

# SCI-FI VALLEY CON SPONSORSHIP PROPOSAL

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Assett Promotions Ltd.  
d/b/a Sci-Fi Valley Con  
PO Box 1629  
Johnstown, PA 15907



BLAIR COUNTY CONVENTION CENTER | ALTOONA, PA

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# INTRODUCTION

Born in 2012 as a modest gathering in a local ice rink, Sci-Fi Valley Con has evolved into a state-renowned sanctuary for science fiction and pop culture, attracting over **6,000 attendees in 2023**. Our event, nestled in the Blair County Convention Center in Altoona, PA, has transformed from a local spectacle to a national beacon for fans from every corner of the country.

Our dedicated team has been the driving force behind this transformation, focusing on innovation and the enhancement of attendee experience. Starting 2024, we are thrilled to present **Sci-Fi Valley Con twice a year**, featuring high-tier celebrities, expansive Q&A panels, and exclusive meet-and-greet sessions, all while expanding our convenient shuttle services for our attendees.

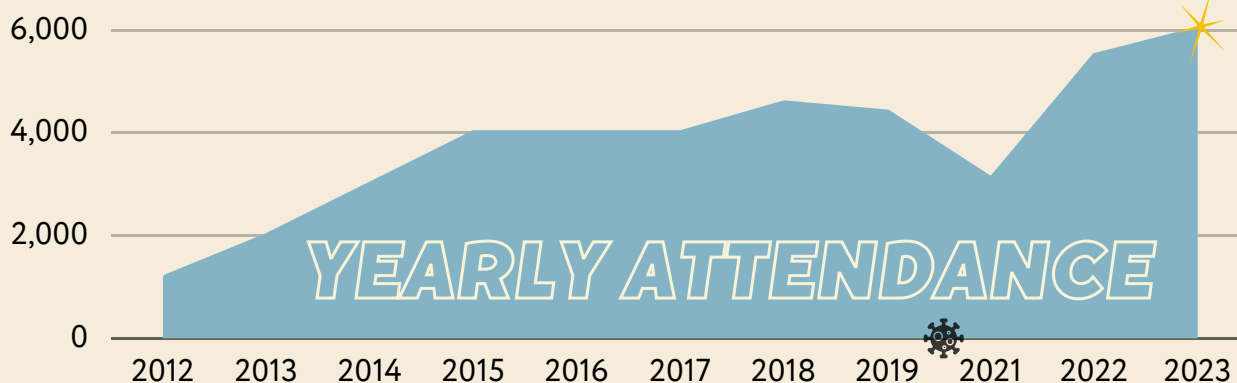
We extend a warm invitation to potential sponsors to join us on this exciting voyage, as we continue to craft memorable experiences and elevate Sci-Fi Valley Con as a premier destination for science fiction and pop culture enthusiasts everywhere.



Sci-Fi Valley Con originated in 2012 as a local gathering in an ice rink and has since burgeoned into one of the state's most acclaimed conventions for science fiction and pop culture. Located at the stunning Blair County Convention Center in Altoona, PA, it has transformed into a national attraction, drawing over 6,000 attendees from around the country annually.

At Sci-Fi Valley Con, attendees are welcomed into a world of warmth, wonder, and nostalgia, offering a diverse and rich experience that includes Celebrity Guest Q&A Panels, autographs, photo ops, and hundreds of exhibitor tables. From cosplay and costume contests to a plethora of tabletop and video gaming, the convention is a vibrant celebration of sci-fi, horror, fantasy, supernatural, and pop culture.

Our convention aims to provide a more personal and intimate experience, emphasizing connections between the celebrity guests, the exhibitors, the dedicated staff, and the attendees. It's not just an event but a gateway to unforgettable experiences, cherished memories, and lasting relationships within a community brought together by shared interests and passions.



# BACKGROUND



# GOALS AND OBJECTIVES



## Enhance Attendee Experience

To continue providing a personal and intimate setting, allowing attendees to connect deeply with celebrity guests, exhibitors, and each other, and to immerse themselves fully in the realm of sci-fi and pop culture.

