



TOTAL CONFUSION SPONSORSHIP OPPORTUNITES

**PLEASE COMPLETE
THE APPLICATION FORM
AND
MAIL TO:**

**TOTAL CONFUSION LLC
Angelia Heroux
PO BOX 70585
WORCESTER, MA 01607
Phone: 401-374-7657
Email: mediadirector@yahoo.com**

Who we are:

TOTAL CONFUSION LLC is New England's largest game convention. For over twenty years, each February, Total Confusion LLC has brought gamers from our area together for four days of fun filled multi-genre gaming and other hobby related events. We are the place where gamers meet to play but for sponsors, it is a place to showcase your company and products to hundreds of dedicated game enthusiasts.

What we can do for you:

Total Confusion LLC offers sponsors the opportunity to maximize advertising dollars by allowing you to directly promote your company and products to a specific target audience. Sponsorship benefits begin immediately when your company's listing is put on our official website. Visibility increases onsite when your flyers and/or promotional materials are placed in swag bags that are handed out to each person at registration and continues after the convention with increased brand/name recognition and customer loyalty. There are additional opportunities to promote your company with each different level of sponsorship including (but not limited to) advertisements in our program book, banners placed onsite, web links and discounts on dealer booth rentals. You get to choose the level which fits your needs the best.

Why we do what we do:

Our goal is to bring gamers together with companies that offer high quality products and services. We believe that goal is an important part of any game convention. We hope that you agree and will join us as we make Total Confusion a great experience for everyone.

What is the next step:

Please take a look at the enclosed listings for all our sponsorship levels and choose one that is right for your needs. Then fill out the enclosed application, send it in and begin to receive all the benefits that our direct marketing sponsorship will bring to your company. The staff is here to help you through any stage of the process so please don't hesitate to contact us at any time. The contact information is listed on page four. Thank you, in advance, for taking the time to consider Total Confusion's sponsorship program.

Co-Sponsor:

\$400 Financial Donation or \$600 Product Donation

- ◆ Sponsor name listed as an official Co-Sponsor of Total Confusion XXIII.
 - ◆ Sponsor logo listed under co-sponsor space in prominent area on the back of 200 official Total Confusion t-shirts.
 - ◆ Sponsor designed advertisement flyer is included in swag bag 500 ct. (b/w, 8 1/2 x 11 inch laser printed)
 - ◆ Sponsor-provided promotional items placed in swag bag.
 - ◆ Full page b/w advertisement in the Total Confusion program book.
 - ◆ Premier listing on the sponsor page of the official Total Confusion LLC website with link to sponsor's site.
 - ◆ Sponsor-provided banner placement in the convention registration area.
 - ◆ Sponsor-provided banner displayed in one of the convention areas. (RPG, Board, Miniatures, Cards, Young Player)
 - ◆ 15% discount on dealer booth rentals.
 - ◆ Two Complimentary full weekend passes to Total Confusion .
- ◆ **Early Bird Bonus:** Co-sponsors who register by **November 15th, 2009** will have their logo on Total Confusion's postcard mailing (approx. 4,000 produced) that will be mailed by January 15, 2010.
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Full Sponsor:

\$250 Financial Donation or \$500 Product Donation

- ◆ Sponsor logo listed on back of 200 official Total Confusion t-shirts
- ◆ Sponsor created advertisement flier is included into advertisement bag. 500ct (b/w, 8 1/2 x 11 inch laser printed)
- ◆ Sponsor-provided promotional items placed in swag bag.

- ◆ Full page b/w advertisement in the Total Confusion program book.
 - ◆ Prominent listing on the sponsor page of the official Total Confusion LLC website with link to sponsor site.
 - ◆ Sponsor-provided banner displayed in one of the convention areas. (RPG, Board, Miniatures, Cards, Young Player)
 - ◆ 10% discount on dealer booth rentals.
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Contributing Sponsor:

\$125 Financial Donation or \$250 Product Donation

- ◆ Sponsor-provided advertisement flyers and/or promotional items are included into swag bags.
 - ◆ Half page b/w advertisement in the Total Confusion XXI program book.
 - ◆ Listing on the sponsor page of the official Total Confusion LLC website with link to sponsor's site.
 - ◆ 5% discount on dealer booth rentals.
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Basic Sponsor:

\$75 Financial Donation or \$150 Product Donation

- ◆ Sponsor provided advertisement flyers or promotional items are included into advertisement bag. 500ct.
 - ◆ Half page b/w advertisement in the Total Confusion XXI program book.
 - ◆ Listing on the sponsor page of the official Total Confusion LLC website
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General Sponsor:

\$25 Financial Donations or \$50 Product Donations

- ◆ Sponsor provided advertisement flyer is included into advertisement bag. 500ct
- * Fee waived for local area convention advertisement exchange.

All promotional items (500ct) include a 1 color imprint. Additional colors are extra. All items will be co-branded to include the sponsor logo and the Total Confusion logo. All promotional items are given away to attendees at on site registration.

- ◆ *Sports Bottle -*
- ◆ *View Pen -*
- ◆ *Coffee Mug -*
- ◆ *Measuring Tapes -*
- ◆ *Magnet Business card - (magnet business cards have four color print)*

Call or email for pricing and additional options

Additional Information:

- ◆ Total Confusion LLC will print 500 ct. black and white advertisement flyers on 8 1/2 x 11 inch, 24 lb and 96 bright paper on a laser printer for co-sponsor and full sponsor levels. Sponsors must send us the design on accepted formats (see below). Sponsors wishing to use colored fliers will need to send 500 flyers to us by **January 15, 2010**.
- ◆ All sponsors are asked to submit their logo and advertisement flier designs in one of these formats: **.EPS, .TIFF, .JPG, .BMP, .GIF or .WMF**.
- ◆ Logo's and other advertisement design files may be submitted online with an email attachment to the email address provided or you may mail a hard copy CD to the mailing address provided.
- ◆ Deadline for all logo and advertisement designs is **January 15, 2010**(co-sponsors who are utilizing the early bird bonus need to submit their logo by November 15, 2008).
- ◆ Please note that co-sponsorship and full sponsorship opportunities are limited.

Contact information:

**Angelia Heroux
Media Director
PO Box 70585
Worcester, MA 01607
401-374-7657
mediadirector@totalcon.com**

If you have further questions or need additional help, please visit our website at totalcon.com or call us at the number provided. Thank you.

TOTAL CONFUSION LLC 2010 SPONSORSHIP APPLICATION

Sponsor Contact Information:

Name: _____

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

Payment Information:

Amount Enclosed: _____

- Check (make payable to Total Confusion)
- Visa
- Master Card
- PayPal

Account#: _____

Expiration Date: _____

Billing Address: _____

Zip Code: _____

Cardholder Name: _____

Signature: _____

Sponsorship Choices

Co-sponsor Sponsor

- Financial Donation- \$400
- Product Donation- \$600

Full Sponsor

- Financial Donation- \$250
- Product Donation- \$500

Contributing Sponsor

- Financial Donation- \$125
- Product Donation- \$250

Basic Sponsor

- Financial Donation- \$75
- Product Donation- \$150

General Sponsor

- Financial Donation- \$25
- Product Donation- \$50

Additional Sponsor Merchandising

- Sports Bottle -*
 - View Pen -*
 - Coffee Mug -*
 - Measuring Tapes -*
 - Magnet Business card -*
- Call or email for price quotes*

If you have any other questions, feel free to contact us or check our website.

We look forward from hearing you.

Angelia Heroux

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