



**MileHiCon**  
**P.O. Box 487**  
**Westminster, CO 80036**

## **MileHiCon Sponsorship Program**

Should you be sponsoring Colorado's longest running and best science fiction, fantasy, and horror literary convention? Does your business rely on science fiction, fantasy, and horror book sales, publishing, games or merchandise? If the answer is yes to any of these, then we have a sponsorship program that your organization should be interested in. This program will expose the name of your company to thousands of individuals interested in speculative literature, publishing, games and merchandise.

MileHiCon is Colorado's longest running literary science fiction, fantasy, and horror convention with the goal of promoting speculative literature, publishing and education to the public. MileHiCon is a Colorado Not-For-Profit organization run by an all volunteer committee and staff. No one on the committee or staff is paid a salary of any sort. The committee and staff are committed to the organization's goals.

MileHiCon has occurred once a year for the past 44 years. 2013 will be the 45<sup>th</sup> year for this event. Over the three day event approximately 3000 people pass through the hotel doors and one of our goals is to increase this number dramatically. Your sponsorship can help with this goal and by sponsoring MileHiCon your company name will be placed in front of each attendee and contactee. This year the convention takes place on October 18, 19, and 20, 2013 at the Hyatt Regency Hotel – Tech Center, Denver, CO.

The activities at MileHiCon include: the largest science fiction/fantasy art show and auction in the rocky mountain area; the Literacy Auction (more about that below); over 90 panel discussion, presentations and demonstrations presented by over 80 authors and artists at the convention, the largest SF and F Artshow in the Rocky Mountain regions, and the legendary Critter Crunch (robotic sumo wrestling). Also, happening at the convention is a Vendors room, costume contest, music concerts, hospitality suite, and 24 hour gaming. Needless to say a lot goes on at MileHiCon.

The MileHiCon Sponsoring Program presents three types of plans or packages, namely Gold, Silver and Bronze. Each sponsorship package provides marketing exposure for your company in a multitude of ways.

### ***Gold Sponsorship Package: \$2000.00 (only one available)***

- Your company name and logo included on all MileHiCon hardcopy fliers, brochures, progress reports, and mailings.
- Your company name, logo, and website link on all MileHiCon bulk promotional and informational e-mails.
- Your company name, logo, and website link on the MileHiCon website.
- Your company name and logo on the back cover of the MileHiCon program book in full color.
- Your company name and logo on the back side of every 3-Day MileHiCon badge in full color. (75% of all attendees are 3-day).
- Your company name listed as a sponsor of the hospitality suite for a high profile high traffic two-hour time period.
- Your company name and logo printed on the MileHiCon Pocket Schedule.
- Your company name and logo included on all MileHiCon social media sites. (Facebook, Linked-in, yFrog, etc).
- Your company name inclusion on all public service announcements.
- Your company name inclusion on all press releases.
- Your company name and logo on all advertisements placed in various print and digital media.
- Admission tickets for 10 of your employees.

### ***Silver Sponsorship Package: \$1000.00***

- Your company name and logo included on all MileHiCon hardcopy fliers, brochures, progress reports, and mailings.
- Your company name, logo, and website link on all MileHiCon bulk promotional and informational e-mails.

- Your company name and logo on the back side of every single-Day MileHiCon badge. (25% of all attendees are single day)
- Your company name, logo, and website link on the MileHiCon website.
- Your company name and logo prominently placed inside the MileHiCon program book.
- Your company name and logo included on all MileHiCon social media sites. (Facebook, Linked-in, yFrog, etc).
- Your company name inclusion on all press releases.
- Admission tickets for 8 of your employees.

### ***Bronze Sponsorship Package: \$750.00***

- Your company name and logo included on all MileHiCon hardcopy fliers, brochures, progress reports, and mailings.
- Your company name, logo, and website link on all MileHiCon bulk promotional e-mails.
- Your company name, logo, and website link on the MileHiCon website.
- Your company name and logo placed inside the MileHiCon program book.
- Your company name and logo included on all MileHiCon social media sites. (Facebook, Linked-in, yFrog, etc).
- Admission tickets for 5 of your employees.

### **More MileHiCon information:**

- In 3-days over 3000 people pass through the doors.
- 75% of the attendees are there all 3-days.
- 25% of the attendees are there for a single day.
- Three hardcopy Progress Reports are mailed each year.
- Three digital Progress Reports are e-mailed each year.
- Three digital informational updates are e-mailed each year.
- Advertisements are placed in other convention program books.
- Promotional tables are acquired for as many local Denver area conventions and events as possible.
- Fliers are dispersed at multiple book stores, libraries, and businesses around the Denver area.
- Facebook advertisements are placed.

If you are interested and have further questions about these sponsorship and marketing opportunities, please contact Linda Nelson, the MileHiCon organization president and convention chairperson, at [lindanel@ix.netcom.com](mailto:lindanel@ix.netcom.com) or 720-234-7829.

If this offer of sponsorship and marketing opportunities sounds exciting, please complete the following information form and mail or e-mail it to the MileHiCon address along with a deposit check of at least \$500.00. The balance of the sponsorship payments must be received no later than 03/15/2013. If the balance of the payments are not received by this date all sponsorship information will be removed from the MileHiCon promotional materials and sites. Upon receipt of the deposit check, a copy of your logo and all contact information, your sponsorship information shall be included in the next set of promotional materials and an announcement shall be made on all social media sites MileHiCon is currently associated with.

Thank you reviewing this information and considering these opportunities to advance both your business and MileHiCon.

Regards,

Linda Nelson  
MileHiCon President



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## MileHiCon Sponsorship Information and Acceptance Form

Our company is pleased to support the following conference by a sponsorship grant at the level indicated below.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Address \_\_\_\_\_

Company Phone #: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

| <b>Package Type</b>                                 | <b>2013 Price</b> |
|---|-------------------|
| <input type="checkbox"/> Gold Sponsorship Package   | \$2000.00         |
| <input type="checkbox"/> Silver Sponsorship Package | \$1000.00         |
| <input type="checkbox"/> Bronze Sponsorship Package | \$750.00          |

### Mail or Deliver Copy and Payment To:

Linda Nelson  
P.O. Box 487  
Westminster, CO 80036  
(720) 234-7829

Make Checks payable to "MileHiCon". Amount Paid: \_\_\_\_\_ (minimum \$500.00 deposit)

If you would like to make payment by credit card the following information is needed.

### For Credit Card Payments: (VISA, MASTER CARD, & DISCOVER)

Name On Card: \_\_\_\_\_

Card NO.: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security No.: \_\_\_\_\_ (on back)

### E-Mail Digital Logo Files To:

[lindanel@ix.netcom.com](mailto:lindanel@ix.netcom.com)

We can accept the following digital file formats: .jpg, .pcx, .tif, .gif, .pdf, and .bmp for digitally produced artwork.