

Wonderful Weekend of Wizardry



Sponsorship & Advertising Packages

www.weekendofwizardry.com



Event Description

The Weekend of Wizardry is a magical, family friendly, four day celebration of the world of Harry Potter. Over the course of the weekend this exclusive fan event will offer approx. 3,500 people a chance to get up close and personal with their favorite actor, as they immerse themselves into a weekend of classes, crafts, discussions, themed activities, workshops and more. Held at the 5 star rated Hotel Murano we intend to showcase the beauty of Tacoma while creating the feel of Diagon Alley and Hogwarts. We are excited to bring this event to the local community and invite you to partner with us to make it a success!

Why Sponsor /Advertise with us?

Have you been waiting 20 years to receive your owl post and ticket for Hogwarts Express? Are you ready and able to help us make this one of the best Immersive Harry Potter events in the country?

Then welcome aboard!

We believe that Harry Potter truly creates the best fan base, and with it brings a wide audience. In just a few short weeks of creating the event on social media we have reached over 400K people, with 10K marking themselves interested in attending and following the event online. The event has received great press from the News Tribune and the event organizers, local business owners in the community, have appeared on King 5's New day Northwest at the request of the producer (a huge HP fan herself!) to talk about the event. This event has already completely sold out of its all-access VIP weekend passes, with ticket sales steadily flowing in each day. Early sponsors will enjoy several months of promotion to the ever growing pre-event audience, as well as being prominently featured on print advertising, website, social media and in our event program which will be a keepsake for all attendees.

There are many different ways that you can help make the first annual Weekend of Wizardry a success and we greatly appreciate your support in any form that you contribute. As our event is a non-profit, 501(c) charitable event that is run entirely by volunteers, your donation may even be tax deductible!

We are seeking:

- Items for the volunteer appreciation door prizes such as gift baskets, gift cards, art, jewelry, trinkets, books, comics, food and beverages etc.
- Monetary donations to help purchase supplies for decorations and registration, to help cover printing costs, and support celebrity transportation
- Advertisers for the event program
- Sponsor at the levels listed in this packet.

Please take a moment to review our packet and select a sponsorship or advertising package that fits your company's needs. House elves are standing by to answer any questions!

Please contact us by phone 253-572-8339 or email HPWOWSponsors@yahoo.com

Advertising Opportunities

Banner/Convention Signs Ads

- Display your corporate banner in a predetermined area of the event. Size restrictions apply; banner to be supplied by company.

Website

- Your Company Logo and link will be featured for the entire year on the Sponsor page of our website.

VIP/Swag Bags

- Would you like to put something into our VIP bags, swag bags? This could be coupons, fliers, a business card, an item (like logo'd pens, wrapped candy, the possibilities are endless)

Program/Map Ads

- Would you like to advertise in our programs? Check out the quarter to full page opportunities below! Help us make the Wonderful Weekend of Wizardry amazing by advertising in our program.

FULL PAGE COLOR AD \$650
QUARTER PAGE COLOR AD \$250
HALF PAGE COLOR AD \$400
HALF PAGE COLOR AD \$400



Sponsorship Packages

Hungarian Horntail: Fee \$5,000 – 4 Available

- 4 Tickets to special event/s of your choice
- 1 Vendor Booth (optional)
- Acknowledgment at all special events
- Logo or name recognition on event sponsor materials (signage & program – prominent)
- Logo or name recognition on website and social media
- Company Banner displayed at event (provided by sponsor, size restrictions apply)
- General Swag Bag insert/coupon/item/info (provided by you)
- VIP Swag Bag insert/coupon/item/info (provided by you)



Chinese Fireball: Fee \$2,500 - 6 Available

- 2 Tickets to one special event of your choice
- Acknowledgment at all special events
- Logo or name recognition on event sponsor materials (signage and program – large)
- Logo or name recognition on website and social media
- VIP Swag Bag insert/coupon/item/info (provided by you)



Swedish Short-Snout : \$1,000 – 10 Available

- 2 Tickets to one special event of your choice
- Logo or name recognition on event sponsor materials (signage & program – medium)
- Logo or name recognition on website and social media
- General Swag Bag insert/coupon/item/info (provided by you)



Welsh Green: \$250 – 20 Available

- Logo or name recognition in event program
- Logo or name on website



One of A Kind - Sponsorship Opportunities

The following sponsorships are available for specific activities, rooms, and items. They are first-come, first-served and many are unique, so hurry to support your favorite! For more details contact our helpful House elves, we'd love to discuss the ways we can help you promote your business.

- **Programming Sponsor for each classroom:** Company logo or name identified on house rooms (\$1000 each)
- **Registration Sponsor:** Logo or name printed on registration materials (\$1000)
- **Magical Tea Party Sponsor:** Company logo or name identified at the Tea Party. Recognition on social media posts and in program. (\$1500)
- **Holiday Ball Sponsor:** Company logo or name identified at the Yule Ball. Recognition on social media posts and in program (\$2000)
- **Wizard's Feast Sponsor:** Company logo or name identified at the Dinner. Recognition on social media posts and in program (\$1500)
- **Children's Activity Room):** Company logo or name identified in the room. Recognition on social media posts and in program (\$1000)
- **Class Sponsor/Donated Items** (individual classes): Provides materials for the class, recognition in the classes and social media.
- **Volunteer Donations:** Provides items for to reward volunteers that helped make this event possible.
- **General Swag Bag Sponsor:** Provide item for the general swag bag and a thank you on social media. (no additional cost)
- **Volunteer Food and Drink Sponsor (Multiple Opportunities):** Provides food and drinks to the volunteers at specific points in the event. Recognition out in the volunteer area and recognition in the program.
- **Celebrity Gift Basket Donation:** Provide a welcome gift basket from your business for our celebrity guests.

Sponsorship Application

Please return this form via email to HPWOWSponsors@yahoo.com or Mail to CMG Events 2502 6th Ave. Tacoma, WA 98406. Checks made payable to CMG Events or you can charge to credit card via website or by filling out credit information below.

Business Name (If applicable): _____

First Name: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

For Sponsors:

Contact Name: _____

Contact Email: _____ Contact Phone: _____

Social Media (Please Check if You Have & Complete)

— Facebook – URL _____

— Twitter – Twitter Handle _____

— Instagram – Instagram Name _____

— Other Social Media _____

Check Total: _____

Charge: Please Charge \$_____ to my credit card (Please check which one)

_____ AMEX _____ VISA _____ MASTERCARD _____ DISCOVER

Name On Card: _____

Card Number: _____ Expiration (Mo/Yr) _____

Security Code: _____ Billing Zip: _____ Total: \$ _____

Signature: _____

By signing this form you authorize WOW (CMG Events) to charge your card for the above amount.

Visit www.weekendofwizardry.com

for more information on tickets, programming and events.