



**2024**  
**Partnership Packet**

# About Us

Partner with the longest running Mermaid Convention, founded in 2011 as a small costume parade. We now host over 400 guests during our 3 day long main event. Taking place on May 17-19, 2024 in Rancho Cordova, Ca. Our convention reaches hundreds of in person and thousands of digital guests each year. We are featured in local and nationwide news media and attract mermaids who are leaders in the industry. Our Instagram is active with over 8k followers all over the world. We are host special guest performers, unique entertainment, swim meet-ups for mermaids of all ages and skill levels, lectures, panels, workshops, photoshoots, sister events, virtual & in person accessory events throughout the year, our world famous annual promenade in historic Old Sacramento, river/beach clean ups and so much more!

Your involvement will reach a wide range of demographics. We believe swimming and mermaiding is for everyone and encourage participation from folks of all walks of life. Mermaiding is often a quirky side hobby of professionals, entrepreneurs, artists and more.

We are looking for leaders in the Mermaid Industry, local businesses and like minded fishfolk to help us make the 2024 event as successful as possible.

## Vendors (Saturday/Sunday)

**Cost: \$250**      **20 available**

### **Includes:**

**(1) 10' x 10' space at Saturday/Sunday's main event at Hagen Pool. Selling hours are 10am to 4pm.**

## “Basic” Starfish Tent Sponsor

**Cost: \$100**      **10 available**

### **Includes:**

This sponsorship goes to directly funding any 2023 panel and/or lecture offerings. Our thought provoking and inclusive lecture series has become a community favorite. Join us in the discussions!

## Promenade “Bronze” Sponsor

**Cost: \$300**      **5 available**

### **Includes:**

The Annual Promenade of Mermaids will be held in Historic Old Sacramento on Friday evening as part of the California Mermaid Convention. The event will take place on the beautiful embarcadero in front of the famous Delta King riverboat. It will be host to a costumed promenade, contests, prizes, live music, vendors and more! The Promenade Sponsorship goes directly to funding this FREE, family friendly, public event.

- Your business name/logo on the official sponsors page of our website
- Your business name/logo added to the official banner at the Promenade of Mermaids
- 1 Vendor Space at Friday/Saturday/Sunday's event

## Guppy Pond “Silver” Sponsor

**Cost: \$400**      **3 available**

### **Includes:**

Sponsorship goes directly to funding all children's events.

- Your business name/logo on the official sponsors page of our website

- Your business name/logo added to the banner located at children's pool for duration of Saturday's event
- 1 vendor space on Friday, Saturday & Sunday
- Family Pack - 2 Adult & 2 Child tickets
- Your logo added to any trifold schedule handout, maps, and t-shirts, etc for the 2024 main convention

# Deep Sea “Gold” Sponsor

**Cost: \$600      1 available**

## **Includes:**

This sponsorship goes directly to funding our Dive Pool activities during Saturday/Sunday's main convention which typically include speciality classes and photoshoots.

- Your business name/logo on the official sponsors page of our website
- Your business name/logo added to the banner located at the deep end of the main pool for the duration of Saturday's event. Yours to keep after the event.
- 1 vendor space on Friday, Saturday & Sunday
- 1 UW photo shoot session, photographer TBD
- 2 tickets to main con
- Your logo added to any trifold schedule handout, maps, and t-shirts, etc for the 2023 main convention

# Cali Mermaid Convention Partnership Chart

Perks*	Vendor (Sat/Sun) \$250	Basic \$100	Bronze \$300	Silver \$400	Gold \$600
Business Logo (with your website linked) listed on our website for 1 year	X	X	X	X	X
Business Logo on Event Banner			X	X	X
Vendor Space (Friday)			X	X	X
Vendor Space (Saturday/Sunday)	X		X	X	X
Tickets to Main con			2 Adult Tickets	Family Pack (2 adult, 2 children)	2 Adult Tickets
Underwater Photo Shoot Session					X
Business logo on handouts/map/volunteer shirts, etc				X	X
Tickets to Bubble Ball					X
Shout out at Launch Party			X	X	X
Shout out at Bubble Ball			X	X	X

**\*perks are negotiable to each applicant in order to best suit individuals needs & wants.**