

Intervening and Inspiring since 2010: Geeky-Powered Digital Media Convention & Conference

MARKETING OPPORTUNITIES



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www.InterventionCon.com

Sponsorships:

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Important Dates:

The Con Book Publication Deadline for Intervention 5 is **July 23, 2015**. All payments and ad copy would need to be submitted by that date to be within our Con Book and other on-site materials.

The Con T-Shirt listing Deadline for Intervention 5 is **July 23, 2015**. All payments and ad copy would need to be submitted by that date to be listed on the back of our Con T-Shirts.

Important Online Locations:

Sponsorships can be purchased and confirmed online using our registration system located at:

<https://interventioncon.com/get-involvedpress/sponsorship-advertising/intervention-sponsorship-options/>

What is Intervention? Intervention is a combo of the words “Internet” + “Convention”. Our tagline is “The Premier Showcase of Online Creativity”. We are here to Intervene and Inspire people to embrace the geeky intersection of Art and Technology. **In our first year (2010) our guests’ web presence was over 4 million+ unique readers a month, in 2011 it grew to 6 million+, in 2012 it topped 8 million+, and in 2013 it was over 15 million+, and it continues to grow.**

Founded by known webcomic and indie creator personalities Onezumi Hartstein and James Harknell (www.Onezumi.com, www.Onezumiverse.com, www.AWSOM.org), we are a highly targeted MD/DC area event focused on the intersection of Art and Technology. This means Webcomics, Bloggers, Gamers, Podcasts, Films, Music, and Independent Creatives of all persuasions.

Why are tech-savvy indie creators coming to Intervention?

- **New Format:** They want to go to a new type of convention that is focused on emerging technology and Geek Culture.
- **By the Scene for the Scene:** They want to support the community. This convention is being planned and staffed by congenial and recognizable scene leaders.
- **Industry Networking:** They want to network with other fans and creative professionals.
- **Education:** They want to learn how to make a comic, blog, podcast, or other creative Internet business.
- **Kids:** They want to share their geeky hobbies with their children at our Children’s Programming (Designed and staffed by Schoolteachers, GeekDad Bloggers & Our Guest Artists.)
- **Fun:** They want to shop, dance, and hang out in our large board gaming and video gaming rooms.

Why sponsor Intervention?

- **Targeted Revenue:** To increase revenue by working within our highly targeted family-friendly Geek Culture demographic (58% Female / 42% Male; attendee age range from 13-54).
- **Vocal Fans:** To increase brand awareness due to the community vibe of our event. **Approximately 30% of pre-registrations for the 2014 event elected to donate an additional amount toward the convention.**
- **Attendee Reach:** To gain exposure with our attendees who have flown in from all over the world from places as far away as Germany and Finland. We had 527 attendees for our first event in 2010. We grew to just under 1000 in 2014. We can accommodate up to 1,750 attendees in our current location.
- **Web Presence Reach:** Thanks to our marketing efforts our brand will reach eyes all over the world. Co-founders Onezumi and Harknell are leveraging their pre-existing fanbase to amplify the signal. Some ways are:
 - Our blog, Facebook, and Twitter that is updated regularly with quality posts.
 - Our promotional tour with at other events that include parties, contests, and speaking engagements.
 - Keeping an active calendar of podcast appearances and interviews. (we were featured on CNN.)
 - In 2014 our Guest web presence reached more than 15+ million, they were actively engaged in promotion efforts.

"Presented By" Sponsor (1 total purchasable):

Exposure: Active on site/materials through August 31, 2015, Archived on site Forever

Fee: \$25,000

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications, press releases, ticket order confirmations, home page of Intervention, in all advertisements, and on signage at event location. Example:

Intervention Presented by Your Company/Product Name

Logo Placement/ Size Information:

Wherever Sponsor logos appear, your "Presented By" logo will always be the most conspicuous and largest of all logos present. It will appear above and larger than any Platinum, Gold, Silver, or Bronze level sponsors.

Benefits of "Presented By" Sponsorship:

- Listing on top right hand column of all Interventioncon.com web pages
- Footer listing on all Interventioncon.com web pages
- Cover Listing and Inside Cover full page Advertisement in con book
- Listing on Con Badges for all attendees, guests, staff, and panelists
- Event Banners and Signage on location
- Listing in Ad banners for all Intervention online ad campaigns and link banners
- Mentioned in all Traditional Media exposures, our Social Media campaign, and endorsed on our blogs.
- Dedicated sales/presentation room (610 square feet – dimensions: 27' by 23')
- 6 ft. display table in main area of convention (unstaffed)
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- Listed as Event/Room Sponsor for one area of the con (see Event/Function Room Sponsor section for details)
- 8 Company Banners displayed throughout the con (supplied by Company)
- 20 Full Weekend Admission tickets to the Event

