

TEZAL CON

Sponsorship Packages



Proudly hosted by: 

Introduction

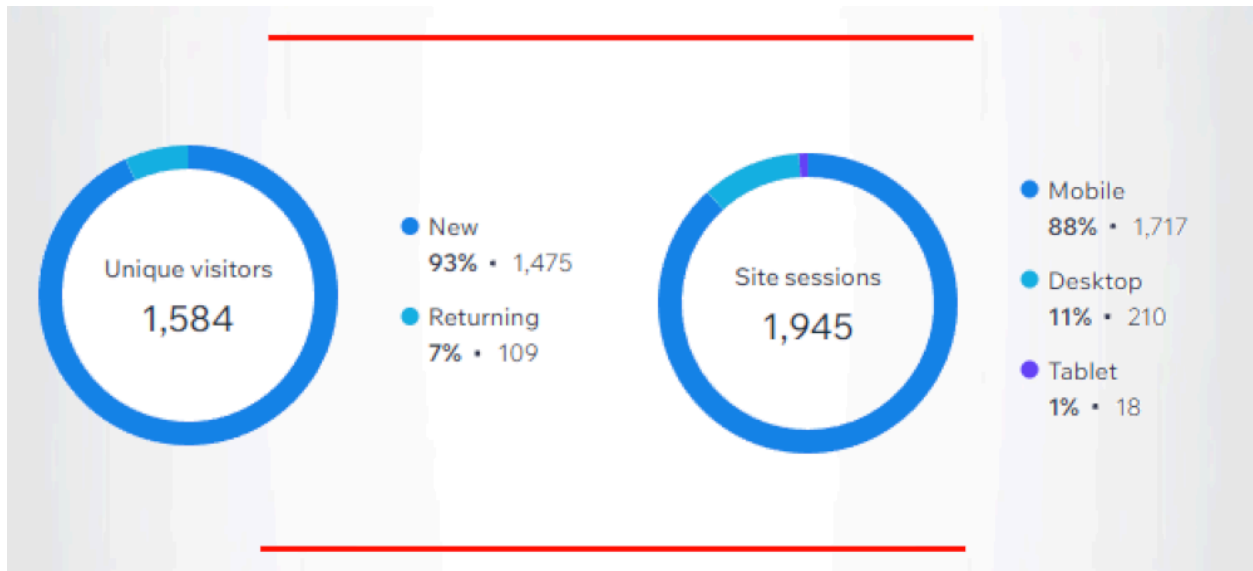


Tezal-Con is a video game convention, hosted out of Alabama's state capital, Montgomery. Acting as a local beacon in the Wiregrass and River region's fandom communities, we act as a popular meeting location for fans and industry professionals alike. With indie and studio developer showcases, alongside our freeplay arcade and video game vendors, we provide a large congregation for the industry.

We are the largest Game's industry convention in the city, offering a great location for advertisers in the Tech and Entertainment industries to reach core audiences, and other professionals in our capital.

Montgomery is a major center for the military and IT technology sectors. The city bears host to Maxwell Air Force Base, a massive Air and Space Force installation with a population of 12,500+, serving as the home for the USAF Air University. Alongside Maxwell is the Gunter Air Force Base, another important USAF installation.

Analytical Data



Tezal-Con is a rapidly growing and widely recognized event, with upwards of **2,000 monthly site sessions**, alongside over 90% of our visitors being new users. This impressive engagement underscores our expanding reach and appeal within the community.

We boast extensive online marketing campaigns, generating impressive reach with ad impressions exceeding **15,000 per campaign**. Our engagement rate consistently surpasses a **5% CTR**, surpassing the industry standard. This once again demonstrates our ability to connect effectively with our audience. This strong online presence not only amplifies brand visibility but also fosters meaningful interactions, making Tezal-Con a premier platform for sponsors to engage with an enthusiastic and diverse community.

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Site analytics are based on February, 2024.

Our flier advertising campaigns are strategically designed to maximize outreach across Alabama and beyond. We deploy dedicated teams throughout the state to distribute flyers highlighting our events, prominently featuring the logos of our esteemed high-tier sponsors. In addition, we have established partnerships with chain store franchisees to distribute promotional materials throughout the southeastern United States. This comprehensive approach ensures that our message reaches a broad audience, effectively promoting both Tezal-Con and our valued sponsors.

Information on the Greater Montgomery Metro.

Population: Approximately 375,000 to 400,000 residents.

Core City: Montgomery, the state capital of Alabama, has a population of about 200,000.

Surrounding Areas: The metro area includes surrounding counties such as Elmore, Autauga, and Montgomery counties, contributing to its overall population and economic activity.

Demographics: The area has a diverse population, with a mix of age groups, ethnic backgrounds, and socioeconomic statuses. This diversity can be beneficial for targeted marketing efforts.

Economic Activity: Montgomery has a strong presence in various sectors, including government, healthcare, education, and manufacturing, providing ample opportunities for engagement and sponsorship.

Transportation: The region is well-connected by major highways and is served by Montgomery Regional Airport, facilitating access for visitors and businesses.

Sponsorship Packages

Basic Package - Tier I

- Showcased on all Sponsor showcase material (showbase banners, website, etc.)
- Website showcase
- Social media advertisement posts

Price: \$250

Advanced Package - Tier II

- Lobby Sponsor Showcase Booth (6ftx4ft rectangular table space)
- Displayed on all Tier II advertisement material (flyers, banners, website, etc.)
- Show callouts
- All non-conflicting Tier I items.

Sponsors may not sell physical goods at showcase. Paid activities are permitted. Booth spaces are an estimate

Price: \$500

Video Game Arcade Room Sponsor - Tier II

- Company branding used in and for our game room, including on our website and related advertisement material.
- All other Tier II items included.

Price: \$1,500

Title Sponsor - Tier III

Company branding will be incorporated into our event logo (“Tezal-Con 2025 presented by YOUR COMPANY”) and in all media/advertisement resources (flyers, website, YouTube, Social Media, Paper Ads, Show Schedule, Badges, etc.). Alongside Tier II items and additional, negotiable benefits.

Price: \$5,000

Interested? Refer to our website tezalcon.net/sponsorship or email us at administrative@tezalcon.net

Our current and past Sponsors/Partners



Gallery

