

# Starfest 2024 Sponsorship and Vendor Program



Information Package

March 2024

# Topics



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# Sponsorship and Vendor Program Categories

- Registration Kit Advertiser
- Door Prize Contributor
- Commercial Vendor/Exhibitor
- Keynote Speaker Sponsor
- Starfest Astrophotography Imaging Contest Sponsor

# Sponsorship and Vendor Program Category Details 1/3

Category	Requirements	What you get	Important Information
Registration Kit Advertiser	<ul style="list-style-type: none"> <li>\$65 CAD</li> </ul>	<ul style="list-style-type: none"> <li>Up to 3 advertising inserts included in attendee registration kits</li> </ul>	<ul style="list-style-type: none"> <li>Require 500 copies of each insert.</li> <li>Can be 8-1/2 x 11 flyer or post card format.</li> <li>See the “Fine Print” for more details.</li> </ul>
Door Prize Contributor	<ul style="list-style-type: none"> <li>Donation of door prizes with suggested retail value of \$100 CAD or more.</li> </ul>	<ul style="list-style-type: none"> <li>Publicity at door prize awards on Saturday evening.</li> <li>Logo link to your website posted on Starfest website.</li> <li>Your name included in printed program.</li> </ul>	<ul style="list-style-type: none"> <li>Prizes can be merchandise or gift certificates.</li> <li>See the “Fine Print” for more details.</li> </ul>
Commercial Vendor/Exhibitor	<ul style="list-style-type: none"> <li>\$75 CAD exhibitor registration fee.</li> <li>Donation of door prizes with suggested retail value of \$400 CAD or more.</li> </ul>	<ul style="list-style-type: none"> <li>Up to four people from your company can attend Starfest under the single exhibitor registration fee.</li> <li>Vendor booth with 8 ft tables and electrical power in a designated vendor area central to the activities taking place. Can be used for nighttime demonstrations as well.</li> <li>Publicity at Saturday door prize awards.</li> <li>Free registration kit advertising inserts.</li> <li>Logo link to your website posted on Starfest website.</li> <li>Your name included in printed program.</li> </ul>	<ul style="list-style-type: none"> <li>Campsite/trailer fees are in addition to exhibitor fee.</li> <li>If you have a physical retail store, we’re happy to provide you with an 11x17 Starfest poster for display at your store.</li> <li>See the “Fine Print” for more details.</li> </ul>

# Sponsorship and Vendor Program Category Details 2/3

Category	Requirements	What you get	Important Information
Keynote Speaker Sponsor	<ul style="list-style-type: none"> <li>Minimum \$1000 CAD either in merchandise to be awarded as door prizes or as cash to help offset Keynote Speaker costs, or a combination of the two.</li> </ul>	<ul style="list-style-type: none"> <li>Get all of the benefits of being a commercial vendor/exhibitor:               <ul style="list-style-type: none"> <li>Designated exhibitor and retail sales area located central to the activities taking place. This space can be used for nighttime demonstrations as well.</li> <li>Free registration includes up to four people from your company.</li> <li>Advertising inserts included in registration kits</li> </ul> </li> <li>Name of sponsor included in printed and online speaker program.</li> <li>Opportunity to present a 2-minute slide show or video “infomercial” prepared by you, about your company and its products. This will be shown in the main tent before the keynote speaker is introduced.</li> <li>15-30 minute time slot on the stage in the main tent during which you can give a presentation about your company, its products, and facilitate a Q&amp;A session.</li> <li>A banner ad and link to your website will be posted on the Starfest website.</li> </ul>	<ul style="list-style-type: none"> <li>In return for posting your ad on the Starfest website, we will give you a Starfest Sponsor banner ad to post on your website. In addition, if you have a physical retail store you will be provided with an 11x17 Starfest poster for display at your store.</li> <li>Two sponsorships available.</li> <li>See the “Fine Print” for more details.</li> </ul>