## Expand Event Offerings

To increase the diversity and quality of our offerings, including high-tier celebrity guests, expansive Q&A panels, enriching workshops, and a wide range of exhibitors, allowing attendees to delve deeper into their passions and interests.

## Increase Attendance

To build on our success and expand our reach, attracting more fans from across the country and providing them with a unique and unforgettable experience, fostering love, camaraderie, and a sense of community among attendees.

## Promote Nostalgia and Shared Interests

To celebrate the power of nostalgia and shared interests, creating a space where fans can relive their cherished memories and create new ones, all while exploring the diverse and vibrant world of sci-fi and pop culture.

## Support Meaningful Causes

Through charity events and auctions, to contribute to meaningful causes and to use our platform to make a positive impact, reflecting our commitment to not only celebrating pop culture but also to giving back to the community.

## Forge Lasting Relationships

To create an environment that fosters lasting relationships and connections among fans, exhibitors, and guests, building a strong and supportive community bound by mutual passions and interests.



# SPONSORSHIP LEVELS

## A. Sponsorship Levels & Pricing

No.	Sponsorship Levels	Amount
1.	<b>Title Sponsor</b>	<b>\$5,000</b>
2.	<b>VIP Sponsor</b>	<b>\$3,500</b>
3.	<b>Partner Sponsor</b>	<b>\$2,000</b>

## B. Sponsorship Packages

Level	Celebrity Guest	Media Coverage	Additional Exposure & Extras	Online Advertising	Event Program
<b>Title Sponsor</b>	Company name/logo printed on headliner guests banner at their booth and in the event program.	Company name/logo on event materials & advertising. (i.e. TV commercials, wristbands, flyers, etc.)	<b>Two 25' banners</b> displayed at the venue entrance during the event. <b>Free exhibit tables.</b> <b>25 tickets to event.</b>	Company name & logo <b>prominently</b> displayed on every website page for <b><u>1 year.</u></b>	<b><u>COLOR:</u> TWO FULL PAGE</b> AD printed in event program as a sponsor. (4,000-5,000 copies)
<b>VIP Sponsor</b>		Company name/logo on event materials & advertising. (i.e. TV commercials, wristbands, flyers, etc.)	<b>One 25' banner</b> displayed in the venue during the event. <b>Free exhibit tables.</b> <b>15 tickets to event.</b>	Company name & logo <b>prominently</b> displayed on every website page for <b><u>1 year.</u></b>	<b><u>COLOR:</u> ONE FULL PAGE</b> AD printed in event program as a sponsor. (4,000-5,000 copies)
<b>Partner Sponsor</b>		Company name/logo on all 3,000+ TV commercials.	<b>Two 6'x6' banners</b> displayed in the venue during the event. <b>Free exhibit tables.</b> <b>10 tickets to event.</b>	Company name & logo displayed on the website homepage until the end of the event.	<b><u>COLOR:</u> Company logo and name</b> printed in event program as a sponsor. (4,000-5,000 copies)



# GOING BI-ANNUAL IN 2024 & BEYOND!



## Discover the Limitless Possibilities at Sci-Fi Valley Con

Since its inception in 2012, Sci-Fi Valley Con has grown from a small gathering to a nationally recognized event held bi-annually at the Blair County Convention Center in Altoona, Pennsylvania. This exciting event brings together thousands of people from diverse backgrounds to explore the multiverse of genres and celebrate the power of imagination and exploration.

### Our Mission and Offerings

With a mission to enrich communities, we craft a family-centric convention, shining a spotlight on the immense talents within the sci-fi, fantasy, horror, and animated genres. We are unwavering in our commitment to delivering an unparalleled experience. Our convention is a vibrant tableau of celebrity interactions, gaming extravaganzas, creative contests, altruistic auctions, and a kaleidoscope of exhibitor tables. Attendees are invited to traverse realms of comics, video games, handcrafted creations, and artistic masterpieces, forging unforgettable memories in this colorful celebration of diverse genres.

