



Ad Astra

PO Box 94511, RPO Thornhill East
Thornhill, Ontario, L3T 7R5

www.ad-astra.org

Facebook: Ad Astra Toronto, **Twitter:** @AdAstraSociety

Dear Sir or Madam,

We are writing to invite you to support the Ad Astra Science Fiction Literary Society and our annual convention, Ad Astra, by becoming a sponsor. Ad Astra is a not-for-profit, volunteer-run, weekend-long, science fiction, fantasy, and horror event with a focus on authors and other creative professionals. Ad Astra is Ontario's longest running speculative fiction event, started back in 1980. Costs are only going up, and in order to continue providing this wonderful event showcasing so much Canadian talent, we really need help.

Ad Astra 2019 will take place on July 12-14, at the Sheraton Parkway Toronto North Hotel. We host social events and networking opportunities showcasing creative Canadians including authors, artists, editors, publishers, musicians and scientists. We also offer specialized practical programming on topics such as writing and publishing. Our goal is to promote creativity, literacy and interest in science and technology.

Your sponsorship can also help us with our fundraising efforts to support Autism Ontario. Our charity event, which is open to the public, helps raise funds for this great cause.

Enclosed you will find a detailed summary of the different levels of sponsorship and program book advertising available and the matching levels of recognition you will receive for your generous support. Our members constitute a group of like-minded people interested in many aspects of the speculative arts, including literature, art, film and music. They come from Ontario, Quebec and the American North East and your message can be seen and appreciated by the even wider group of those who visit our website, Twitter and Facebook page. Support opportunities exist for almost any budget and arrangements can be made to suit most special requests.

Please contact us at promotions@ad-astra.org if you are interested in sponsorship or advertising or have any questions about Ad Astra.

Sincerely,

The Ad Astra Promotions Team



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Ad Astra 2019 Sponsorship Levels

Support opportunities exist for almost any budget and arrangements can be made to suit most special requests. Descriptions of events and rooms available for sponsorship can be found starting on page 5.

Ad Astra Sponsor \$250

Name in the list of Donors in program book
Name/Graphic in the list of Donors on Donors web page
Name/Graphic on page for sponsored event on web page
Event Sponsor with Poster at the sponsored event

Ad Astra Benefactor \$500

Name in the list of Donors in program book
Name/Graphic in the list of Donors on Donors web page
Name/Graphic on page for sponsored event on web page
Event Sponsor with Poster at the sponsored event
1 Weekend membership to Ad Astra 2019
Business card sized B&W ad in program

Bronze Sponsor \$750

Name in the list of Donors in program book
Name/Graphic in the list of Donors on Donors web page
Name/Graphic on page for sponsored event on web page
Event Sponsor with Poster at the sponsored event
2 Weekend memberships to Ad Astra 2019
1/4 page B&W ad in program

Continued on following page



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Silver Sponsor \$1,500

Name in the list of Donors in program book
Name/Graphic in the list of Donors on Donors web page
Medium Name/Graphic for sponsored event on web page
Event Sponsor with Poster at the sponsored event
2 Weekend memberships to Ad Astra 2019
2 tickets to the Sunday Brunch with Guests of Honour
1/2 page B&W ad in program
Poster/Banner at the Information Desk

Gold Sponsor \$2,000

Name in the list of Donors in program book
Name/Graphic in the list of Donors on Donors web page
Medium Name/Graphic with two events on web page
Event Sponsor with Poster at 2 events
2 Weekend memberships to Ad Astra 2019
2 tickets to the Sunday Brunch with Guests of Honour
1/2 page B&W ad in program
Poster/Banner at the Information Desk
Name/Graphic on all promotional flyers and registration forms
Banner ad on Web home page

Platinum Sponsor \$3,500

Name in the list of Donors in program book
Name/Graphic in the list of Donors on Donors web page
Exclusive sponsorship of one event of choice
Large Name/Graphic with 4 events on web page
Event Sponsor with Poster at 4 events
4 Weekend memberships to Ad Astra 2019
4 tickets to the Sunday Brunch with Guests of Honour
Full page B&W ad in program
Poster/Banner at the Information Desk
Name/Graphic on all promotional flyers and registration forms
Banner ad on Web home page



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Advertising Rates for the Ad Astra 2019 Program Book

The Ad Astra 2019 Program Book will be an 8.5" x 11" booklet with a glossy colour cover. A copy will be given to every attendee of Ad Astra. Surplus copies are put in circulation as promotional items. The booklet will be formatted with 0.4" margins and 0.4" gutters.

