

SOONERCON 32

EVENT SPONSORSHIP



Soonercon is Oklahoma's premier multi-genre pop culture convention planned and organized by the Future Society of Central Oklahoma (FSCOK), a 501(c)3 nonprofit. Our mission is to promote arts, literature, and the sciences through the lens of pop culture. Soonercon is FSCOK's cornerstone annual three-day event and primary source of funding. This year is Soonercon's 32nd event and will be June 21-23 at the Embassy Suites in Norman, OK.

An event the size and scope of Soonercon offers a variety of partnership opportunities. In addition to its community outreach through volunteering and our educational programming, we partner with other Oklahoma-based charitable organizations to raise awareness and funds for their programs during the con weekend. Your support for Soonercon reaches a loyal and growing audience of more than 3,700 attendees and over 11,500 social media followers, making a strong community and economic impact.

Your tax-deductible financial gifts and in-kind donations help to bring people together in the spirit of community, arts, and education.

GETTING STARTED

To begin your Soonercon event sponsorship, please review our Sponsorship Levels in this packet.

Call 580.743.1494 or email sponsor@soonercon.com for more information about becoming a Soonercon sponsor. For info on how to donate new or gently-used items for the Soonercon charity auction or how your company can contribute volunteer support, visit our Charity and Volunteer pages at soonercon.com.

Get involved today so together we can build a more welcoming tomorrow.

SOONERCON 32 SPONSORSHIP LEVELS

Sponsorship Options												
	EXHIBITOR SPACE OR ROOM NAMING*	BANNER AT EVENT**	LISTING ON POSTERS	LISTING ON T-SHIRT	EVENT PROGRAM LISTING IN WEBSITE WITH LINK	LOGO ON SOONERCON AND CLOSING CEREMONIES	SOCIAL MEDIA POST(S) PROMOTING AT OPENING EVENT PROGRAM AD	ONSITE AD SLOTS ON OUR WEEKEND PASSES	EVENT T-SHIRTS			
DIAMOND (\$10,000) 2 available	DOUBLE BOOTH OR MAIN PROGRAM ROOM NAME	BY MAIN ENTRANCE	LOGO	LOGO	LOGO	✓	✓	4	HALF PAGE AD	4	20	20
STAR (\$5000) 3 available	DOUBLE BOOTH OR PANEL ROOM NAME	✓	LOGO	LOGO	LOGO	✓	✓	3	1/4 PAGE AD	3	15	15
PATRON (\$3000) 5 available	SINGLE BOOTH OR WORK- SHOP ROOM NAME	✓	LOGO	LOGO	LOGO	✓	✓	2	1/8 PAGE AD	3	8	8
CONTRIBUTING (\$1500)	—	—	NAME	LOGO	LOGO	✓	✓	1	—	2	6	6
SUPPORTING (\$750)	—	—	—	NAME	NAME	✓	✓	—	—	1	4	4
COMPANION (\$500)	—	—	—	NAME	NAME	✓	✓	—	—	—	2	2

*Booth space must be claimed by 3/31/2024 or room naming claimed by 5/1/2024.

**Sponsor to provide banner to Soonercon by 6/7/2024 or make other arrangements to deliver to the show floor during setup on 6/20/2024.

***Social media posts promoting our sponsors begin in January through to the convention date. Soonercon occurs in June each year.

SOONERCON SPONSORSHIP LEVELS



SPONSORSHIP BENEFITS

Your organization has the opportunity to share your product and message with our enthusiastic community of fans via our promotional materials, signage, shirts, exhibitor space, room naming, website, and social media channels. There are also opportunities to participate in presentations, featured convention events, and more.

COMPANION SPONSOR — \$500

- Name on T-shirt
- Name in program
- Logo on Soonercon website with link
- Recognition at opening and closing ceremonies
- (2) Weekend Soonercon memberships
- (2) Soonercon event T-shirts

SUPPORTING SPONSOR — \$750

- Name on T-shirt
- Name in program
- Logo on Soonercon website with link
- Recognition at opening and closing ceremonies
- (1) Ad on our onsite digital signage
- (4) Weekend Soonercon memberships
- (4) Soonercon event T-shirts



CONTRIBUTING SPONSOR — \$1500

- Logo on T-shirts
- Logo on posters
- Logo in program
- Logo on Soonercon website with link
- Recognition at opening and closing ceremonies
- (1) Social media post promoting your organization
- (2) Ads on our onsite digital signage
- (6) Weekend Soonercon memberships
- (6) Soonercon event T-shirts



SOONERCON SPONSORSHIP LEVELS



PATRON SPONSOR — \$3000

5 available

- Single 10x10 exhibitor booth OR naming rights for (1) Workshop Room
- 1/8 page ad and logo in event program
- Banner at event
- Logo on T-shirts
- Logo on posters
- Logo on Soonercon website with link
- Recognition at opening and closing ceremonies
- (2) Social media posts promoting your organization
- (3) Ads on our onsite digital signage
- (8) Weekend Soonercon memberships
- (8) Soonercon event T-shirts



STAR SPONSOR — \$5000

3 available

- Double 10x20 exhibitor booth OR naming rights for (1) Panel Room or Workshop Room
- 1/4 page ad in program
- Banner at event
- Logo on T-shirts
- Logo on posters
- Logo on Soonercon website with link
- Recognition at opening and closing ceremonies
- (3) Social media posts promoting your organization
- (3) Ads on our onsite digital signage
- (15) Weekend Soonercon memberships
- (15) Soonercon event T-shirts



SOONERCON SPONSORSHIP LEVELS



DIAMOND SPONSOR — \$10,000

2 available

- Double 10x20 exhibitor booth OR naming rights for (1) Main Programming Room e.g. Main, Game Room, or Art Show
- Banner near main registration area of event
- 1/2 page ad in program
- Logo on T-shirts
- Logo on posters
- Logo on Soonercon website with link
- Recognition at opening and closing ceremonies
- (4) Social media posts promoting your organization
- (4) Ads on our onsite digital signage
- (20) Weekend SoonerCon memberships
- (20) SoonerCon event T-shirts

THE DETAILS

All sponsorship levels are available on a first come, first served basis, including all perks (e.g. room naming rights). Booth space must be claimed by March 31, 2024 and room names claimed by May 1, 2024.

Soonercon staff will reach out for logos, ads, and tshirt sizes with deadlines for publication. Please respond in a timely manner to receive all sponsorship incentives.

Want to be more involved? We would love to discuss opportunities to include your business in our programming.

We look forward to partnering with you. Let us know if you have any questions or to commit to a sponsorship level by contacting us:

Director of Marketing Amber Hanneken
sponsor@soonercon.com
580.743.1494