### Bi-Annual Celebrations

Starting in 2024, we will be hosting two conventions each year. These events will take place in the spring and autumn, and are designed to immerse fans in a world of discovery and unique experiences. By joining us for our conventions, you will have the chance to connect with like-minded individuals and celebrate the uncharted territories of imagination.

## EVENT DESCRIPTION



# EVENT ACTIVITIES



## **Meet Celebrity Guests**

Engage with our celebrity guests for memorable interactions at their tables.

## **Autographs and Photo Ops**

Secure autographs and capture moments with your favorite celebrities through selfies and professional photos.

## **Q&A Panels**

Participate in enlightening Q&A sessions, asking celebrities about their unforgettable roles in TV and films.

## **Workshops**

Attend various workshops designed to enrich your convention experience, offering insights and learning in diverse areas of interest.

## **Vendor Exploration**

Navigate through over 250 vendor tables to discover unique artwork, comics, toys, and a variety of geek-centric treasures.

## **Gaming Galore**

Delve into the world of gaming with access to 30 different retro to modern video game consoles and immerse yourself in extensive tabletop gaming sessions.

## **Charity Auctions and Artist Sketches**

Contribute to noble causes through our charity auctions and witness artists in action creating quick sketches.

## **Trivia and Costume Contests**

Showcase your knowledge and creativity by participating in our trivia and vibrant costume contests.

## **Exclusive Meet & Greet Sessions (New in 2024)**

Experience more personalized interactions with the stars in small, intimate groups.



# EVENT EVALUATION

## 1. Initial Growth Phase (2012-2015)

- 2012: The convention was birthed in Ebensburg, with an attendance of **1,000-1,200** people.
- 2013: A venue change to the Jaffa Shrine Center in Altoona saw attendance rise to around **2,000**.
- 2014: Remaining at the Jaffa Shrine Center, attendance continued to grow, reaching **3,000**.
- 2015: Moving to the Blair County Convention Center in Altoona, PA, the attendance surged to 4,000, marking a period of substantial growth and establishment.

## 2. Plateau Phase (2015-2017)

- The convention experienced a stabilization in attendance, maintaining an average of **4,000** attendees during these years, indicating a period of consolidation and sustained interest.

## 3. Ascension Phase (2018-2019)

- 2018: The introduction of higher-profile celebrity guests contributed to a rise in attendance to **4,500**.
- 2019: Attendance slightly adjusted to around **4,400**, maintaining the upward trajectory initiated in 2018.

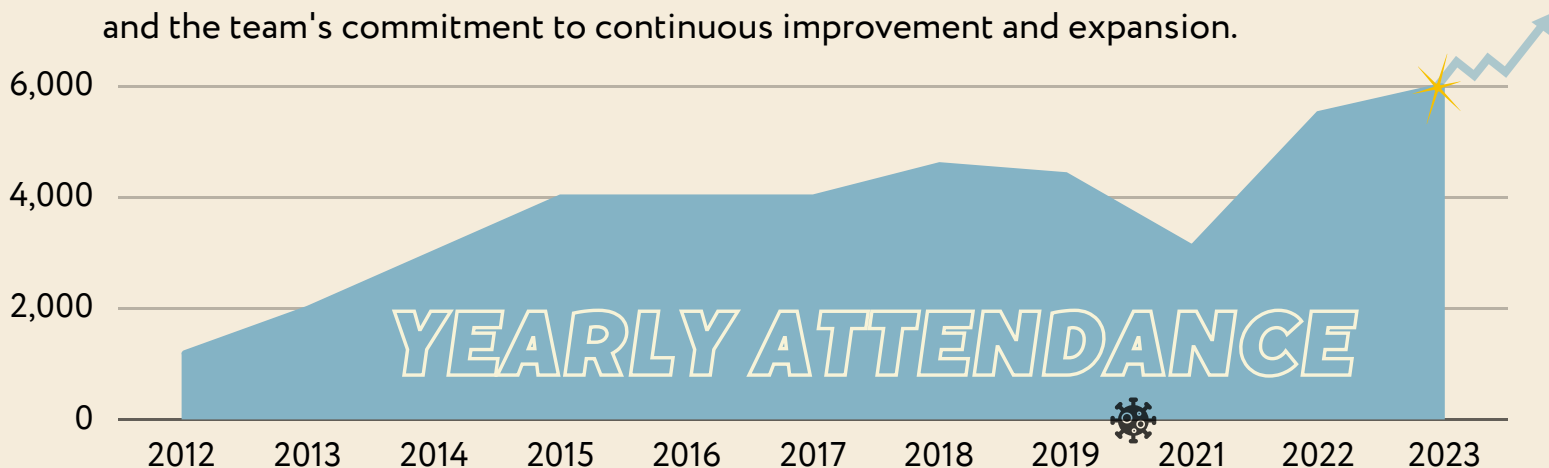
## 4. Pandemic Impact Phase (2020-2021)

