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SPONSORSHIP
GUIDE

WHAT'S SCOTTYCON?

Since 2019, ScottyCon has united students across dozens of academic programs to organize Carnegie Mellon University's flagship anime and games convention.

Partnering with 16 university organizations, ScottyCon showcases the sensational talent and passion of the Tartan and Pittsburgh communities to our nearly 2,000 attendees, platforming approximately 100 local entertainers, artists, and hobbyists annually. In our fifth year, ScottyCon has evolved into a highly anticipated Pittsburgh event celebrating otaku culture through music, food, games, art, and more. We continually strive to provide a high-quality, affordable, and entertaining event that brings together students, alumni, and the greater Pittsburgh community.

Board Games and Origami (ScottyCon 2024)

Scotty (mascot)

WHY SCOTTYCON?

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

Performance

Video Games

SPONSORSHIP OVERVIEW

We wholeheartedly express our gratitude for your generous sponsorship contributions. In our unwavering pursuit of excellence, ScottyCon 2025 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+

ScottyCon 2024 Staff

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◆ **Bronze Sponsorship $50**
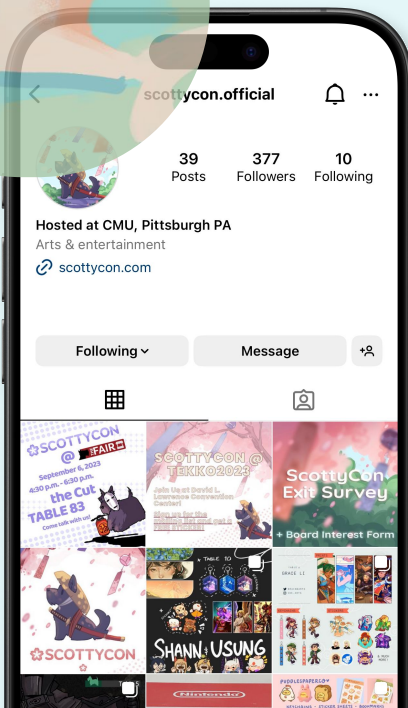
Benefits:
- Linked logo on website

◆ **Silver Sponsorship $100**

Benefits:
- Brief advertisement of establishment
- Logo on social media post

ScottyCon Social Media & Website

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Gold Sponsorship $250

Benefits:
- Brief advertisement of establishment
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of $150 per table (6'x3'), up to 3 tables*

Platinum Sponsorship $500

Benefits:
- Brief advertisement of establishment
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of $150 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 Artist Alley

Manga Library (ScottyCon 2024)

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Emerald Sponsorship $1000

Benefits:
- Brief advertisement of establishment
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of $150 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

Diamond Sponsorship $3000+

Benefits:
- Brief advertisement of establishment
- Logo on social media post
- Logo on program booklet
- Opportunity to table at the event with a fee of $150 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

CONNECT 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
Our Twitter Account: @CMUScottyCon
Our Email: scottycon@andrew.cmu.edu

We're looking forward to seeing you at ScottyCon 2025!