

# Starfest 2025 Sponsorship and Vendor Program



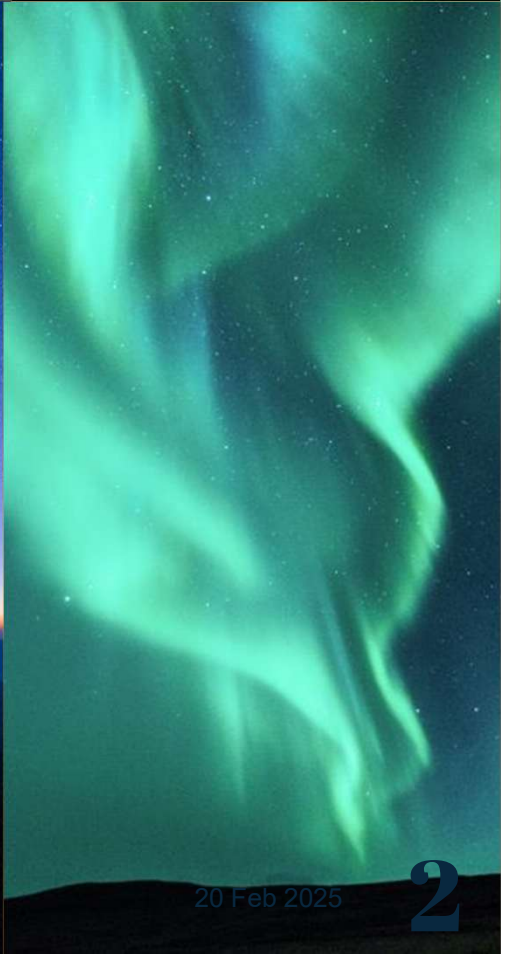
Information Package

February 2025

# Topics



- Categories
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# Why Sponsor?

- Meet your customers and potential future customers ... over 600 attendees in each of past three years\*
- Starfest is a one-day drive for 20 million people and is actively promoted on social media (Facebook, Instagram, Bluesky, NYAA Starfest website)
- Your marketing material can be included in registration kits and or linked to on the Starfest website
- Keynote and Imaging Contest sponsors have a chance to present to the main tent audience
- Astronomy is our passion and your business – let's grow it

\* We are now capacity limited at River Place Campground ... a good problem to have!

# Sponsorship Categories

- Registration Kit Advertiser
- Door Prize Contributor
- Commercial Vendor/Exhibitor
- Keynote Speaker Sponsor
- Starfest Astrophotography Imaging Contest Sponsor

**FILLED**

# Sponsorship Benefit Comparison

| Benefit   | Registration   |                        |                   |                 | Imaging Contest Sponsor |
|---|----------------|------------------------|-------------------|-----------------|-------------------------|
|   | Kit Advertiser | Door Prize Contributor | Commercial Vendor | Keynote Sponsor |                         |
| Up to 3 advertising inserts included in attendee registration kits  | •              |                        | •                 | •               | •                       |
| Publicity at door prize awards on Saturday evening.   |                | •                      | •                 | •               | •                       |
| Logo link to your website posted on Starfest website.   |                | •                      | •                 | •               | •                       |
| Your name included in printed program.  |                | •                      |                   |                 |                         |
| Your name included in printed and online speaker program.   |                |                        | •                 | •               | •                       |
| Up to four people from your company can attend Starfest under the single exhibitor registration fee.  |                |                        | •                 | •               | •                       |
| Vendor booth with 8 ft tables (3 max.) and electrical power in a designated vendor area   |                |                        | •                 | •               | •                       |
| 11" x 17" Starfest poster for your retail location  |                |                        | •                 | •               | •                       |
| Opportunity to present a 2-minute slide show or video "infomercial" about your company and its products in the main tent prior to keynote speaker introduction. |                |                        |                   | •               | •                       |
| 15-30 minute presentation opportunity in the main tent during which you can give a presentation about your company, its products, and facilitate a Q&A session  |                |                        |                   |                 | •                       |
| Opportunity to publicize your company and present your prize(s) in person to winners at the Imaging Contest Awards ceremony on Saturday evening.                |                |                        |                   |                 | •                       |
| Participate in Imaging Contest on-stage activity  |                |                        |                   |                 | •                       |
| Your marketing materials incorporated in the contestant gift packages.  |                |                        |                   |                 | •                       |

# Sponsorship Costs

|  |                                |
|--|--------------------------------|
| <b>Registration Kit Advertiser</b>       | \$60                           |
| <b>Door Prize Contributor</b>            | Donated Prizes $\geq$ \$100    |
| <b>Commercial Vendor</b>                 | Vendor Registration Fee \$75   |
|  | Donated Prizes $\geq$ \$400    |
| <b>Keynote Sponsor<br/>(2 available)</b> | Vendor Registration Fee Waived |
|  | Donated Prizes $\geq$ \$1,000  |

- All \$ CAD and reflect estimated retail price (MSRP)
- Prizes may be donated in product or cash equivalent
- Camping / trailer sites fees are additional cost

