



Carnegie Mellon University



SCOTTYCON

2024 Sponsorship Guide



What's ScottyCon?

ScottyCon brings students together across dozens of programs to organize an anime and video game convention at CMU. In 2023, students from 14 different clubs learned leadership, communication, and networking skills while creating an event that shared CMU's talent and passion with nearly 2000 attendees. ScottyCon has quickly grown into a highly anticipated campus event that involves anime, music, food, games, art, and more. We aim to continue to provide a high-quality, fun, and entertaining event that brings together students, alumni, and the greater Pittsburgh community.



Artist Alley at ScottyCon 2023

ScottyCon Mascot: Scotty





It is important to ScottyCon that the event stays affordable for all, but obtaining and managing the space and resources for such an event is costly. We are in need of resources for at-event signage, website hosting, and more security as our event continues to grow. Our goal is to continue to welcome all at this event, but as interest in our organization grows, so do the costs. However, ScottyCon is not just about the day of the event. There are hundreds of hours of planning that go on before the doors open on convention day.

ScottyCon provides students a unique opportunity to work with their peers in programs far different from their own and develop cross-cultural communication skills that are so important in today's global age. Supporting ScottyCon financially allows the hard working student organizers an opportunity to take the event further, and attendees to enjoy a much-needed day of learning and fun.



Arcade at ScottyCon 2023



Performance at ScottyCon 2023



Board Games at ScottyCon 2023



Sponsorship Overview

We wholeheartedly express our gratitude for your generous sponsorship contributions. In our unwavering pursuit of excellence, ScottyCon 2024 is thrilled to introduce a sponsorship framework, designed to provide you with an unparalleled understanding of the opportunities available. This framework categorizes sponsorships into distinct levels:

Bronze	Silver	Gold	Platinum	Emerald	Diamond
\$50	\$100	\$250	\$500	\$1000	\$3000+



Sponsors hosting table at ScottyCon 2023



Sponsorship



Bronze Sponsorship \$50

Benefits:

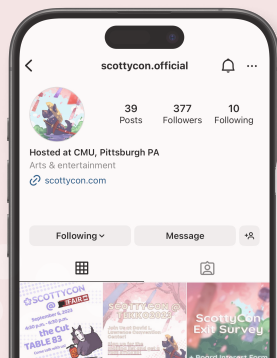
- Linked logo on website



Silver Sponsorship \$100

Benefits:

- Linked logo on website
- Logo on social media post



ScottyCon social media & website



ScottyCon 2023 Staff



ScottyCon 2023 Main Room



Sponsorship



Gold Sponsorship \$250

Benefits:

- Linked logo on website
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of \$50 per table (6'x3'), up to 3 tables*

*Depends on availability at the time sponsorship is received



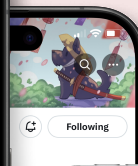
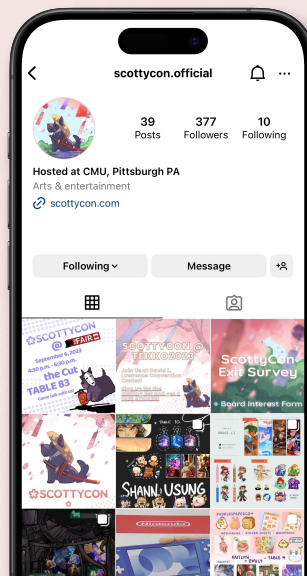
Platinum Sponsorship \$500

Benefits:

- Linked logo on website
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of \$50 per table (6'x3'), up to 3 tables*
- Dedicated slide on looping slideshow at event

*Depends on availability at the time sponsorship is received

ScottyCon 2023 Program Booklet



ScottyCon social media & website





Sponsorship



Emerald Sponsorship \$1000

Benefits:

- Linked logo on website
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of \$50 per table (6'x3'), up to 3 tables*
- Dedicated slide on looping slideshow at event
- Logo on event signage at various locations throughout convention center

*Depends on availability at the time sponsorship is received



Diamond Sponsorship \$3000+

Benefits:

- Linked logo on website
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of \$50 per table (6'x3'), up to 3 tables*
- Dedicated slide on looping slideshow at event
- Logo on event signage at various locations throughout convention center
- 2-minute commercial on main stage, with a submitted slideshow presented by our MC or your representative

*Depends on availability at the time sponsorship is received



Connecting With Us

Application Instructions

Please email scottycon@andrew.cmu.edu with the following information:

- Sponsor Name
- Contact Person
- Website
- Sponsorship Amount

ScottyCon reserves the right to reject sponsorship applications at its sole discretion.

More About Us

Our Website: <https://www.scottycon.com/>

Our Instagram Account: [scottycon.official](https://www.instagram.com/scottycon.official)

Our X Account: [@CMUScottyCon](https://twitter.com/CMUScottyCon)

Our Email: scottycon@andrew.cmu.edu

Looking Forward to Seeing You at ScottyCon 2024.