The Advertising Rates are:

Back Cover (Colour)	7.7" x 10.2"	\$690
Interior cover (Black/White)	7.7" x 10.2"	\$460
Centre Spread (Colour)	7.7" x 10.2" (2 full pages)	\$500
Centre Spread (Black/White)	7.7" x 10.2" (2 full pages)	\$460
Full page (Colour)	7.7" x 10.2"	\$295
Full page (Black/White)	7.7" x 10.2"	\$230
Half page	Horizontal 7.7" x 5.1" Vertical 3.65" x 10.2"	\$115
Quarter page	3.65" x 5.1"	\$95
Business Card	3.65" x 2.55"	\$65
Daily Pocket Program (Black/White)	8.5" x 11"	\$290

Volume space purchases (multiple full pages, half pages, etc. or any combination thereof) can earn a discount from your total purchase. Contact us for a quote.

Email all inquiries or ad files to: promotions@ad-astra.org

In the email, please include a Requester contact, Invoicing information and Designer/technician contact person/information (in case there is a problem with the image file).

Program Book Ads must be booked by June 12, 2019 and ad copy must be submitted by June 26, 2019.

Payment can be submitted thru Pay Pal or cheque payable to Ad Astra Science Fiction Society mailed to:

Ad Astra Science Fiction Society
PO Box 94511
RPO Thornhill East
Thornhill, Ontario, Canada
L3T 7R5



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Events and Rooms Available for Sponsorship

Events:

Steampunk Charity Tea Party

Proceeds from the tea party will go to Autism Ontario. Taking place in a hospitality suite decorated in a Victorian Steampunk theme, attendees can donate to have tea and themed treats, enjoy some themed readings and performances.

Dance

The Saturday night Dance features music from the 80s, 90s and modern hits.

Group Author Signing

All Author Guests of Honour and many of our professional author panelists sign books together at this session. Typically we will have 25 to 35 authors participating. Attendees can have their items signed free of charge. This may be spread out so to prevent over crowding.

Guest of Honour Brunch

At this ticketed event, attendees are seated with a Guest of Honour and are served a buffet brunch. In the past we have been able to offer giveaways of books and also had prizes such as t-shirts and art prints.

Karaoke

Taking place in the hotel bar and restaurant, attendees can perform songs from different genres and styles.



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Masquerade

One of the biggest draws of the weekend, this is the weekend's main costume contest. Entrants wearing handcrafted costumes from all genres present on stage to show their handiwork to a panel of judges and entertain the audience. Awards are announced the following day. Past prizes have included books, artwork, gift certificates, and other science fiction, fantasy, or horror themed merchandise.

Meet and Greet with Guests of Honour

Taking place on the Friday evening of Ad Astra, attendees get to mingle and meet our 2019 Guests. There is no additional charge for this event and refreshments are provided.

Rooms:

Anime Room

Featuring new and classic Japanese animation, the anime room has content for all ages and interests.

Art Show

Art work of various mediums is displayed including paintings, photographs, jewelry and sculptures. Artists may choose to display only or to put their work up for auction. The art show also hosts live demonstrations and presentations by artists. Attendees can vote on an audience's choice award and judges select the best of show and honorable mentions.

Book Launch Suite

Book launches will take place throughout the weekend. Launches are run by publishers, small presses and individual authors.

ConSuite (Hospitality Suite)

The ConSuite is a space for attendees to relax, meet people and enjoy complimentary refreshments during the weekend. The Friday Night Meet and Greet is hosted in ConSuite, as well as a Saturday night party.



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Cosplay Repair Lounge

A dedicated room stocked with sewing and crafting repair supplies for the duration of the event for cosplayers/costumers with unexpected costume mishaps or for last-minute costume work. The room will also provide a space for cosplayers to change, receive assistance with dressing if needed, and for their bags.

Gaming Rooms

Ad Astra 2019 will host two gaming rooms. The first room will be a drop in space to play board and card games and will have demonstrations of various games throughout the weekend. The second is a video game room with games from different consoles and styles.

Arrangements can be made for sponsorship of additional rooms or events by request.