

# Tattoo Masquerade™ Sponsorship Package

Colorado Convention Center

Denver, Colorado

July 22-24, 2016



*Tattoo Masquerade™*



# **Tattoo Masquerade™**

Centrally located in the heart of downtown Denver, **Tattoo Masquerade™** will unite thousands of tattoo artists, painters, vendors, performers, and art lovers from all across the nation! Boasting over 40,000 square feet of beautiful state-of-the-art ballroom and meeting room space within the Colorado Convention Center, **Tattoo Masquerade™**, a revolutionary 3-day inaugural event, will feature more than 140 tattoo, vending, and live art booths, in addition to entertaining performances, music, and more, to be enjoyed by all.

Ranked 5<sup>th</sup> amongst *"The 15 Top Tattooed Cities in the US"* by Inked Magazine, it is an understatement to say that Denver is an exciting and alternative groundbreaking city on the move! As it is also located closer to the center of the US than any other city of its size, Denver offers easy air, road, and rail access from all corners of the country. **Tattoo Masquerade™** will be Denver's premier multi-art expo, unlike anything before seen in the heart of Colorado!

We cordially invite you to support this one-of-a-kind grassroots event and look forward to cultivating a long-lasting relationship for the years to come. **Tattoo Masquerade™** is the perfect opportunity to showcase your products and services to a new, multifaceted, and cutting-edge demographic that will only continue to grow with us year after year!



[www.tattoomasquerade.com](http://www.tattoomasquerade.com)

# At a Glance...

## LOCATION:

Colorado Convention Center  
700 14th Street  
Denver, CO 80202  
[www.denverconvention.com](http://www.denverconvention.com)

Located less than 1.5 miles from the 150-acre Auraria Campus and only 6.5 miles from the University of Denver, **Tattoo Masquerade™** is perfectly situated just minutes away from over 53,000 enrolled college students. Additionally, more than 8,400 hotel rooms (represented by the various large brands as well as independent boutiques) are conveniently located within walking distance of the Colorado Convention Center, as are countless shopping, restaurant, and nightlife offerings.

## EXPO SPACE:

Four Seasons Ballroom (35,000 square feet)  
Meeting Rooms 205 & 207 (5,000 square feet)

## DATE & TIMES:

Friday, July 22, 2016, 12:00PM - 10:00PM  
Saturday, July 23, 2016, 10:00AM - 10:00PM  
Sunday, July 24, 2016, 10:00AM - 8:00PM

