

West Coast Science Fiction Association  
presents  
**Nothing But Games**

*A 2-Day Gaming-Only Extravaganza*

### Sponsorship Opportunities

Imagine taking all the gaming from VCON, all the gaming from Northwest Fan Fest, and a dash of gaming you might not have seen before and smushing it all together into a 2-Day Gaming-Only extravaganza. That's Nothing But Games.

### Demographics:

2017 is the first year the West Coast Science Fiction Association (WCSFA) will host Nothing But Games, as an Open Alpha. Attendee demographics are being projected based on previous VCON attendance and events of a similar type held in Vancouver and its surrounds.

**Tickets Available:** 500

**Core Audience:** Male ages 18 to 45

### How to Maximize ROI:

- Onsite Marketing to stand out to attendees
- Area specific branding
- Build positive community & public perception with involvement
- Pre-event advertising via social media, websites, announcements, print media, and contests
- Reach targeted consumers in a fun and friendly environment



**Contact Us:**

sponsors@wcsfa.org or 604-953-0664

# Tiered Sponsorship Packages

## Nothing But Games 2017 King Level Sponsor

**Investment: \$2,000+**

(payment in cash/product/service)

A custom package of public relations, online, print, and onsite perks will be created for your team.

## Nothing But Games 2017 Rook Level Sponsor

**3 of 3 Available Investment: \$1,000**

(payment in cash/product/service)

### Positioning and Public Relations

- Your company's name listed as a Rook sponsor of Nothing But Games on Nothing But Games' online spaces and onsite signage.
- As a Rook level sponsor your company 'corners' one of the three gaming genres of Nothing But Games. You can choose from Digital Gaming, Tabletop Gaming, or Role Playing Games.
- Signage, scheduled events, and tables for your gaming genre will feature your company's name and/or logo.

### Online and Print Exposure

- Logo placement on four locations on the event web page and social media
  - At top of sponsors area with large image and short description
  - Logo inclusion on the Nothing But Games banner photo on the Facebook event page
  - Shout-out post on Nothing But Games Facebook event page
  - Sponsors post on WCSFA's Facebook Community page
- Logo placement on promotional posters, flyers and other materials
- Your company name listed with each scheduled event relating to the gaming genre your company has 'cornered'; scheduled events are listed online at [sched.org](http://sched.org)

### Onsite Signage and Exposure

- Company name and logo listed in the sponsors acknowledgement in the event lobby
- Company name and logo printed on the game genre's function space signage
- Logo and/or company name on event signage
- Logo and/or company name on registration badges
- Free exhibitor space (6' deep X 7'-4" long) allowing a vendor set-up and/or gaming demonstrations
- Digital ad placement on scheduled programming and Looking for Games panels

### Hospitality

- 2 complimentary general weekend memberships
- 25% off up to 5 additional memberships

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# Nothing But Games 2017 Knight Level Sponsor

**6 of 6 Available Investment: \$500**

(payment in cash/product/service)

## Positioning and Public Relations

- Your company's name listed as a Knight sponsor of Nothing But Games on Nothing But Games' online spaces and onsite signage
- Your company listed as the hosting sponsor for an organized tournament

## Online and Print Exposure

- Logo placement on three locations on the event web page and social media
  - Within the sponsors area with an image/logo
  - Shout-out post on Nothing But Games Facebook event page
  - Sponsors post on WCSFA's Facebook Community page
- Logo placement on promotional posters, flyers and other materials

## Onsite Signage and Exposure

- Company name listed in the sponsors acknowledgement in the event lobby
- Logo and/or company name on Looking for Teacher and Looking for Group event signage
- An organized tournament in the NBG programming line-up will be listed as being 'Hosted By' your organization. Prizes for the tournament will be presented with your company name and logo
- Digital ad placement on scheduled programming and Looking for Games panels

## Hospitality

- 2 complimentary general weekend memberships

# Nothing But Games 2017 Pawn Level Sponsor

**Investment: \$100** (payment in cash/product/service)

## Positioning and Public Relations

- Your company's name listed as a Pawn sponsor of Nothing But Games on Nothing But Games' online spaces and onsite signage.

