	7.5x3.25 or 3.75x6.5	Third Page	\$190	7x3.125 or 3.5x6.25
Quarter Page	\$175	3.625x4.75	Quarter Page	\$150	3.5x4.5
Sixth Page	\$120	3.625x3.25	Sixth Page	\$100	3.5x3.125
Eighth Page	\$100	3.625x2.25	Eighth Page	\$85	3.5x2.25
Inside Front Cover	\$700	8x10.5	Inside Front Cover	\$600	7x9.375
Inside Back Cover	\$700	8x10.5	Inside Back Cover	\$600	7x9.375
Outside Back Cover	\$800	8.5x11			
Centerfold	\$1,000	15.5x9.75			

Please Note: Quark Xpress files are not acceptable file formats for electronically submitted ads. Microsoft Word documents are only acceptable if your ad is text-only with no graphics. Additionally, non-standard fonts may not appear correctly in the ad. Preferred ad format is Photoshop (.PSD). Also Accepted: Acrobat (.PDF), Windows Metafile (.WMF), JPEG (.JPG), Windows Bitmap (.BMP), Tagged Image File Format (.TIFF, .TIF). Ads that do not conform to the appropriate dimensions will be resized so that neither the height nor the width are greater than that of the ad dimensions. In this case, your ad may contain less area than the dimensions of the original space purchased.

For more information, or to place an ad, please contact David Cortijo at 631-632-6045, marketing@iconsf.org, or mail in this form with your check, and ad copy (electronic or hard copy) to:

Ad Sales
 I-Con Science Fiction, Inc.
 P.O. Box 550
 Stony Brook, NY 11790