



ALIEN
2016 **CON**TM

**FRIDAY, OCTOBER 28-
SUNDAY, OCTOBER 30**

**SANTA CLARA CONVENTION CENTER
SANTA CLARA, CA**

**2016 SPONSORSHIP
OPPORTUNITIES**

The truth IS out there, and you can find it this October in Santa Clara, CA at Alien Con, the very first convention devoted to fans of HISTORY's Ancient Aliens, Sci-Fi buffs, and pop culture enthusiasts alike! Cosmic-Con®, the event division of *Famous Monsters of Filmland* magazine, and HISTORY® are teaming up to celebrate all things not of this world, both in science and in pop culture, for three days only on October 28-30, 2016 — Halloween weekend, the perfect time for a close encounter!

Alien Con will boldly go where no convention has gone before. The inaugural event will be held at the Santa Clara Convention Center and feature:

- Celebrity sightings, including the creators and stars of ANCIENT ALIENS and your favorite Sci-Fi icons and stars.
- Private parties where you can dine and gaze at the stars with the stars.
- A costume party devoted to *Famous Monsters'* fearless leader Forrest J Ackerman in celebration of his centennial birthday. Forry was the world's first cosplayer, so bring your best costume in honor of him to win the ultimate prize!
- The newest tech in video games, as well as retro games to spark your nostalgia!
- Panels discussing theories explored in Ancient Aliens and other mysteries with leading experts in the fields of science, history, and archaeology.
- Artifacts, artists, autographs, and photo ops with top Sci-Fi celebrities.
- Thought-provoking exhibits on alien exploration.

THIS IS NO CONVENTIONAL CONVENTION!



Sponsorship Tiers

Diamond Sponsorship — \$50,000

- 4 VIP Tickets – Includes Special VIP dinner with celebrity guests
- 10 Weekend Passes – Valid for all public events and panels
- Top Sponsor Representation and Signage for the Alien Con billing alongside HISTORY Channel, A+E Networks, and *Famous Monsters of Filmland*
- On Screen Promotional Ads throughout entire event
- Logo placement on “A Special Thanks to our Sponsors” page
- TheAlienCon.com Website Advertisement
- Scrolling Header Banner on homepage and all website pages
- Festival Souvenir Guide Back Cover Ad
- Logo design on one side of all official Alien Con lanyards
- Logo design on one side of all official Alien Con RFID Badges

Platinum Sponsorship A — \$10,000

while available

- 4 VIP Tickets – Includes Special VIP dinner with celebrity guests
- 10 Weekend Passes – Valid for all public events and panels
- Top Sponsor Representation and Signage for the Alien Con billing alongside HISTORY Channel, A+E Networks, and *Famous Monsters of Filmland*
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- TheAlienCon.com Website Advertisement
- Scrolling Header Banner on homepage and all website pages
- Festival Souvenir Guide Full Page Ad
- Logo design on one side of 25,000 Alien Con lanyards

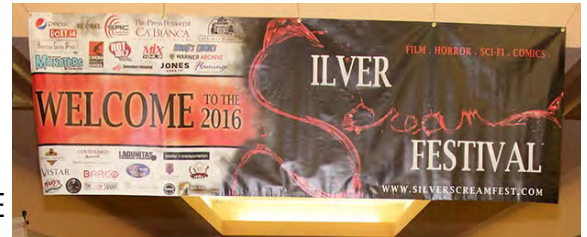
Platinum Sponsorship B — \$10,000

while available

- 4 VIP Tickets – Includes Special VIP dinner with celebrity guests
- 10 Weekend Passes – Valid for all public events and panels
- Top Sponsor Representation and Signage for the Alien Con billing alongside HISTORY Channel, A+E Networks, and *Famous Monsters of Filmland*
- On Screen Promotional Ads throughout entire event
- Logo placement on “A Special Thanks to our Sponsors” page
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- Festival Souvenir Guide Full Page Ad
- Logo design on one side of 25,000 Alien Con RFID Badges.