## Online and Print Exposure

- Company recognition on three locations on the event web pages
  - Within the sponsors area
  - Shout-out post on Nothing But Games Facebook event page
  - Sponsors post on WCSFA's Facebook Community page

## Onsite Signage and Exposure

- Company name listed in the sponsors acknowledgement in the event lobby
- Company name listed on scheduled programming and Looking for Games panels

## Hospitality

- 1 complimentary general weekend membership

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## Special Opportunities

These opportunities may be combined with sponsorship packages, or taken as standalone investments

### Vendor

**Investment: \$175**

#### Positioning and Public Relations

- Your company's name listed as a vendor at Nothing But Games on our online event pages

#### Online and Print Exposure

- Logo placement on on the Nothing But Games web page
- Social media posts with your name to all Nothing But Games media pages and listings as well as on the WCSFA community pages.

#### Onsite Signage and Exposure

- Vendor space (6' deep X 7'-4" long booth with pipe & drape separation) with a 6' table and 2 chairs (if needed).

#### Hospitality

- 1 general weekend membership (non transferable)
- 2 one day spectator memberships (non transferable)

#### Wi-fi Connection

- Wi-fi access is included in the cost of the vendor booth.

## Important Information For All Sponsor Levels and Opportunities

#### Vendor Refunds

- \$45 of each space reservation is allocated towards the included memberships and is nonrefundable. Refunds for the non-membership portion of your payment are only available until Saturday, June 10th, 2017.

#### Available Space Options

- Vendors are restricted to up to 2 vendor space until the final submission deadline passes. Once the deadline has passed any remaining vendor spaces will be offered to the already committed vendors in the order they were approved.
- We reserve the right to limit the number of vendors in any specific category.
- A layout of the Vendors room (Green Timbers 2) has been included as the final page of this package
- Indicate the booth locations you would like occupy in the order of your preference.

#### Sponsorship and Vendor Approval

- Upon approval you will be sent an invoice.
- A registration code for your membership(s) will be provided upon receipt of payment.
- Once approved sponsors are responsible for providing their own banners/posters, and logos.

#### Waiting List

- You will be informed promptly if you have been placed on a waiting list.
- If you are eventually approved, you will be expected to pay for your space and attend the convention.

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- If at any time you wish to be removed from the waiting list, you must inform the Vendors Liaison immediately at [sponsors@wcsfa.org](mailto:sponsors@wcsfa.org)

## **Unattended Tables**

- All vendors are expected to manage their tables on each day while the vendor hall is open. Vendor Hall hours are Saturday, June 17th, 10 am to 8 pm and Sunday, June 18th, 10 am to 6pm.
- Exceptions may be made on a case by case basis. If you cannot attend your booth area during hall hours please discuss your situation with the Vendor Liaison before the convention.
- Any vendor with reserved booth space who fails to attend during vendor hall hours without the express permission of the Vendor Liaison, or proof of an unavoidable emergency, will be banned from future participation as a vendor in any West Coast Science Fiction Association event.

## **Products and Services in Lieu of Funds**

- Donations of products and/or services are welcome in lieu of funds for sponsor tiers.
- For purposes of sponsorship level determination the following conversion applies: One dollar of product and/or service (at suggested retail price or price advertised in store, whichever is lower) equals 20% value towards your investment.
- For product in lieu of cash please submit a list for approval to [sponsors@wcsfa.org](mailto:sponsors@wcsfa.org)
- We reserve the right to refuse product and/or services that is being counted as a cash equivalent.

## **Posters & Banners**

- The event area will provide space for the display of posters, banners, and other marketing materials that sponsors send to us for display, based on the sponsorship level requested.
- Sponsors are responsible for providing all marketing materials for display at the event unless otherwise noted or negotiated.

