

ZOOPARTY INTRODUCTION

Zooparty is a gathering of media art professionals and an event on Commodore 64 computer held in Akaa, Finland. The happening focuses on demoscene that has become a natural environment for self-taught Finnish digital artists.

Zooparty was first held in Pori year 1997. Since 2013 the event has taken place in Akaa and gathered visitors from Finland but also from Argentina, Switzerland, Germany, Russia and Sweden. What comes to data, Zooparty releases have been downloaded ca. 40 000 times in csdb.dk and for example the winner of last party (2015) has received plus 6 000 views in youtube.com.

Zooparty is THE event devoted to Commodore 64 in Finland. Through 80s and 90s the Finns bought more than 100 000 C-64s. This led to this old machine becoming one of the strongest collective digital experiences of the nation until today.

The purpose of our event is to support spontaneous digital art. Zooparty gathers together a bunch of top art, demoscene and game industry professionals from Finland and abroad. The party encourages its participants to create, invent and explore. C-64 as the platform makes the challenge. However, the history has already shown C-64 to be one of the most flexible home computers ever – no other platform of its era still gathers young and old enthusiasts around it to create something totally new and wild.

Zooparty 2017 will be held in Akaa 6.–8.10.2017. Our aim is to gather together ca. 150 participants from Finland and abroad. However, through streaming and the party releases our audience is counted in tens of thousands worldwide. The event serves as well as an important place for random meetings and networking.



Zooparty 2017 is organized by digital art & culture association Zooparty ry. The members of our crew are new media and art professionals who began creating on C-64 and other old platforms already during 80s.

BECOMING A SPONSOR?

Zooparty is partly organized with entrance fees, partly with labour-work. Our budget in total is ca. 12 000 euros. To organize our event even better we are looking for sponsors. In exchange for donations we offer our sponsors visibility in Zooparty publicity and during the event itself. The donations can be used as prizes for the event competitions or some way else in organizing the event.

To become a sponsor of Zooparty 2017 you can provide for example the following:

- C-64 hardware or software
- Other platform hardware or software
- Donate money
- Give discount in such service or product the party is in need of

You are of course free to suggest other ways of supporting the event.

OUR OFFER FOR SPONSORS

- Banner on the event website
If wanted we will pixel your ad in true C-64 style within your guidelines. The banner will be visible on the event website open for public 1.3.2017 in www.zooparty.org.
- Spot in our sponsor video that will be shown during the event and through the party stream
- Spot in our invitation intro made for C-64 platform
The invitation will be presented in all the major C-64 events organized before Zooparty 2017 and during Zooclub organized 4.3.2017 in Finland (Tampere).
- Spot in pre-Zooparty flyers and posters
- Free tickets to the event (full weekend basic ticket costs 40 €)
- Gathered post-party feedback and survey on all the data gathered

Additionally we can also provide:

- Room in our webstore for products that fit our theme
- Room in our event shop during the Zooparty itself (6.-8.10.2017)

Though our main platform is Commodore 64, our visitors are most likely as well interested in other older interesting platforms (Amiga, Spectrum, MSX, VIC-20 etc).