

# CONTINUUM 6

## FUTURE TENSE



26-28th February, 2010 - Melbourne, Australia

## Sponsorship Packages & Advertising Rates

### Summary of Rates:

Alpha Sponsor	<b>\$690</b>
Room Sponsor – full day	<b>\$540</b>
Beta Sponsor	<b>\$420</b>
Ad in Souvenir Handbook – back cover full page (colour)	<b>\$420</b>
Program Item Sponsor – Maskobalo	<b>\$300</b>
Ad in Souvenir Handbook – interior cover full page (colour)	<b>\$280</b>
Room Sponsor – half day	<b>\$270</b>
Ad in Souvenir Handbook – interior full page (b&w)	<b>\$210</b>
Program Item Sponsor – opening night cocktail party	<b>\$160</b>
Ad in Souvenir Handbook – interior half page (b&w)	<b>\$140</b>
Program Item Sponsor – regular item, large room	<b>\$85</b>
Ad in Souvenir Handbook – interior quarter page (b&w)	<b>\$70</b>
Supporting Membership (business)	<b>\$70</b>
Program Item Sponsor – auction	<b>\$60</b>
Program Item Sponsor – regular item, small room	<b>\$40</b>
Ad on Continuum Website (banner) – 12 months	<b>\$30</b>
Ad in Souvenir Showbag (commercial business)	<b>\$20</b>
Ad on Continuum Website (banner) – 6 months	<b>\$15</b>
Ad in Souvenir Showbag (not-for-profit organisation)	<b>\$0</b>
Ad in Souvenir Showbag – 'value-added' insert e.g. keyring	<b>\$0</b>
Souvenir Showbag – sponsorship in kind	<b>Variable</b>
Donations (business) – monetary	<b>Variable</b>
Donations (business) – in-kind	<b>Variable</b>

## C6 SPONSORSHIP PACKAGES:

(The following rates are current until the Convention weekend and are GST inclusive)

### 1. ALPHA SPONSOR @ \$690

There are two (2) Alpha Sponsorship packages available, which include the following:

- One (1) Interior Cover advertisement in Convention Souvenir Handbook;
- One (1) complimentary Full Membership to Continuum 6;
- Choice of either:
  - a) Professional Table in Dealers Room [including One (1) Dealers Room Pass and the option to buy a second Full Membership at the Concession Rate]; or
  - b) Two (2) Poster and/or Banner Advertisements (supplied by the sponsor) to be displayed in prominent positions at the Convention Venue;
- Option to secure Guest appearance and/or signing at business premises prior to Continuum 6;
- Official sponsor acknowledgement (including logo) on all Continuum 6 publications;
- Website Advertisement.

### 2. BETA SPONSOR @ \$420

There are four (4) Beta Sponsorship packages available, which include the following:

- One (1) Interior Full Page advertisement in Convention Souvenir Handbook;
- Official sponsor acknowledgement (including logo) on all Continuum 6 publications;
- Website Advertisement;
- One (1) complimentary Full Membership to Continuum 6.

## C6 ADVERTISING RATES:

### 1. CONVENTION SOUVENIR HANDBOOK

Location	Size	Dimensions (mm)	Format	Cost
Back Cover	Full Page	210 x 297	Colour	\$420
Interior Cover	Full Page	210 x 297	Colour	\$280
Interior Page	Full Page	210 x 297	Black & White	\$210
Interior Page	Half Page	105 x 148.5 (landscape)	Black & White	\$140
Interior Page	Quarter Page	52.5 x 74	Black & White	\$70

### 2. CONTINUUM WEBSITE:

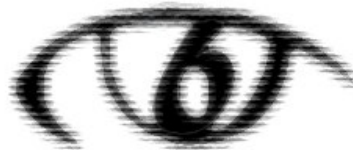
Advertisements to be a maximum size of 200 x 200 pixels at 72 ppi resolution in .jpg or .gif format and will be linked to the client's own website

Location	Duration	Cost	Duration	Cost
All pages - Banner	6 months	\$15	12 months	\$30

---

PLEASE NOTE: All design / artwork for print and website advertising is to be supplied by the client and delivered to Continuum in an appropriate format by the required date, to be advised at time of booking. No refunds will be issued in the event of artwork for advertising not being supplied to deadline.

