

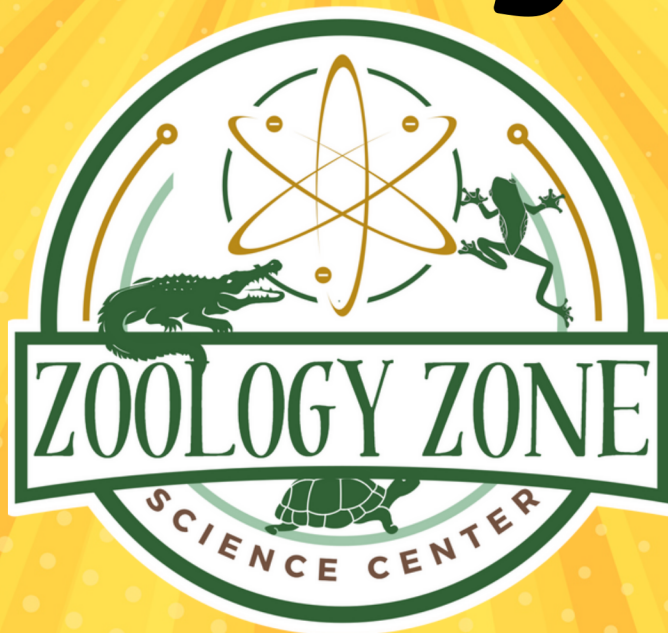
**First Annual**

**VALLEY CON**

**HURRICANE, WV  
2024**



**benefitting the**







# Sponsor Packet

## Event Overview

- Event Name: ValleyCon
- Date: November 16, 2024
- Location: Valley Park Conference Center, Hurricane, WV
- Website: [www.zoologyzone.org/ValleyCon](http://www.zoologyzone.org/ValleyCon)
- Contact Information: Andy McKee - [amckee@zoologyzone.org](mailto:amckee@zoologyzone.org) / (304) 397-1110

## Mission Statement

ValleyCon is dedicated to creating an engaging and educational pop-culture convention that not only celebrates fandoms but also promotes mental health awareness and well-being through safe community engagement and activities like cosplay. Our goal this year is to raise funds to open a new wing of our facility to house our tortoises, alligators, and aquatic animals.

## Event Highlights

**Theme:** Scales and Tales, blending pop culture with a focus on reptiles and mental health.

**Live Entertainment:** Local bands, performances, and entertainment acts.

**Panels and Workshops:** Discussions on mental health in pop culture, stress management, and wellness activities.

**Interactive Art Classes:** Hands-on sessions where attendees can learn to create their own art.

**Cosplay Contest:** A costume competition with categories for different ages and skill levels.

**Gaming Competitions:** Including tabletop RPGs, video games, and trivia contests.

**Vendors and Exhibitors:** A diverse range of pop-culture merchandise and mental health resources.

**Food Trucks:** Offering a variety of local cuisines for attendees.

## Target Audience

**Expected Attendance:** Over 1000 people!!

**Demographics:** Diverse age groups, primarily ages 18-35, with strong interests in pop culture, wildlife, family fun, and mental health. Our goal is to bring more families to ValleyCon and be a place where all ages are welcomed and can find fun things to spark their imagination.



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## Benefits of Sponsorship

- **Increased Visibility**

Gain exposure to a diverse and engaged audience through event marketing, website features, and on-site branding.

- **Community Engagement**

Connect directly with attendees, with the opportunity to provide resources, consultations, or support services.

- **Positive Branding**

Enhance your brand image by associating with a meaningful local event that promotes conservation, education, mental health awareness and well-being.

- **Networking Opportunities**

Network with other sponsors, exhibitors, and influencers within the pop culture and local community.

- **Regional Benefits**

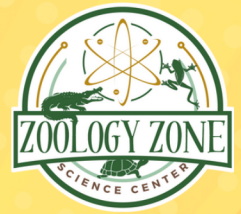
Valley Park in Hurricane, WV, is strategically located between Huntington and Charleston. This prime location, just 50 minutes apart, allows us to attract visitors from both metropolitan areas with a metro population of over 770,000 people. Hurricane, WV is easily accessible via I-64, making it a convenient destination for attendees traveling from nearby cities. The area boasts a thriving community with a history of successful local events, providing a rich environment for engagement and sponsorship visibility.

## Marketing Plan

- Social Media Campaigns: Regular posts, stories, and ads on platforms like Instagram, Facebook, Twitter, YouTube and TikTok
- Email Newsletters: Targeted emails to our subscriber list
- Press Releases: Distribution to local media outlets
- Partnerships: Collaborations with mental health organizations and pop-culture influencers



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## About the Zoology Zone Science Center

The Zoology Zone Science Center, established in 2019, is dedicated to inspiring wildlife and environmental conservation through hands-on immersive education. We have grown from a small herpetology program into a major educational destination, offering real-world practical science education with a focus on reptiles and amphibians.

### **Mission**

Our mission is to inspire wildlife and environmental conservation through immersive education. We provide affordable, accessible educational experiences that emphasize community outreach and conservation.

### **Contact Us**

For more information about sponsorship opportunities, please contact:  
Andy McKee, CEO - Zoology Zone Science Center  
[amckee@zoologyzone.org](mailto:amckee@zoologyzone.org)  
Office: (304) 397-1110

The Zoology Zone Science Center is the DBA name of Mountain State Reptile Rescue, a federally recognized 501(c)(3) nonprofit organization.





# Sponsorship Commitment Form



## SPONSOR INFORMATION

AUTHORIZED CONTACT: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

HOW WOULD YOU LIKE THE BUSINESS NAME WRITTEN/DISPLAYED:  
\_\_\_\_\_

BUSINESS ADDRESS:  
\_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SPONSORSHIP LEVEL:  **PRESENTING**-\$5,000  **CONSERVATION HERO**-\$2,500

**RAINFOREST PROTECTOR**-\$1,000  **WILDLIFE WARRIOR**-\$500  **ZOOCREW SUPPORTER**-\$250

**PLEASE CHARGE MY CREDIT CARD TODAY FOR THE SPECIFIED AMOUNT:** \_\_\_\_\_

## BILLING INFORMATION

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

## PAYMENT METHOD

Visa  Mastercard  AMEX  Discover  Check

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

EXPIRATION DATE

\_\_\_\_ / \_\_\_\_

## CONTACT INFORMATION

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**MAIL PACKET TO: ZOOLOGY ZONE SCIENCE CENTER  
3 VALLEY PARK DR HURRICANE, WV 25526**

EMAIL BUSINESS LOGOS AND ANY OTHER QUESTIONS  
TO ANDY MCKEE AT [AMCKEE@ZOOLOGYZONE.ORG](mailto:AMCKEE@ZOOLOGYZONE.ORG)  
NO LATER THAN OCTOBER 15, 2024

**ONLINE FORM CAN BE COMPLETED HERE:**



Invoices for payment will be sent upon completion of the online form