Gold Sponsorship — Giant Entrance Banner — \$10,000

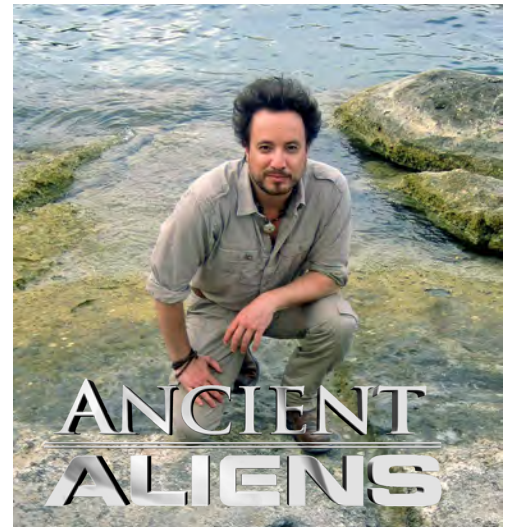
- 4 VIP Tickets – Includes Special VIP dinner with celebrity guests
- 10 Weekend Passes – Valid for all public events and panels
- Top Sponsor Representation and Signage for the Alien Con billing alongside HISTORY Channel, A+E Networks, and *Famous Monsters of Filmland*
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- Festival Souvenir Guide Full Page Ad



Only 3 Available

ANCIENT ALIENS VIP Dinner — \$10,000

- 4 VIP Tickets – Includes Special VIP dinner with celebrity guests
- 10 Weekend Passes – Valid for all public events and panels
- Top Sponsor Representation and Signage for the Alien Con billing alongside HISTORY Channel, A+E Networks, and *Famous Monsters of Filmland*
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Friday Night Halloween Part: John 5 Concert — \$10,000

- 4 John 5 Backstage Experience Tickets
- 10 Weekend Passes – Valid for all public events and panels
- Top Sponsor Representation and Signage for the Alien Con billing alongside HISTORY Channel, A+E Networks, and *Famous Monsters of Filmland*
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Silver Sponsorship – Large Panel Rooms — \$5,000

- 2 VIP tickets – Includes Special VIP dinner with celebrity guests
- 10 Weekend Passes – Valid for all public events and panels
- Top Sponsor Representation and Signage for the Alien Con billing alongside HISTORY Channel, A+E Networks, and *Famous Monsters of Filmland*
- On Screen Promotional Ads throughout entire event
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- Scrolling Header Banner on homepage and all website pages
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GODZILLA Reunion Meet & Greet Lunch — \$5,000

- 4 passes to the private GODZILLA reunion reception with the three GODZILLA suit actors – Haruo Nakajima, Kenpachiro Satsuma, and Tsutomu Kitagawa.
- 6 Weekend Passes – Valid for all public events and panels
- On Screen Promotional Ads throughout entire event
- Logo placement on “A Special Thanks to our Sponsors” page
- TheAlienCon.com Website Advertisement
- Scrolling Header Banner on homepage and all website pages
- Festival Souvenir Guide Full Page Ad



ANCIENT ALIENS' Giorgio Tsoukalos Sunday Brunch — \$5,000

- 4 passes to a private brunch with Giorgio Tsoukalos and friends
- 6 Weekend Passes – Valid for all public events and panels
- On Screen Promotional Ads throughout entire event
- Logo placement on “A Special Thanks to our Sponsors” page
- TheAlienCon.com Website Advertisement
- Scrolling Header Banner on homepage and all website pages
- Festival Souvenir Guide Full Page Ad

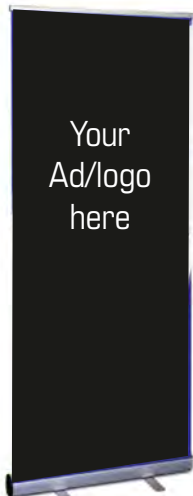
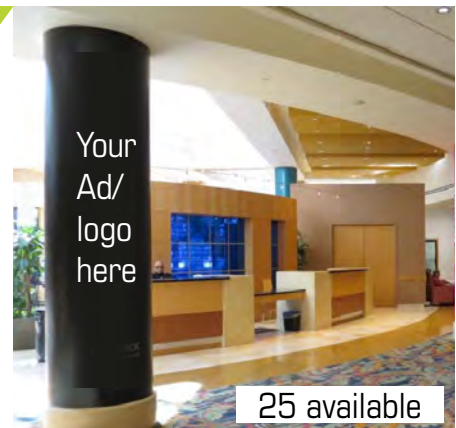