Platinum Sponsor:

Exposure: Active on site/materials Through August 31, 2015, Archived on site Forever

Fee: \$10,000 (\$15,000 for exclusive to category)

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications, press releases, ticket order confirmations, home page of Intervention, in all advertisements, and on signage at event location. Example:

Intervention Presented by Your Company/Product Name

Also Sponsored by Platinum Sponsors

Logo Placement/ Size Information:

Wherever Sponsor logos appear your Platinum Sponsor logo will always enjoy conspicuous placement and visibility. It will always appear larger than that of Gold, Silver, or Bronze level sponsors, but smaller than the "Presented By" Sponsor.

Benefits of Platinum Sponsorship:

- Listing on top right hand column of All Interventioncon.com web pages
- Footer listing on all Interventioncon.com web pages
- Cover Listing and Full Page internal advertisement in con book (or Inside Back Cover full page Advertisement in con book if purchased as exclusive to category)
- Listing on Con Badges for all attendees, guests, staff, and panelists
- Event Banners and Signage at location
- Listing in Ad banners for all Intervention online ad campaigns and link banners
- Mentioned in all Traditional Media exposures, our Social Media campaign, and endorsed on our blogs.
- 6 ft. table in the Intervention Vendor Room (Sponsor Staffed) and 6 ft. display table in main area of convention (unstaffed)
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- Listed as Event/Room Sponsor for one area of the con (see Event/Function Room Sponsor for details)
- 5 Company Banners displayed throughout the con (supplied by Company)
- 12 Full Weekend Admission tickets to the Event

Gold Sponsor:

Exposure: Active on site/materials Through August 31, 2015, Archived on site Forever

Fee: \$5,000

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications, press releases, ticket order confirmations, home page of Intervention, in all advertisements, and on signage at event location. Example:

Intervention Presented by Your Company/Product Name

Also Sponsored by Platinum Sponsors

And Gold Sponsors

Logo Placement/ Size Information:

Wherever Sponsor logos appear the Gold Sponsor logo will enjoy second-tier placement. It will always appear larger than that of Silver or Bronze level sponsors, but smaller than the "Presented By" Sponsor or Platinum Sponsors.

Benefits of Gold Sponsorship:

- Listing on top right hand column of All Interventioncon.com web pages
- Footer listing on all Interventioncon.com web pages
- Cover Listing and Full Page internal advertisement in con book
- Listing on Con Badges for all attendees, guests, staff, and panelists
- Event Banners and Signage at location
- Listing in Ad banners for all Intervention online ad campaigns and link banners
- Mentioned in all Traditional Media exposures, our Social Media campaign, and endorsed on our blogs.
- 6 ft. table in the Intervention Vendor Room (Sponsor Staffed) OR 6 ft. display table in main area of convention (unstaffed)
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- 3 Company Banners displayed throughout the con (supplied by Company)
- 8 Full Weekend Admission tickets to the Event

Silver Sponsor:

Exposure: Active on site/materials Through August 31, 2015, Archived on site Forever

Fee: \$2,500

Payment: Due at Signing

Logo Placement/ Size Information:

Silver Sponsors will be larger than Bronze level sponsors, but smaller than the "Presented By" Sponsor, Platinum Sponsors, or Gold Sponsors.

Benefits of Silver Sponsorship:

- Footer listing on all Interventioncon.com web pages
- Full Page internal advertisement in con book
- Event Banners and Signage at location
- Mentioned in all Traditional Media exposures, our Social Media campaign, and endorsed on our blogs.
- 6 ft. display table in main area of convention (unstaffed) OR one advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- 2 Company Banners displayed throughout the con (supplied by Company)
- 6 Full Weekend Admission tickets to the Event

Bronze Sponsor:

Exposure: Active on site/materials Through August 31, 2015, Archived on site Forever

Fee: \$1,000

Payment: Due at Signing

Logo Placement/ Size Information:

Bronze Sponsors logos will appear slightly smaller than those of other sponsors.