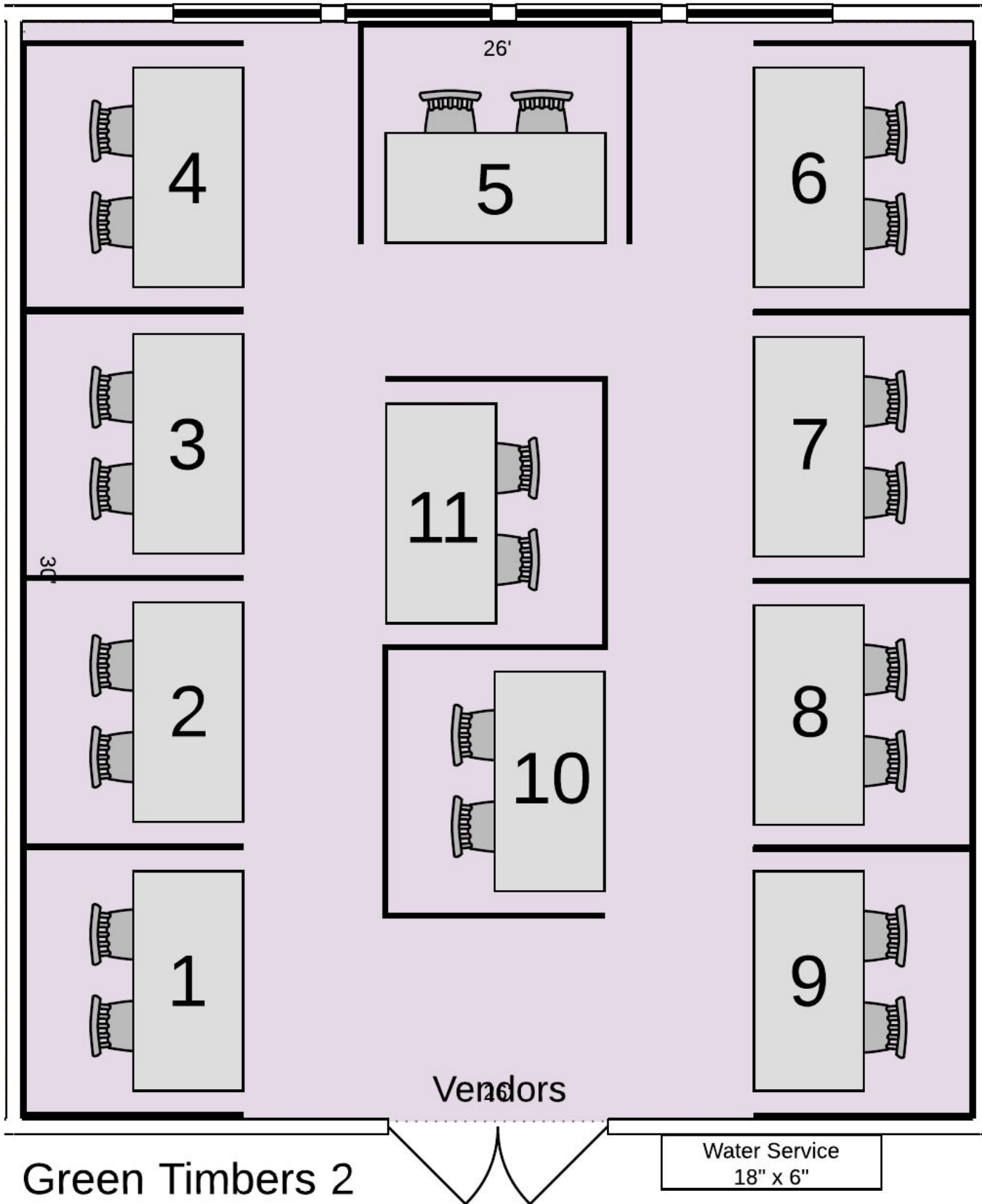
## **Submission Deadlines**

The following are deadlines for sponsorship related content. If content is ready earlier than the listed deadline please send it in.

- Logo for use on flyers, posters, website, etc. - ASAP
- Product submission as sponsorship - May 27, 2017 (ASAP preferred)
- Final Vendor Submission Deadline - May 31, 2017
- Banners/Posters/Retractable - June 10, 2017

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Green Timbers 2

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