# Important Dates

| Date          |  |
|---------------|--|
| May 31        | <ul style="list-style-type: none"><li>• Commercial Vendor registration and payment needed for company name inclusion in Starfest advertising and publicity</li></ul>   |
| July 12       | <ul style="list-style-type: none"><li>• Imaging contest prizes due</li></ul>   |
| July 19       | <ul style="list-style-type: none"><li>• Door prizes due. (Not mandatory but strongly encouraged)</li><li>• Deadline for mailing registration kit inserts to Cathy McWatters</li></ul>  |
| August 21, 22 | <ul style="list-style-type: none"><li>• Days 1 and 2 of vendor exhibits. Sales hours 10 am – 6 pm</li><li>• Demonstrations after 10 pm at discretion of vendor</li></ul>   |
| August 23     | <ul style="list-style-type: none"><li>• Day 3 of vendor exhibits. Sales hours 10 am – 5 pm</li><li>• Evening program at 7 pm in Big Tent (Door Prize Draw and Imaging Contest Awards)</li><li>• Demonstrations after 10 pm at discretion of vendor</li></ul> |

# Contacts

## VENDOR COORDINATOR:

George Hart  
Email: [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca)  
Phone: 416-890-4398

## ASSISTANT VENDOR COORDINATOR:

Robert Lennox  
Email: [rlennox@outlook.com](mailto:rlennox@outlook.com)  
Phone: 416-433-3671

## IMAGING CONTEST DIRECTOR:

Dave Dev  
Email: [salon@nyaa.ca](mailto:salon@nyaa.ca)  
Phone: 416-835-2697



# Fine Print: Registration Kit Inserts

- Advertising inserts for the registration kits must be provided by the sponsor – NYAA does not print inserts.
- Maximum of 3 insert pages per sponsor.
- Need 500 copies of each insert mailed to NYAA c/o Cathy McWatters. Contact George Hart at [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca) for mailing address.
- Deadline for mailing of inserts is July 19.
- Inserts will not be accepted at the registration desk.

# Fine Print: Web Links and Banner Ads

## Imaging Contest Sponsor and Keynote Speaker Sponsors:

- Please send a graphic file (png) for your banner ad to [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca). The ad should have minimum dimensions of 1,200 x 150 pixels (minimum area size 180,000 pixels<sup>2</sup>). The banner ad will be posted on the Vendor/Sponsor page of the Starfest website and hyperlinked to your website. Please provide your URL for the hyperlinked website.
- In return for posting your banner ad, we will provide you with a Starfest Sponsor banner ad that we ask to be posted on your website. Please provide the specifications for a banner ad on your site to [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca).

## Door Prize Contributors and Commercial Vendor/Exhibitors:

- Please send a graphic file (preferably png) of your company's logo to [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca). This will be posted on the Vendor/Sponsor page of the Starfest website and hyperlinked to your website. . The ad should have minimum dimensions of 800 x 100 pixels (minimum image area size is 80,000 pixels<sup>2</sup>). Please provide your URL for the hyperlinked website.

# Fine Print: Door Prizes

- The Door Prize draw will be held in the main tent on Saturday August 23<sup>rd</sup> as the final program event.
- Winners must be present and claim their prize in person at the time their name is drawn. If not, another name will be drawn until the prize is given away.
- Paid attendee names are automatically entered in the draw as follows: 1 ticket per individual adult or youth registration and 2 tickets per family registration.
- Your company logo and prize image will be shown on the projection screen in the main tent during the draw and a verbal description of the prize will be announced as the draw is made.
- All the door prizes must be in our possession before the draw (and ideally, weeks earlier!). Starfest is not responsible for delivery of prizes to winners after Starfest.
- We ask that no “field” prizes be given out by vendors; all prizes should be awarded at the prize draw.
- Door prizes should be shipped to: NYAA Starfest 2025, c/o George Hart, 34 Marsh St., Richmond Hill, ON L4C 7P1. Phone: 416-890-4398.
  - If you prefer to deliver your door prize to us at Starfest, no problem, but please email prize details to [vendorcontact@nyaa.ca](mailto:vendorcontact@nyaa.ca) by the deadline date for inclusion in the Door Prize presentation.
  - **US and international vendors:** please arrange delivery via your Canadian dealer(s) or customs broker. This is critical as NYAA does not have brokerage nor can we cover taxes or duties. Donations of electronic gift card or software licences may also be a solution in some cases.

# Fine Print: Commercial Vendors

- Only Registered Vendors are permitted to show or sell product at Starfest.
- Hours:
  - Thursday and Friday 9 am – 6 pm: Vendor booths open for sales.
  - Saturday 9 am – 5 pm : Vendor booths open for sales.
  - Thursday, Friday, Saturday after 10 pm: Demonstrations at discretion of vendor.
- Displays, signage must only be set up in the designated commercial vendor area west of the Main Tent.
  - Spaces available on a first come, first served basis. **WARNING!** Do not setup or drive over the center of the vendor area as it covers a septic tank and could collapse.
  - Bring shelters in the event of inclement weather.
  - Electrical power is available but bring your own extension cords.
  - 3 eight foot tables available per booth
- Vendors assume full responsibility for the security of their property. Starfest, the NYAA or River Place Campground will not accept liability for any loss or damage.