- 2020: The global pandemic led to the postponement of all conventions.
- 2021: Post-pandemic apprehensions resulted in a reduced attendance of around **3,100**, reflecting the challenges of the period.

## 5. Recovery and Expansion Phase (2022-2023)

- 2022: Demonstrating resilience and adaptability, attendance rebounded to **5,500**.
- 2023: The convention experienced a further surge, reaching **6,000** attendees, showcasing a robust recovery and a promising upward trajectory.

This structured evaluation illustrates the convention's journey from its inception, through phases of growth, stabilization, challenges, and resurgence, reflecting its enduring appeal and the team's commitment to continuous improvement and expansion.





# CLOSING REMARKS

In conclusion, Sci-Fi Valley Con represents a journey through imagination, a beacon for enthusiasts of science fiction, fantasy, horror, and pop culture. Over the years, our convention has grown and evolved, becoming a nationally recognized event that draws thousands of diverse and passionate attendees.

Our mission goes beyond organizing a convention; it is about creating a community, a space where fans, artists, celebrities, and vendors come together to celebrate, connect, and create unforgettable memories. We are dedicated to providing an enriching, inclusive, and family-friendly experience, showcasing the immense talent and diversity within the industry.

By choosing to sponsor Sci-Fi Valley Con, you are not just supporting an event but becoming a part of a community and a journey to explore uncharted realms of creativity and imagination. Your support helps us to enhance the quality and diversity of our offerings, expand our reach, and contribute to meaningful causes.


We warmly welcome you to join us in this exciting adventure and look forward to building a mutually beneficial partnership. Together, let's create a vibrant and dynamic space where the extraordinary becomes the everyday, and the possibilities are limitless.

Thank you for considering a sponsorship for Sci-Fi Valley Con. We are excited about the potential to collaborate and create something truly magical.

## OUR CONTACT

Phone 814-410-7252  
Email [info@scifivalleycon.com](mailto:info@scifivalleycon.com)  
Website [scifivalleycon.com](http://scifivalleycon.com)  
Office PO Box 1629, Johnstown, PA 15907

### Upcoming Events:

 June 7-9, 2024  
 November 8-10, 2024



# SCI-FI VALLEY CON

Blair County Convention Center

📍 One Convention Center Drive  
Altoona, Pennsylvania 16602

🌐 [scifivalleycon.com](http://scifivalleycon.com)



## Sponsorship Information

YES, we will reserve the following Sci-Fi Valley Con Sponsorship:

- ☐ **Title Sponsor** \$5,000
- ☐ **VIP Sponsor** \$3,500
- ☐ **Partner Sponsor** \$2,000

## Contact Details

Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

## Payment Details

Payment method:

☐

Check Enclosed

☐

Send Invoice

\_\_\_\_\_

Signature

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date



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Questions?  
Contact us at: [info@scifivalleycon.com](mailto:info@scifivalleycon.com)  
814-410-7252