# Sponsorship and Vendor Program Category Details 3/3

Category	Requirements	What you get	Important Information
Starfest Astrophotography Imaging Contest Sponsor	<ul style="list-style-type: none"> <li>Looking for an exclusive sponsor who will donate merchandise for Imaging Contest prizes with a minimum total value of \$1500 CAD.</li> <li>Participate in stage activity as determined by the contest Director.</li> </ul>	<ul style="list-style-type: none"> <li>Get all of the benefits of being a commercial vendor/exhibitor:               <ul style="list-style-type: none"> <li>Designated exhibitor and retail sales area located central to the activities taking place. This space can be used for nighttime demonstrations as well.</li> <li>Free registration includes up to four people from your company.</li> <li>Advertising inserts included in registration kits</li> </ul> </li> <li>Opportunity to publicize your company and present your prize(s) in person to winners at the Imaging Contest Awards ceremony on Saturday evening.</li> <li>During the awards, sponsor will be invited to participate in stage activity designed to let the audience know more about sponsor.</li> <li>Your marketing materials incorporated in the contestant gift packages.</li> <li>A banner ad and link to your website will be posted on the Starfest website.</li> </ul>	<ul style="list-style-type: none"> <li>In return for posting your ad on the Starfest website, we will give you a Starfest Sponsor banner ad to post on your website. In addition, if you have a physical retail store you will be provided with an 11x17 Starfest poster for display at your store.</li> <li>Prefer multiple smaller prizes rather than a single large prize, as the items need to be spread over 11-12 winners. Examples of prizes : gift certificates for your store, astro software licenses, filters, guide cameras, finder scopes, clamps, vixen bars, memory cards, restaurant coupons. Let creativity guide you.</li> <li>See the "Fine Print" for more details.</li> </ul>

# Important Dates

Date	
May 31	<ul style="list-style-type: none"><li>Commercial Vendor registration needed for company name inclusion in Starfest advertising and publicity</li></ul>
July 5	<ul style="list-style-type: none"><li>Imaging contest prizes due</li></ul>
July 19	<ul style="list-style-type: none"><li>Door prizes due. (Not mandatory but strongly encouraged)</li><li>Deadline for mailing registration kit inserts to Cathy McWatters</li></ul>
August 8, 9	<ul style="list-style-type: none"><li>Days 1 and 2 of vendor exhibits. Sales hours 10 am – 6 pm</li><li>Demonstrations after 10 pm at discretion of vendor</li></ul>
August 10	<ul style="list-style-type: none"><li>Day 3 of vendor exhibits. Sales hours 10 am – 5 pm</li><li>Evening program at 7 pm in Big Tent (Door Prize Draw and Imaging Contest Awards)</li><li>Demonstrations after 10 pm at discretion of vendor</li></ul>

# Contacts

## VENDOR COORDINATOR:

George Hart  
Email: [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca)  
Phone: 416-890-4398

## ASSISTANT VENDOR COORDINATOR:

Robert Lennox  
Email: [rlennox@outlook.com](mailto:rlennox@outlook.com)  
Phone: 416-433-3671

## IMAGING CONTEST DIRECTOR:

Malcolm Park  
Email: [salon@nyaa.ca](mailto:salon@nyaa.ca)  
Phone: 416-802-7011