**Contact:** Fran La Fontaine at [publicity@continuum.org.au](mailto:publicity@continuum.org.au)



–More–

## **OTHER WAYS TO SUPPORT CONTINUUM:**

### **1. SUPPORTING MEMBERSHIP (BUSINESS) - \$70**

- Acknowledgement of business name in 'Supporters' page on our website (logo and link to business website optional)
- Continuum publications including copy of the Souvenir Handbook
- Opportunity to upgrade to Full Membership at any time, with access to the Convention itself (allowing opportunity for a staff member to attend), paying only the difference due at the time of joining as a Supporting Member (Business).

### **2. PROGRAM ITEM SPONSOR**

- Official sponsor acknowledgement (including logo) on all Continuum publications;
- One (1) Poster and/or Banner Advertisement (supplied by the sponsor) to be displayed in prominent position *at door* to room (location inside room at extra cost, and only if room not otherwise engaged by Room Sponsor – see 3. below)

a) Regular item (discussion panel, workshop)

Sponsor may choose item of related topic, e.g. comics retailer may sponsor panel on comics or anime, or any other item

– hourly rate: Large panel room (Fire/Earth) – \$85; Small panel room – \$40

b) Special item (e.g. Maskobalo)

These program highlights attract high member activity and thus a higher hourly rate:

Auction (1 hr) – \$60;

Opening Night Cocktail Party (3 hrs) – \$160;

Maskobalo (masquerade dance party) (3 hrs) – \$300

### **3. ROOM SPONSOR**

- Official sponsor acknowledgement (including logo) on all Continuum publications;
- Website Advertisement;
- Up to Three (3) Poster and/or Banner Advertisements to be exclusively displayed in prominent positions *inside* room (ads to be supplied by the sponsor, and removed at end of display period);

a) Half day (5 hrs) – \$270

b) Full day (10 hrs) – \$540

**–More–**

#### **4. CONVENTION SHOWBAG**

(Convention Souvenir Bags are given to each attending member and guest.)

- Acknowledgement on Continuum website 'Supporters' page, and in Souvenir Handbook
- a) Sponsorship in kind – Paper or plastic showbags with handles, with or without printed logos (Continuum 6 & sponsoring business)
- b) Sponsorship in kind – Printing of logos (Continuum 6 & sponsoring business) on showbags acquired by Continuum.
- c) Bag inserts - Continuum welcomes inserts (flyers, vouchers, freebies, advertising, etc). Inserts from fan/non-profit organisations as well current sponsors, advertisers and/or dealers can be stocked in the bags free of charge. 'Value-added' inserts such as discount vouchers or free gifts (keyrings, CDs, etc.) are encouraged and will also be stocked at no cost to the provider. Other commercial advertising inserts will attract a small stocking fee of \$20.

#### **5. DONATIONS (BUSINESS)**

- Acknowledgement on Continuum website 'Supporters' page, and in Souvenir Handbook
- Where donations of Merchandise or Services apply to a particular program item: one (1) Poster and/or Banner Advertisement (supplied by the sponsor) to be displayed in prominent position *at door* of room for the duration of the relevant program item or items (location inside room at no extra cost if room not otherwise engaged by Room Sponsor – see 3. above)

##### a) Monetary

Continuum welcomes donations of any amount. Donations of greater than \$70 are considered to be 'SUPPORTING MEMBERSHIP – BUSINESS' (see Item 1. above), with additional acknowledgement in Handbook. Regrettably, donations made to Continuum 6 are not tax-deductible.

##### b) Merchandise

Continuum welcomes donations of items fitting our themes of speculative fiction and pop culture, for prizes, auction items, etc.; examples of items include: books, magazines, games, toys, comics.

##### c) Services

Continuum welcomes the donation of services such as printing and publicity to help offset costs—we would be happy to discuss any such donations with the business concerned to come to an individual arrangement.

**Contact:** Fran La Fontaine at [publicity@continuum.org.au](mailto:publicity@continuum.org.au)