## ADMISSION PRICES:

\$30 Single-Day Tickets  
\$70 3-Day Passes

## EXPECTED ATTENDANCE:

8,000 - 10,000

## TARGET DEMOGRAPHIC:

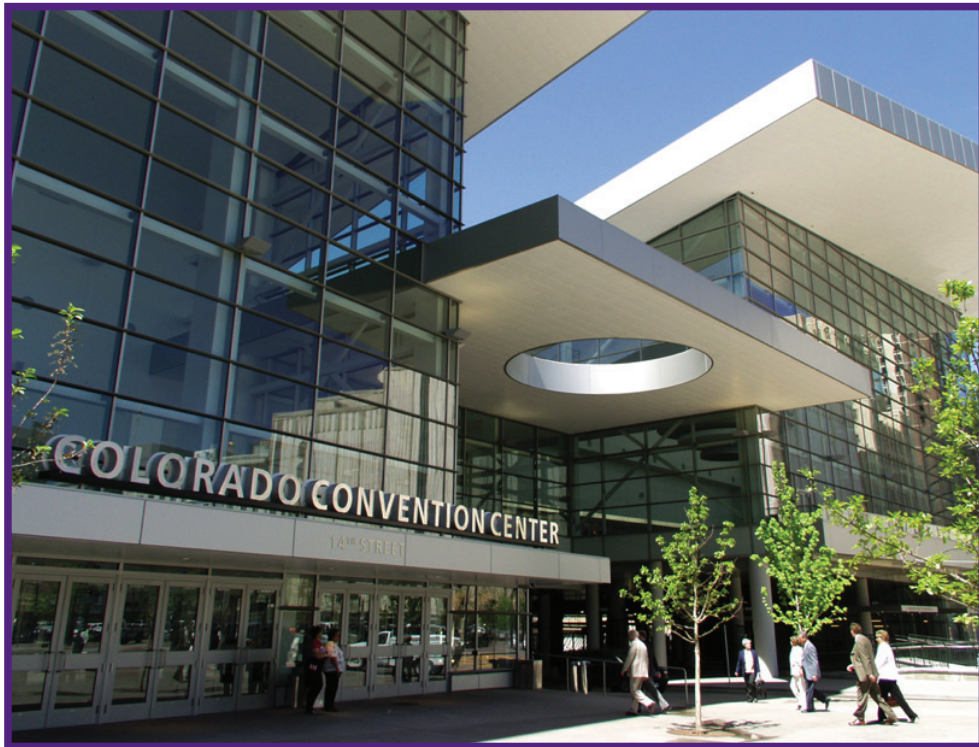
18 - 60+





# Venue Photos

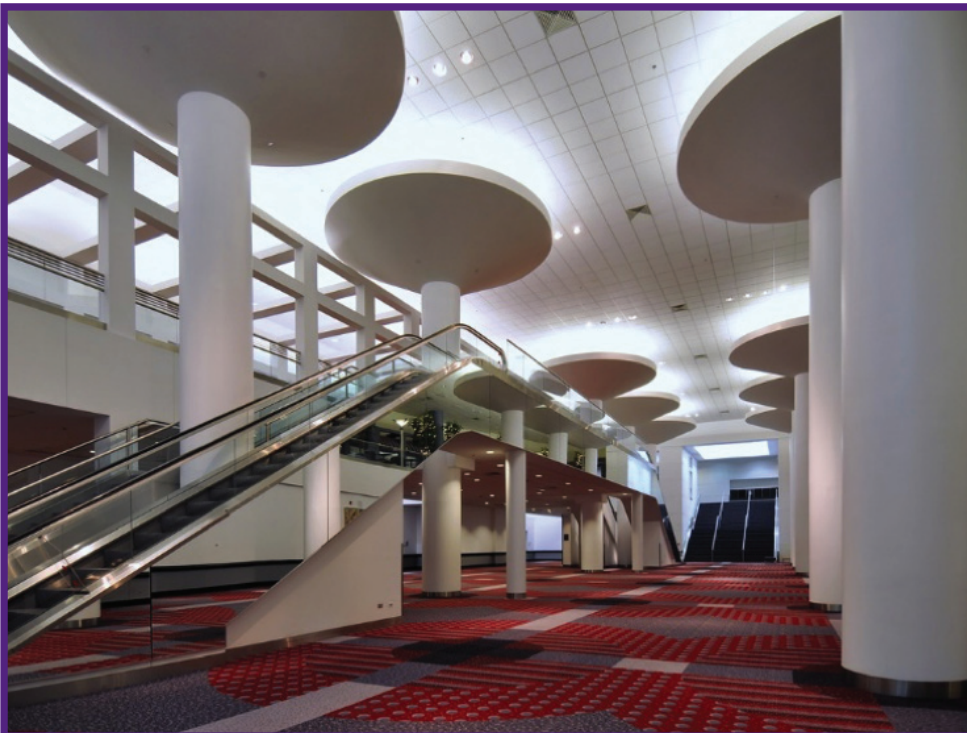
## Colorado Convention Center



## Four Seasons Ballroom



## Four Seasons Ballroom Prefunction Space



# **Tattoo Masquerade™**

## **2016 Marketing Plan**

### **AXS Promotions**

AXS regional email drop to more than 400,000

Targeted AXS marketing list of 300,000 qualified diverse buyers

Access to all citywide media assets (7 LED marquees, website promotions, and more)

### **Internet Promotions**

Large-scale social networking campaign

Search engine optimized (SEO) web presence

SEO video promotion on major search engines and YouTube

### **Print Promotions**

The Denver Post

Westword

### **Radio Promotions**

We will be running ads on Colorado radio stations in select markets that may include, but are not limited to, Denver, Boulder, Colorado Springs, and Fort Collins.

### **Street Promotions**

The **Tattoo Masquerade™** street team will distribute over 20,000 flyers across Denver, Aurora, Boulder, Colorado Springs, and Fort Collins until the expo begins on July 22, 2016. Our flyers and posters will blanket Denver and its surrounding areas.





# **Tattoo Masquerade™**

## **2016 Sponsorship Contract**

### **BRONZE LEVEL - \$2,000**

- One (1) 10x10 booth
- Three (3) three-day passes
- Banner ad on **Tattoo Masquerade™** homepage
- Thumbnail ad in event program

### **SILVER LEVEL - \$3,500**

- One (1) 10x10 booth
- Ten (10) three-day passes
- Banner ad on **Tattoo Masquerade™** homepage
- Thumbnail ad in event program
- Logo displayed in main ballroom

### **GOLD LEVEL - \$5,000**

- Two (2) 10x10 booths
- Ten (10) three-day passes
- Banner ad on **Tattoo Masquerade™** homepage
- Half-page ad in event program
- Logo displayed in main ballroom

### **PLATINUM LEVEL - \$10,000 (LIMITED AVAILABILITY)**

- Two (2) 10x10 booths
- Twenty (20) three-day passes
- Banner ad on **Tattoo Masquerade™** homepage
- Sponsor page on **Tattoo Masquerade™** website
- Full-page ad in event program  
(front or back inside cover, center pages, or back cover - all deluxe stock)
- Logo displayed in main ballroom and on all print/other media  
(mailers, flyers, posters, and all other marketing materials)
- Exclusive representation within your industry at **Tattoo Masquerade™**

### **Event Program Ads**

- ¼-page: \$400
- ½-page: \$700
- Full-page: \$1,400
- Deluxe Full-page: \$1,800  
(front or back inside cover, center pages, or back cover - all deluxe stock)



Please complete the following information and return with payment to:

**Tattoo Masquerade LLC**  
**C/O Willy Smith - Denver Tattoo Collective**  
**2049 Wadsworth Blvd, Suite D**  
**Lakewood, CO 80214**

Money orders, cashier's checks, and credit card payments via PayPal are accepted. Please send credit card payments to [sales@tattoomasquerade.com](mailto:sales@tattoomasquerade.com), or make money orders and cashier's checks payable to **Tattoo Masquerade LLC**.

Sponsorship Level (please check one):

Bronze

Silver

Gold

Platinum

Sponsor \_\_\_\_\_ Contact Name \_\_\_\_\_

Email \_\_\_\_\_ Phone # \_\_\_\_\_

MailingAddress \_\_\_\_\_

Please contact [willy@tattoomasquerade.com](mailto:willy@tattoomasquerade.com) with any questions. Thank you for your support and we look forward to working with you!

*It is understood and agreed by Sponsor that this document constitutes a contract between the undersigned and Tattoo Masquerade LLC once dually executed by an authorized agent of Tattoo Masquerade LLC.*

\_\_\_\_\_  
Authorized Signature (Sponsor)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Authorized Signature (Tattoo Masquerade LLC)

\_\_\_\_\_  
Date



[www.tattoomasquerade.com](http://www.tattoomasquerade.com)