# The Fine Print: Door Prizes

- The door prize draw will be held in the main tent on Saturday August 10<sup>th</sup>.
- Winners must be in attendance and claim their prize in person at the time their name is drawn. If they are not present, another name will be drawn until the prize is given away.
- Attendee names are automatically entered in the draw if they paid a registration fee as follows: One draw ticket per individual registration, two draw tickets per family registration, and one draw ticket per youth.
- The name of your company and the description of your donation will be displayed on the projection screen in the main tent at the time of the draw, and a verbal description of the prize will be announced as the winner is announced.
- Since door prizes are handed out to the winners at the time of the draw, we need to have all the door prizes in our possession before the draw. Starfest is not responsible for delivery of prizes to winners after Starfest.
- There will be no “field” prizes given out by vendors. All prizes are to be awarded at the door prize event in the Big Tent at 7:00 pm Saturday night.
- US and international vendors: please make arrangements with your Canadian distributor for delivery. This is critical to avoid any situations where the NYAA may be charged taxes or duties in the process of receiving your door prize. We do not have a customs broker of our own. If you are sending a door prize, we require that you cover this expense.
- Door prizes should be shipped to: NYAA Starfest 2024, c/o George Hart, 34 Marsh St., Richmond Hill, ON L4C 7P1. Phone: 416-890-4398. Alternatively, George can pick up prizes from your store in June or July (Southern Ontario only).
- If you are attending Starfest and would prefer delivering your door prize to us at Starfest that is not a problem. Please bear in mind that we need time to include your company and prize details in the presentation that we create for use during the draw.

# The Fine Print: Imaging Contest Prizes

- The Imaging Contest will be held in the main tent on Saturday August 10<sup>th</sup>.
- Winners must be in attendance and claim their prize in person. Sponsor is invited to hand out prizes to each person (backstage). Prizes will be pre boxed and labelled. Sponsor will not need any preparation, other than to be there.
- Non winners will also be called up to pick participation gift (“loot bag”). These will be pre boxed and labelled
- If a winner isn't present on Saturday night, their prize is forfeited and added to the pool of door prizes. We do not mail gifts to contestants.

# The Fine Print: Exhibitors

- Hours:
  - Thursday and Friday 9 am – 6 pm: Vendor booths open for sales.
  - Saturday 9 am – 5 pm : Vendor booths open for sales.
  - Thursday, Friday, Saturday after 10 pm: Demonstrations at discretion of vendor.
- Only Registered Vendors are permitted to sell product at Starfest.
- Your displays will be set up in the designated commercial exhibit area. This area is in the field to the west of the Main Tent. Space in this area is available on a first come, first served basis.
- Commercial signage is not allowed on the grounds outside of this area.
- Commercial exhibitors provide their own shelters. Be prepared in the event of inclement weather.
- Electrical power is available however please bring your own extension cords.
- Exhibitors assume full responsibility for the security of their property. Starfest, the NYAA or River Place Campground will not accept liability for any loss or damage.
- **WARNING!** Avoid driving vehicles over the center of the exhibitor field as it covers a septic tank and could collapse.

# The Fine Print: Registration Kit Inserts

- Advertising inserts for the registration kits must be provided by the sponsor.
- Maximum of 3 insert pages per sponsor.
- Need 500 copies of each insert mailed to NYAA c/o Cathy McWatters. Contact George Hart at [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca) for mailing address.
- Deadline for mailing of inserts is July 19.
- Inserts will not be accepted at the registration desk.

# The Fine Print: Logo Links and Banner Ads

## Imaging Contest Sponsor and Keynote Speaker Sponsors:

- Please send a graphic file (png) for your banner ad to [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca). The ad should have minimum dimensions of 1,200 x 150 pixels (minimum area size 180,000 pixels<sup>2</sup>). The banner ad will be posted on the Vendor/Sponsor page of the Starfest website and hyperlinked to your website. Please provide your URL for the hyperlinked website.
- In return for posting your banner ad, we will provide you with a Starfest Sponsor banner ad that we ask to be posted on your website. Please provide the specifications for a banner ad on your site to [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca).

## Door Prize Contributors and Commercial Vendor/Exhibitors:

- Please send a graphic file (preferably png) of your company's logo to [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca). This will be posted on the Vendor/Sponsor page of the Starfest website and hyperlinked to your website. . The ad should have minimum dimensions of 800 x 100 pixels (minimum image area size is 80,000 pixels<sup>2</sup>). Please provide your URL for the hyperlinked website.