

Glasgow 2024

The 82nd World Science Fiction Convention

Scottish Event Campus (SEC) ★ Crowne Plaza Hotel ★ Village Hotel ★
Campanile Hotel
Glasgow, Scotland, United Kingdom
August 8-12, 2024
glasgow2024.org

Sponsorship Prospectus



A Worldcon for Our Futures

Welcome to Glasgow

I invite you to partner with us for a once-in-a-20-year opportunity to support a global event. As Chair of Glasgow 2024, the 82nd World Science Fiction Convention, I am excited to announce the coming of this prestigious, international event to Glasgow, Scotland. The World Science Fiction Convention (Worldcon) is the annual convention of the World Science Fiction Society (WSFS). It is the world's most well-known science fiction convention, and is home to the legendary Hugo Awards.

The theme of the Glasgow 2024 Worldcon is 'A Worldcon for Our Futures'. It will be held at the Scottish Event Campus (SEC), the adjoining Crowne Plaza Hotel, and the Village Hotel, August 8-12, 2024. My Vision for this Worldcon is something we have striven for since the beginning. To be Inclusive, Caring, and Imaginative has been embedded in the decisions we have made. Considering access, inclusion, and diversity as integral to Glasgow 2024 has created an environment where we think carefully about what Worldcon can become – a convention to represent all our futures as well as a place where everyone can celebrate, and an event where we can take these realities joyfully forward after it is over.

We have a limited number of sponsorship opportunities that could put your brand in front of a well-educated, loyal audience. Sponsorships can include branding elements of the convention, mentions at events, advertisements in publications, website links, even opportunities to provide members with branded products.

Worldcon is a unique mix of academic conference, professional conference, fan conference, and social event. It attracts thousands of people, including fans, authors, actors, scientists, cosplayers, gamers, and geek culture lovers.

Glasgow 2024 expects 6,000–7,000 in-person attending members from around the world and many more attending virtually. Our broad demographics range from babes-in-arms to Octogenarians, however the average member has above average income (70% earning over £50,000), is middle-aged (average age being in their early 40's), socially-connected, and easily able to afford international travel. Worldcon members are exceptionally well read and passionate about their interests. They are more internet and computer savvy than the average consumer, and a high percentage are university graduates (over 80%, with 45% having Master's or higher). They are a close-knit, yet welcoming community. [1]

On the following pages you will find a wide range of opportunities to be part of this unique event.

Welcome to Glasgow.

Esther MacCallum-Stewart,

Chair, Glasgow 2024

What does this opportunity provide you?

Your invitation to sponsor Glasgow 2024 at the World Science Fiction Convention is like an interstellar opportunity waiting to launch! Imagine your brand orbiting among a galaxy of minds, engaging with a vibrant and diverse community of science fiction enthusiasts and thought leaders. Here's why your sponsorship could be the supernova moment for your brand:

Why Glasgow 2024?

- **Prestige:** Align your brand with the world's most prestigious science fiction convention.
- **Global Reach:** Reach a well-educated, passionate, and globally connected audience of diverse demographics.
- **Inclusivity:** Support an event dedicated to diversity, inclusion, and the celebration of shared futures.
- **Unique Engagement:** Engage with an eclectic mix of professionals, academics, authors, cosplayers, gamers, and fans.

Sponsorship Tiers - Unlock Your Potential

- **Gold, Silver, Bronze, and Classic level Packages:** Choose a tier that suits your objectives and gain exposure worth far beyond your investment.
- **Tailored Branding:** Customised branding opportunities across the convention, from programs to banners and websites.
- **At-Con Recognition:** Verbal acknowledgments, logo displays at ceremonies, and discounted exhibition spaces.
- **Long-Term Visibility:** Logo placements on the convention website and souvenir book, linking to your URL.

Exclusive Sponsorship Opportunities

- **Online Convention:** Reach global attendees accessing live and catch-up content through prominent logo displays.
- **Unique Events Sponsorship:** Amplify your brand by sponsoring gaming, convention bars, music events, and more.
- **Diversity and Inclusion Focus:** Support lounges for teens, LGBTQ+ communities, historically underrepresented groups, and parents with childcare needs.
- **Innovative Initiatives:** Sponsor mobility scooter provision, CART and ISL signing, and disease mitigation efforts, .

Why Should You Consider This?

- **Captive Audience:** Secure spaces where attendees engage, relax, and socialise, ensuring visibility.
- **Long-term Impact:** Your brand reaches beyond the event through digital and physical mediums.
- **Diverse Engagement:** Connect with multiple interest groups, ensuring broad and varied exposure.

- **Community Support:** Contribute to the convention's values of inclusivity and forward-thinking future ideals.

Join Glasgow 2024, A Worldcon for Our Futures in shaping a world where imagination meets innovation. Embrace this opportunity to position your brand within the cosmos of sci-fi enthusiasts and thought leaders!