

I-CON 25

Introduction

Thank you for your interest in becoming a sponsor for I-CON 25 and for ICON Science Fiction, Inc., a non-profit, 501(c)(3) educational 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 cosponsored 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 25. 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 placement 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.

I would also like to make you aware that, new for I-CON 25, we have relocated our Corporate Display area to the center of the Dealer's Floor. We have made this change in order to give our Corporate Sponsors a more visible location within the convention, as a thank you for their support.

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 25

Attended by over 6,000 people each year, I-CON is a three day festival, designed to encourage literacy, creativity and interest in science and technology through science fiction and its related genres. Programming at I-CON spans a wide range of topics and interests, including science fiction, fantasy, horror, comic books, Japanese animation (otherwise known as Anime), medieval reenactment, science and technology.

Guest speakers are invited from around the world to share their experiences in their fields, information about any new or upcoming projects and their insights into the genre with their fans. Over the course of the convention, guests typically will participate in panel discussions, give workshops and demonstrations, sign autographs, and interact with their fans on a one on one basis in such venues as the Awards Banquet. With so much to offer, I-CON is able to appeal to a diverse audience, including college students, senior citizens and families with young children.

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.

I-CON 25 March 24th-26th, 2005
P.O. Box 550, Stony Brook, NY 11790
Phone: 631-632-6045 Fax: 631-632-6355
<http://www.iconsf.org> E-Mail: marketing@iconsf.org

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Educational Objectives

ICON Science Fiction, Inc., a non-profit, 501(c)(3) educational corporation, 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:

- ICON has initialized and funds 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 25th year, presents the opportunity to increase awareness of the potential benefits of science fiction, science fact and fantasy towards promoting literacy and interest in science and technology.
- The programming includes numerous authors discussing their work, and other novels, in addition to 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 on scientific progress and the discoveries that will be made in the near and distant future.
- At the convention we run many events for children, often 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 will continue to present our Independent Science Fiction Film Festival (now in its fourth year) to provide young filmmakers a chance to display their work.
- Additionally, at the convention there are numerous other workshops including an animation workshops, costume making workshops, and rocketry demonstrations.
- Several actors/actresses present discussions on how to enter the acting field, provide information and stories on life as an actor/actress, and talk about how to continue to succeed over a long-period of time.

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Sponsorship Packages

The packages below are examples of the packages that we can put together for any potential sponsor. Please contact us for more information.

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
- 400 sq. ft. of Corporate Display Space (to include an end-cap, if desired)
- Centerfold or Cover ad in the Program Book
- Inside Cover ad in the Pocket Schedule
- 40 Memberships

Platinum Sponsorship: (\$5,000)

- Sponsorship mentioned on all staff shirts
- 1 Banner over Dealer Area
- 1 Banner in Registration Area
- 200 sq. ft. of Corporate Display Space (to include an end-cap, if desired)
- Centerfold or Cover ad in the Program Book
- Full Page ad in the Pocket Schedule
- 20 Memberships

Gold Sponsorship: (\$2,500)

- 1 Banner over Dealer Area
- 200 sq. ft. of Corporate Display Space
- Full Page ad in the Program Book
- Full Page ad in the Pocket Schedule
- 10 Memberships

Silver Sponsorship: (\$1,000)

- 100 sq. ft. of Corporate Display Space
- Half Page ad in the Program Book
- Half Page ad in the Pocket Schedule
- 5 Memberships

Bronze Sponsorship: (\$500)

- 100 sq. ft. of Corporate Display Space
- Quarter Page ad in the Program Book
- Quarter Page ad in the Pocket Schedule
- 2 Memberships

I-CON 25 Advertisement Form

Company Name: _____
 Street Address: _____
 City, State, Zip: _____

Contact Person: _____
 Phone Number: _____
 Email 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.

Program Book (approximately 7000 copies)		All ads due by 2/21/06
Type of Advertisement	Rates	Dimensions (Width x Height)
Full Page	\$450	7.5" x 9.75"
Half Page	\$300	7.5" x 4.75" OR 3.625" x 9.75"
Third Page	\$225	7.5" x 3.25" OR 3.75" x 6.5"
Quarter Page	\$175	3.625" x 4.75"
Sixth Page	\$120	3.625" x 3.25"
Eighth Page	\$100	3.625" x 2.25"
Inside Front Cover	\$700	8" x 10.5"
Inside Back Cover	\$700	8" x 10.5"
Outside Back Cover	\$800	8" x 10.5"
Centerfold	\$1,000	16" x 10.5" spread

Pocket Schedule (approximately 7000 copies)		All ads due by 3/8/06
Type of Advertisement	Rates	Dimensions (Width x Height)
Full Page	\$400	7" x 9.375"
Half Page	\$250	7" x 4.5" OR 3.5" x 9.375"
Third Page	\$190	7" x 3" OR 3.5" x 6"
Quarter Page	\$150	3.5" x 4.5"
Sixth Page	\$100	3.5" x 3"
Eighth Page	\$85	3.5" x 2.25"
Inside Front Cover	\$600	7" x 9.375"
Inside Back Cover	\$600	7" x 9.375"

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, Nonstandard 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