Bronze Sponsorship – Standard Panel Rooms — \$2,500

- 2 passes to either the private brunch with Giorgio Tsoukalos and friends or 2 passes to the Godzilla Reunion meet and greet
- 4 Weekend Passes – Valid for all public events and panels
- On Screen Promotional Ads throughout entire event
- Logo placement on “A Special Thanks to our Sponsors” page
- TheAlienCon.com Website Advertisement
- Rotating web banner on a sidebar of TheAlienCon.com
- Festival Souvenir Guide Full Page Ad – Preferred placement on interior page
- Sponsor recognition and logo representation on promotional materials

Wrap around Column banners — \$750

- 4 Weekend Passes – Valid for all public events and panels
- Logo placement on “A Special Thanks to our Sponsors” page
- Sponsor recognition and logo representation on promotional materials



30 available

Pop up direction banners — \$500

- 2 Weekend Passes – Valid for all public events and panels
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- Sponsor recognition and logo representation on promotional materials

On-line sponsorship page — \$500

- 2 Weekend Passes – Valid for all public events and panels
- Logo placement on “A Special Thanks to our Sponsors” page
- Sponsor recognition and logo representation on promotional materials

Email Push sponsorship — \$200 per campaign push

Souvenir and Programming Book Ad Rates

All sponsors will have their logos featured in the sponsor section of TheAlienCon.com with their ad purchase.

Rates

Business card	\$150	
1/4 page	\$295	
1/3 page	\$395	
1/2 page	\$495	
Full page	\$895	Includes 2 weekend passes!
2 page spread	\$1,595	Includes 4 weekend passes!
Inside front cover	\$1,995	Includes 4 weekend passes!
Inside back cover	\$1,795	Includes 4 weekend passes!
Inside back left	\$1,995	Includes 4 weekend passes!
Inside back spread	\$2,995	Includes 6 weekend passes!

Print Ad Sizes²

Style Code	Ad size	Trim Size (WxH)
BC	Business card	4.25"x2.75"
QP	1/4 page	4.25"x5.375"
3PVer	1/3 page vertical	2.75"x10.875"
3PH	1/3 page horizontal	8.5"x3.625"
HPVer	1/2 page vertical	4.25"x10.875"
HP	1/2 page horizontal	8.5"x5.375"
FP	Full page	8.5"x10.875"
DPS	2 Page Spread	17"x10.875"
CVR2	Inside Front Cover	8.5"x10.875"
CVR3	Inside Back Cover	8.5"x10.875"
CVR4	Inside Back Left	8.5"x10.875"

²Add .125 inch bleed on each side of the ad copy. All text should be at least .375 inches inside the trim size.

Ad Specifications

Ad Format Guidelines

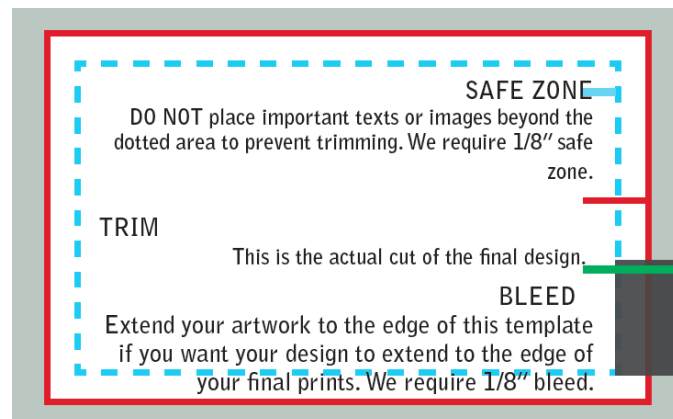
1. Color ads must be 300 dpi or greater in CMYK, have .125 inch bleeds plus .375 inch safe zones inside the trim size. Art must be accompanied by a high-quality color proof.
2. B&W ads should be at least 600 dpi, have .125 inch bleeds plus .375 inch safe zones inside the trim size. Art must be accompanied by a proof.
3. Publisher is not responsible for the outcome of digitally applied ads received without an appropriate color or B&W proof.

Acceptable File Types:

PSD layers, TIFF, JPEG (CMYK only)

Naming Files

AlienCon2016_ Company Name_ Style Code.pdf
example: AlienCon2016_CosmicCon_FP.pdf



For questions regarding Sponsorship opportunities,
email Phil@famousmonsters.com