

ZOO INTRODUCTION

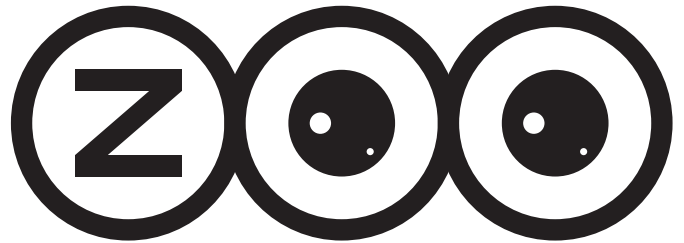
ZOO is a gathering of media art professionals and an event on Commodore 64 computer held in Orivesi, Finland. The happening focuses on demoscene that has become a natural environment for self-taught Finnish digital artists.

The first ZOO was first held in Pori year 1997. 2013–2019 the event took place in Akaa and during covid online. The event has gathered visitors from Finland but also from Argentina, Switzerland, Germany, Russia and Sweden. What comes to data, Zooparty releases have been downloaded tens of thousands of times in csdb.dk with several tens of thousands views in YouTube as well.

ZOO is **THE** event devoted to Commodore 64 in Nordic countries. Through 80s and 90s the Finns bought more than 100 000 C-64s. This lead 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. ZOO 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.

ZOO'24 will be held in Orivesi on Halloween 1.–3.11.2024. Our aim is to gather together over ca. 300 participants from Finland and abroad. The participants are mostly senior level IT professionals. 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.



ORGANIZER

ZOO 2024 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.

ZOO'22 STATS

PHYSICAL VISITORS: 225
ONLINE AUDIENCE: CA. 3 000
COMPETITION ENTRIES: 158
VOTES GIVEN: 13 822
YOUTUBE VIEWS: CA. 10 000

BECOMING A SPONSOR?

ZOO is partly organized with entrance fees, partly with labour-work and partly with the help from our sponsors. Our budget in total is approximately 40 000 euros. In exchange for donations we offer visibility in ZOO 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 ZOO 2024 you can choose one of the supporting levels. We are also open for suggestions on hardware and software donations or proposals for co-operation with the party equipment and facilities.

If you'd be willing to target your sponsoring to something specificly, please let us know and we'll arrange it.

It is also possible to make a voluntary donation without compensation expectations. In that case the sum can be of your choice. All the supporters will be mentioned in our public information and in our social medias.

ZOOPARTY RY

IBAN: FI04 5730 0820 7500 61

SWIFT / BIC: OKOYFIHH

MESSAGE: SPONSOR ZOO2024

Y-TUNNUS: 2787421-8

VAT-NUMBER: FI27874218

NOTE: ZOO IS A VAT-FREE
NON-PROFIT ASSOCIATION.

SPONSOR LEVEL 1 • 500 €

- Banner on Zoo website
- Slide in Zoo event stream
- Free tickets (2)
- Mention in pre-party materials
- Mention in post-party materials
- Gathered post-party data & feedback

SPONSOR LEVEL 2 • 1 000 €

- Banner on Zoo website
- Slide in Zoo event stream
- Free tickets (3)
- Logo in pre-party materials
- Logo in post-party materials
- Gathered post-party data & feedback

SPONSOR LEVEL 3 • 2 000 €

- Banner on Zoo website
- Slide & Video (30s) in Zoo event stream
- Free tickets and accommodation (3)
- Logo in pre-party materials
- Logo in post-party materials
- Gathered post-party data & feedback

SPONSOR LEVEL Z • +3 000 €

- Sum of your choice
- Banner on Zoo website
- Slide & video (60s) in Zoo event stream
- Free tickets and accommodation (4)
- Logo in pre-party materials
- Logo in post-party materials
- Gathered post-party data & feedback

ADD-ONS ON REQUEST:

- Room in webstore for fitting products
- A self-run booth in the party hall
- Room in our party event shop
- Own roll-ups and other material
- Need something else? Just ask!

CONTACT

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