



SPONSORSHIP PROPOSAL



Horror Writers Association



STOKERCON™ MISSION

StokerCon is a yearly convention to celebrate the best in horror writing. Inaugurated in 2016 by the Horror Writers Association (HWA), StokerCon is now the premier gathering for writers and readers of horror and dark fantasy.

StokerCon provides educational, business, and networking opportunities for writers. It also features the presentation of HWA's iconic Bram Stoker Awards®, which have served to recognize the genre's best writing since 1986.

StokerCon presents legendary writers as Guests of Honor, a film competition, a "Horror University", the Ann Radcliffe Academic Conference, and "Librarians Day."



George R. R. Martin, Linda Addison, and Leslie Klinger at The Bram Stoker Awards 2017



Ellen Datlow and Robert McCammon, StokerCon 2016 at The Flamingo Hotel, Las Vegas



R. L. Stine and Eric J. Guignard, StokerCon 2016



AT A GLANCE

WHO: HWA is a 501 c (3) nonprofit writers service organization with members all over the globe. HWA's members include bestselling and award-winning authors of novels, short stories, movies, games, graphic novels, young adult books, and more.

WHAT: StokerCon is HWA's yearly gathering, but tickets are also sold to the public. The live-streaming presentation of The Bram Stoker Awards draws viewers from around the world, and is later archived at HWA's YouTube channel.

WHERE: Each year, StokerCon is held at a venue chosen both for ease of travel and history. The first event in 2016 was held at The Flamingo Hotel in Las Vegas, 2017 took place aboard the Queen Mary in Long Beach, and 2018 happened at the Biltmore Hotel in Providence, Rhode Island.

WHEN: StokerCon may happen only four days out of the year, but HWA promotes it all 365 days, with press releases and stories at both HWA's highly-trafficked website horror.org, and a dedicated StokerCon website that prominently features sponsors' ads and banners.

WHY: Sponsoring StokerCon gets your brand in front of an audience of readers and viewers who are hungry for horror. Many are also writers looking to extend their own brand.

INVESTMENT: Sponsorships are affordable and can be customized to suit your needs. They range from \$10,000 to \$200, and contributions may be tax-deductible.

REACH: In addition to the expected 500 attendees at StokerCon, HWA has a robust social media presence - its Facebook page alone has nearly 10,000 members.



PARTNERING WITH STOKERCON IS A MARKETING INVESTMENT

What does your sponsorship achieve?

- Increases your companies' outreach and opens doors for new business opportunities.
- Builds your brand among an ideal, targeted audience of horror consumers and writers.
- Your partnership with StokerCon/HWA can be leveraged in multiple ways, including long-term projects with HWA.
- Positions your company as a leader in the genre. Your products or services will stand out from your competition.
- Tap into an established, popular, thriving PR and social media network. As a sponsor, your company's message will be shared on a myriad of platforms and potentially exposed to millions.
- The ability to provide product samples and/or literature to StokerCon's influential attendees and taste-makers.
- Generate SEO with links to your company on the StokerCon and HWA websites.
- Gives you a platform to give back. As a non-profit service organization, HWA provides educational opportunities to libraries, universities, schools, and community organizations.



PLATINUM SPONSORSHIP

Amount: \$10,000

- Prominent designation as the Platinum Sponsor for the convention and the banquet
- On-stage recognition of the Sponsorship during the Opening Ceremonies and at the Bram Stoker Awards Banquet
- Full-page back cover color advertisement in the StokerCon Souvenir Book and recognition in all other press materials
- 6 Convention passes
- 6 Tickets to the Bram Stoker Awards Banquet at a dedicated table, or seated with the HWA Vice President and guests
- Advertisement on each page of the website, with logo and hyperlink to your website
- Frequent Twitter and Facebook posts at HWA's sites up to the date of the convention
- The ability to display ONE company/organization banner next to the Stage at the Bram Stoker Awards Banquet
- Advertisement on the HWA Bram Stoker Awards Live Streaming Site, with Hyperlink to your website, and during the broadcast of the event (which is later archived at HWA's YouTube channel)
- Two tables in the Dealers Room



GOLD SPONSORSHIP

Amount: \$4,000

- On-stage recognition of the Sponsorship during the Opening Ceremonies and at the Bram Stoker Awards Banquet
- Full-page advertisement in the StokerCon Souvenir Book and recognition in all other press materials
- 2 Convention passes
- 2 Tickets to the Bram Stoker Awards Banquet
- Advertisement on each page of the website, with logo and hyperlink to your website
- Frequent Twitter and Facebook posts at HWA's sites up to the date of the convention
- One table in the Dealers Room



SILVER SPONSORSHIP

Amount: \$1,500

- On-stage recognition of the Sponsorship during the Opening Ceremonies and at the Bram Stoker Awards Banquet
- Half-page advertisement in the StokerCon Souvenir Book and recognition in all other press materials
- 1 Convention pass
- 1 Ticket to the Bram Stoker Awards Banquet
- Advertisement on each page of the website, with logo and hyperlink to your website
- Frequent Twitter and Facebook posts at HWA's sites up to the date of the convention
- One table in the Dealers Room



SUPPORTING SPONSORSHIP

Amount: \$500

- On-stage recognition of the Sponsorship during the Opening Ceremonies and at the Bram Stoker Awards Banquet
- Quarter-page advertisement in the StokerCon Souvenir Book and recognition in all other press materials
- 1 Convention pass
- Advertisement on each page of the website, with logo and hyperlink to your website
- Frequent Twitter and Facebook posts at HWA's sites up to the date of the convention
- One table in the Dealers Room



OTHER SPONSORSHIP OPPORTUNITIES

Goody Bag Sponsor - Amount: \$2,000

You sponsor the goody bags that will be given out to all attendees, so this is a prime way to get your brand before both hundreds of horror fans and all the fans in the future who will see those bags when they're used! The Convention will work with you to guarantee that your logo is prominently displayed on high quality bags that will last for years. This sponsorship will also include one convention membership, advertising with link and logo on the StokerCon website, and frequent Twitter and Facebook posts.

Badge Sponsor - Amount: \$500

Your logo appears on every StokerCon attendee badge. This sponsorship will also include one convention membership, advertising with link and logo on the StokerCon website, and frequent social media posts.

Party or Panel Sponsor

If you'd like to sponsor/host a party or panel at StokerCon, we'll be happy to assist you in setting that up (although it will be up to you to provide food and drink), and we'll also assist in promoting your gathering before and during the convention.



DEALERS ROOM SPONSORSHIPS

Two Tables - \$700

With Two Convention Passes and on-site advertising

Three Tables - \$950

With Two Convention Passes, on-site advertising, and program book advertising

Three & Three - \$1,200

Three Tables with Three Convention Passes, on-site advertising, and program book advertising



FINAL FRAME SPONSORSHIP

Amount: \$2,500

Each year at StokerCon, the Final Frame Short Horror Film Competition is proud to present a diverse selection of films from around the world ranging from the sublime to the sordid. Films are judged by a panel of judges culled from the worlds of film and literature, with the winner receiving a cash prize, promotion, and a premium trophy. With sponsorship, your company will receive the following:

- Mention throughout the Final Frame film screenings, and your logo onscreen before each block of films (four times total)
- Half-page advertisement in the StokerCon Souvenir Book and recognition in all other press materials
- 2 Convention passes
- 2 Tickets to the Bram Stoker Awards Banquet
- Advertisement on each page of the website, with logo and hyperlink to your website
- One table in the Dealers Room