Benefits of Bronze Sponsorship:

- Footer listing on all Interventioncon.com web pages
- Full Page internal advertisement in con book
- Event Banners and Signage at location
- Mentioned in all Traditional Media exposures, our Social Media campaign, and endorsed on our blogs.
- One advertising sheet/coupon, or product sample given to all attendees and guests (Insert or sample supplied by sponsor, up to 1,750)
- 1 Company Banner displayed at the con (supplied by Company)
- 4 Full Weekend Admission tickets to the Event

General Sponsor:

Exposure: Active on site/materials Through August 31, 2015, Archived on site Forever

Fee: \$500

Payment: Due at Signing

Benefits of General Sponsorship:

- Footer listing on all Interventioncon.com web pages
- Mention in listing of General Sponsors in Con book
- Displayed on General Sponsor Banner at location
- Mention on Intervention blog.
- 1/2 Page internal advertisement in con book
- 1 Full Weekend Admission ticket to the Event

Promotional Tour Sponsor:

Onezumi and Harknell often get invites to be guests of honor at conventions that can't afford to cover their travel and lodging. If you can help us get to a convention, we can endorse you while we promote Intervention and provide the same great content that we are known for.

Exposure: Active on site/materials Through August 31, 2015, Archived on site Forever.

Sponsorship details will be included in all of our press releases for the event. Tour date will be added to the tour calendar on Onezumi.com, Onezumiverse.com, and InterventionCon.com and endorsed as much as possible on every social networking outlet and blog that we control before the event date.

Fee: Packages start as inexpensive as travel and lodging expenses from New Jersey to the venue and vary depending on how much extra content you'd like us to provide. (It costs us more to ship equipment to the venue.)

Payment: Due at Signing

Logo Placement:

In addition to the endorsement listed in "Exposure" above, We can display your provided banner, logo, or sign at our autograph booth, wear your t shirt during the event, and give out sales collateral or freebies.

Benefits of Sponsoring the Promotional Tour:

- Your brand is endorsed by a known internet personality at a convention and you don't even have to leave your office.
- Footer listing on all Interventioncon.com web pages
- Event Banners and Signage at location
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Onezumi.com, Onezumiverse.com, and InterventionCon.com blogs
- Distribution of sales collateral to convention attendees
- Product demonstration
- 1 Company Banner displayed at the con (supplied by Company)

Examples:

- Katsucon (<http://katsucon.com/>):

Sponsor Cost: \$1000

Exposure: ~15,000 attendees

Sponsor materials promoted at Artist Table at event, online before and during event, with other opportunities dependant on materials and Sponsor cooperation.

Event / Function Room Sponsor:

Exposure: Active on site/materials Through August 31, 2015, Archived on site Forever

Fee: Varies; Starts at \$1500

Payment: Due at Signing

Company Name or Product Name:

Appears on all official communications and Webpages regarding the event sponsored. Example:

Internet Services Provided by Your Company/Product Name

Benefits of Event / Function Room Sponsorship:

- Footer listing on all Interventioncon.com web pages
- Prominent banner ad on dedicated web page for this event
- Prominent Banner on-site with your Logo during this event
- 1 Company Banner displayed at the event (supplied by Company)
- Full Page internal advertisement in con book
- Mentioned or listed in all Newspaper, Social Media, and Traditional Media exposures, including Intervention blog, as specifically sponsoring the event.

Sponsorship Examples:

- A session(s) of Dr. Sketchy hosted by creator Molly Crabapple <<http://www.drsketchy.com/>>
- Intervention's Game Room
- War at Innsmouth: Intervention's Dance Club Event
- Live Streaming capability for Intervention's Panel Programming.
- Recording and web archiving of Panels and Programming
- Children's Programming
- Video/Film Room Content

Benefits of Advertising in the Con Book:

Our Con Book is a collectible comic book full of exclusive artwork and words from our Industry Guests, information about the event, and space for autographs and pen sketches.

Exposure: Distributed to all con attendees (up to 1,750).

Full Page Ad: \$250

Half Page Ad: \$125

Quarter Page Ad: \$80

Payment: Due at Signing

Ads may be purchased directly from the registration site at:

<https://interventioncon.com/get-involvedpress/sponsorship-advertising/intervention-con-book-options/>

Benefits of Advertising On the Interventioncon.com Website:

The Intervention website (<http://www.interventioncon.com>) is visited year round by 10k+ visitors per month to get information on the event as well as view panel video from past events.

Your ad will appear on the <http://www.interventioncon.com> website on the left sidebar under the heading "Online Sponsors" and will appear on every page of the Interventioncon.com website. Your ad will appear in the list by order the ads were received and will be added to the bottom of the current listing. (as ads expire the remaining ads are shifted upwards).

Format:

Banner ads are image ads with regular HTML links which may have a hover/mouse-over description of up to 40 characters in length. They must fit within a 160px X 160 px square size and can be in any image format. (after purchase we will contact you to get your image file)

Timeframes and Cost:

You can purchase your ad for different timeframes and save on costs for longer durations. The minimum Timeframe for an ad is 1 month.

1 Month: \$55.00

3 Months: \$100.00

6 Months: \$180.00

1 Year: \$250.00

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