



Sponsorship Proposal

Gotland Game Awards 2010

**GOTLAND
GAME
AWARDS
2010**

SPONSORSHIP OPPORTUNITIES

The fourth Gotland Game Award is held in Visby, Sweden between 7-8 June 2010.

Our institution expect to attract no less than (300) delegates from throughout the world. This annual conference attracts both professional people from within the video game industry as well as independent developers.

Gotland Game Awards has turned into an event within the game community that both Swedish and international media has taken an interest in.

We hope that this will be a golden opportunity for your organization to show your involvement and support for the future people of the gaming industry and to promote your products and services.

BENEFITS OF SPONSORSHIP

- Your representatives will have the opportunity to network with people in the industry as well as university students and update their knowledge about your company.
- We will provide you with a valuable opportunity to showcase your company or organization in an innovative way by attending the Gotland Game Award.
- It is an opportunity to raise awareness of your organization as a whole and to get media attention and positive PR.
- This is also a chance for your company to show commitment to the future of gaming industry.
- Sponsorship is a great way to reach out and get closer to your audience. Whether your goal with attending our event is to meet more people within the same industry, find possible future co-workers for your company or simply attend as one of our jury members, working with us will give you direct contact with the target audience of your products and company.

PLATINUM SPONSORSHIP

Participation as a Platinum Sponsor is the highest level of Sponsorship during GGA 2010. It offers a great way to promote your company/organization as well as on-site visibility. As our main sponsor your funds will directly help us with making this event possible. Here are some of the following benefits you get by becoming our exclusive Platinum Sponsor;

- Company logo on the name badges for staff and jury members.
- Your Company logo on main banner in front of or on the side of the stage during the award ceremony.

For more info about what you get with the Platinum sponsorship package see page 5. We are looking forward to having you as our Sponsor!

- **COCTAIL SPONSOR 30.000(SEK)**
(Only 1 available)

Between the exhibition and the award ceremony it is time for the much anticipated cocktail party. The time for everyone to mingle and feel at ease with what they have accomplished during this years GGA. This is an excellent opportunity for your company to show your support!

- **JURY DINNER SPONSOR 30.000(SEK)**
(only 1 available)

Every year at the Gotland Game Award there is a “Jury members only” dinner. This is where all the business people get a chance to catch up and share a nice meal together.

If you want your company to stand out among the professional people within the game development industry this is the dinner to sponsor. Your Company or Organization can be responsible for this great evening.

- **PARTY SPONSOR 30.000(SEK)**
(only 1 available)

The party takes place on the evening of tuesday the 8:th. To participate as a party sponsor is a great and easy way to show your support. This is also a way for everyone to remember your company name.

- **FIREWORKS 35.000(SEK)**
(only 1 available)

Every year Gotland Game Awards is celebrated with fireworks. This was very much appreciated last year. For more information about Platinum Sponsorship see page 5.

GOLD SPONSORSHIP (15.000 SEK)

When choosing to become a gold sponsor you don't just say yes to helping us with printing costs, promotion and rental prices for the venue. You also help these university students with getting closer to their dreams. This is a chance for them to showcase their first games in front of the people they look up to because of you as their Golden Sponsor.

You will also get advertising opportunities and ongoing media attention during the awards. If you want on-site visibility and to really reach out to our independent developers this is the event to sponsor.

For more information about what you get as a Gold sponsor see page 5.

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

- **INDUSTRY SPONSOR**

As an Industry Sponsor your role is to stand as an example and inspire the next generation of game developers. If you work within the game/IT industry and has been contacted by us we believe that you are fit for this assignment.

The actual thing we want you to sponsor is one of the awards in our competition. Here are some examples of what this may contain; It can be a trip to visit your company where you show a small team of students how you work, a meeting with you in person with a group of students where you give counseling and advice or free software that they may use in one of their future game projects.

Whatever we agree on that fits both your company/organization profile and our award ceremony you can be sure that your contribution makes a difference!

- **MEDIA PARTNER**

Our plan is to reach out to the masses, here is where you come in. This is a valuable opportunity for your magazine/radio station or online blog to be seen by your target audience. The approximately 300 people who will attend this event are interested in the same thing that you are working with or writing about. If you want to see how the future of gaming looks or meet high profile professional game developers this is the place to be!

If you want to know more about the benefits of being a Media Partner look under the category "Individual proposals" on page 5.

Sponsor Benefit:	Platinum 30.000 - 35.000 SEK	Gold 15.000 SEK	Individual Proposals (Individual agreement)
(10min) Motivation speech. (Negotiable)	✓		
Company logo on name badges.	✓		
Logo on main banner (in front of or on the side of stage)	✓		
Mentioned during the awards.	✓	✓	✓
Give out an award during ceremony. (this is a negotiable benefit)	✓	✓	✓
Participation in jury.	✓	✓	✓
Logo printed on posters.	✓	✓	✓
Logo printed in pocket program.	✓	✓	✓
Logo projected on screens during the event.	✓	✓	✓
Logo, web link, sponsorship status on our website.	✓	✓	✓
Logo on press wall for photographs of the winners in the competition.	✓	✓	✓
Ticket to the event including; Flight to Gotland, Hotel, Jury dinner, entrance to the GGA 2010 party and cocktail drinks.	✓	✓	✓
Company banners by the entrance of the exhibition hall. (Negotiable and company responsible for providing banners)	✓	✓	✓

SPONSORSHIP - INFO AND BOOKING PAGE

GGA 2010 07-08 Juni, Visby, Sweden.

For further information about GGA please contact us on;

email; GGA@hgo.se for more sponsorship details: annikaf@hgo.se

If you want to send something that has to do with the awards please sign the package with the name;

To (Don Geyer) and the address;

Högskolan på Gotland

Cremèrgatan 3

621 67 Visby, Sweden

Sponsor Contact Details

Last Name.....

First Name.....

Position.....

Organization.....

Postal Address.....

Suburb/Town.....

Country.....

Tel/Mobile.....

Your Email.....

Company Website

Sponsorship Booking

Gold Sponsor € _____

Platinum Sponsor € _____

Other sponsorship proposals:

Industry Sponsor (Individual agreement)

Media Partner (Individual agreement)

Cocktail Sponsor € _____

Jury dinner Sponsor € _____

Party Sponsor € _____

Technology Sponsor € _____

Fireworks € _____

TOTAL AMOUNT PAYABLE €.....

Date:.....

Signature:.....