



2021

GAME DEVS OF COLOR EXPO

ONLINE

Where Games & Culture Meet

2021 Online Sponsorship Deck

September 23-26, 2020

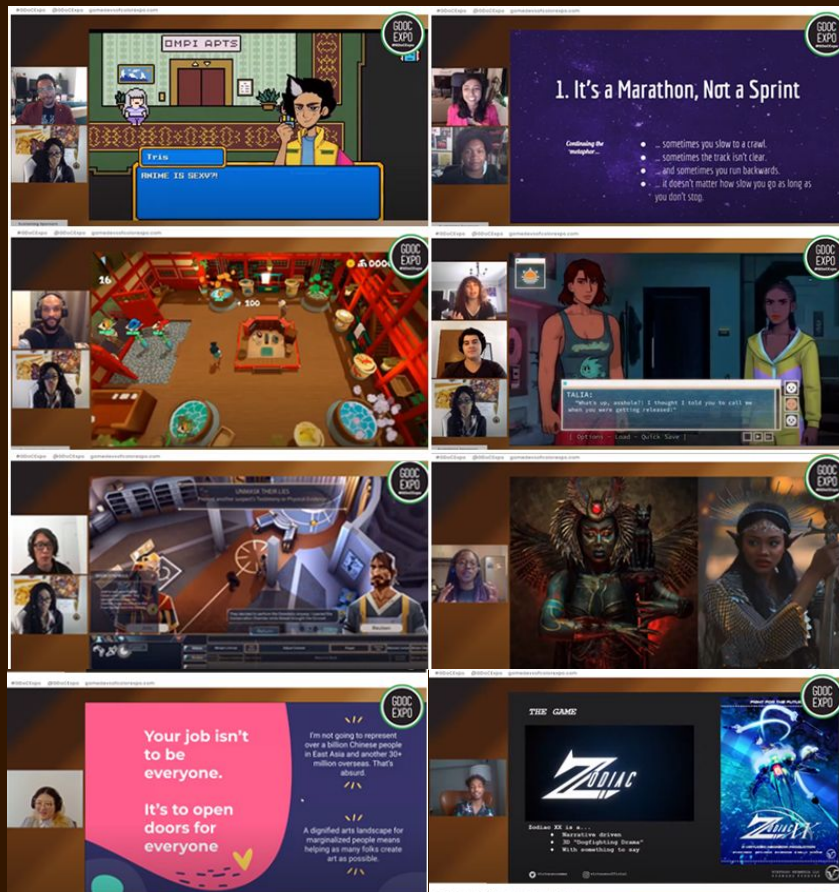
#GDoCExpo 2021

The Game Devs of Color Expo has been amplifying the creative power held by people of color in games for over 5 years!

We do this by organizing revolutionary events, uniting our vibrant community, and building access to knowledge, funding, and other exciting opportunities.

GDoCExpo is always looking to offer ways for sponsors to share their products and services with game professionals seeking new tools and techniques to make great games.

If you want to be an important part of this games industry revolution, join us at GDC 2020!



GDoC Expo 2020 by the Numbers

1518

Attendance
(+116% growth
year-over-year!)

36

Games

31

Speakers

\$90K

Game Dev Grants
(Awarded to 6 amazing
game developers & teams)

Tweets using [the #GDoCExpo hashtag](#) are estimated to have earned millions of impressions in 2020.



550
Tweets



2918
Retweets



1711
Accounts



474
Likes



247
Replies



7.9M
Exposure

The transition to Online in 2020 allowed us to reach an even bigger audience. 2021 will be even bigger!

What makes GDoCExpo special?

1st **#GDoCExpo**: I am emotional. I've been in gamedev for 8 years and **today I felt validated.**
- [@OrangePeelPanda](#)

"GDoC's consistency in bringing together some of the most inspiring and knowledgeable people in the games industry is unmatched and I **found myself glued to the screen** even for segments I had originally shown little interest in."

"This was hands-down **the best expo** I've ever attended. Thank you so much!"

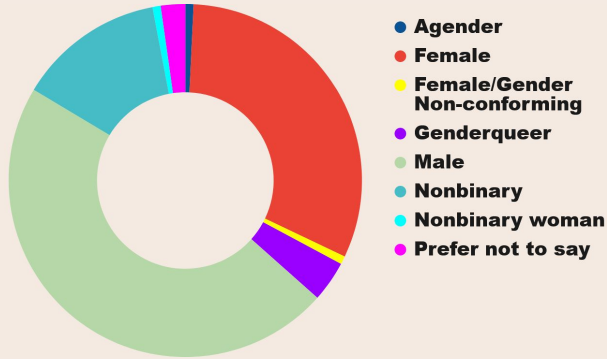
"Such an amazing event full of talented people, and honestly so needed. **Glad to see that the future of gaming has a lot of color in it**, and I'm here for it!"

Demographics

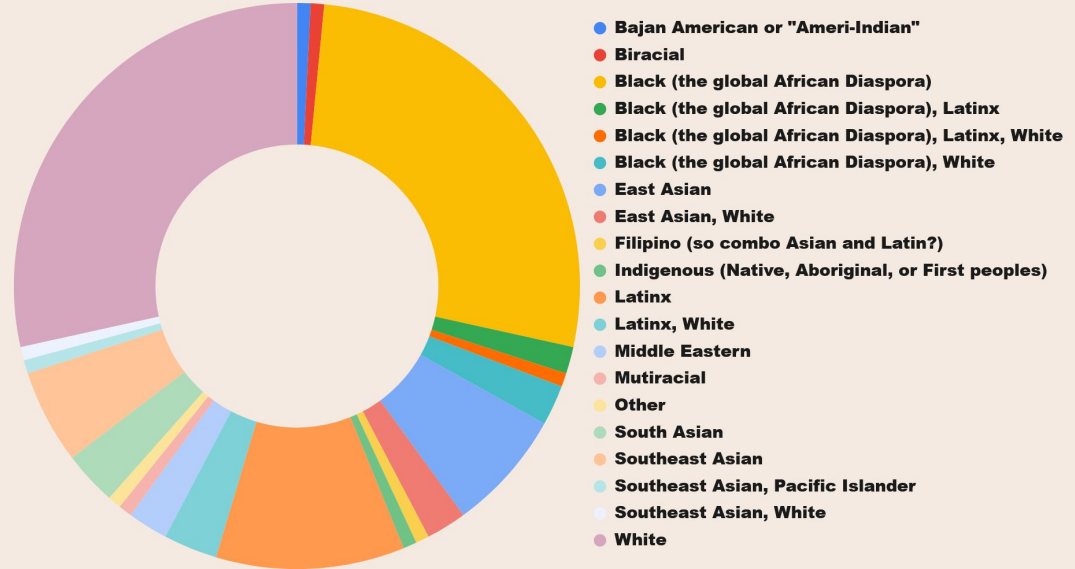
Location



Gender



Race/Ethnicity



We take Accessibility Seriously

Our standards include

- Ticket costs **sliding scale, including \$0.**
- **Captions** for all talks
- All talks are made available online for free
- Free to submit & participate for **all devs**

Our future goals

- Translation of talks in over 10 languages to further share the expertise with the world

What will 2021 look like?

- **All New** - Opportunities for networking, recruiting, developing relationships with, and otherwise helping devs in need
- Introducing the best games from underrepresented game devs to players and press around the world
- Even more of the best and unique talks by POC across the industry to continue to share knowledge
- Using Industry Standard Swapcard Platform to bring attendees and sponsors together
- Continuing the push toward financial support, the business of games, and mentorship for creators of color

2021 Sponsorship Details

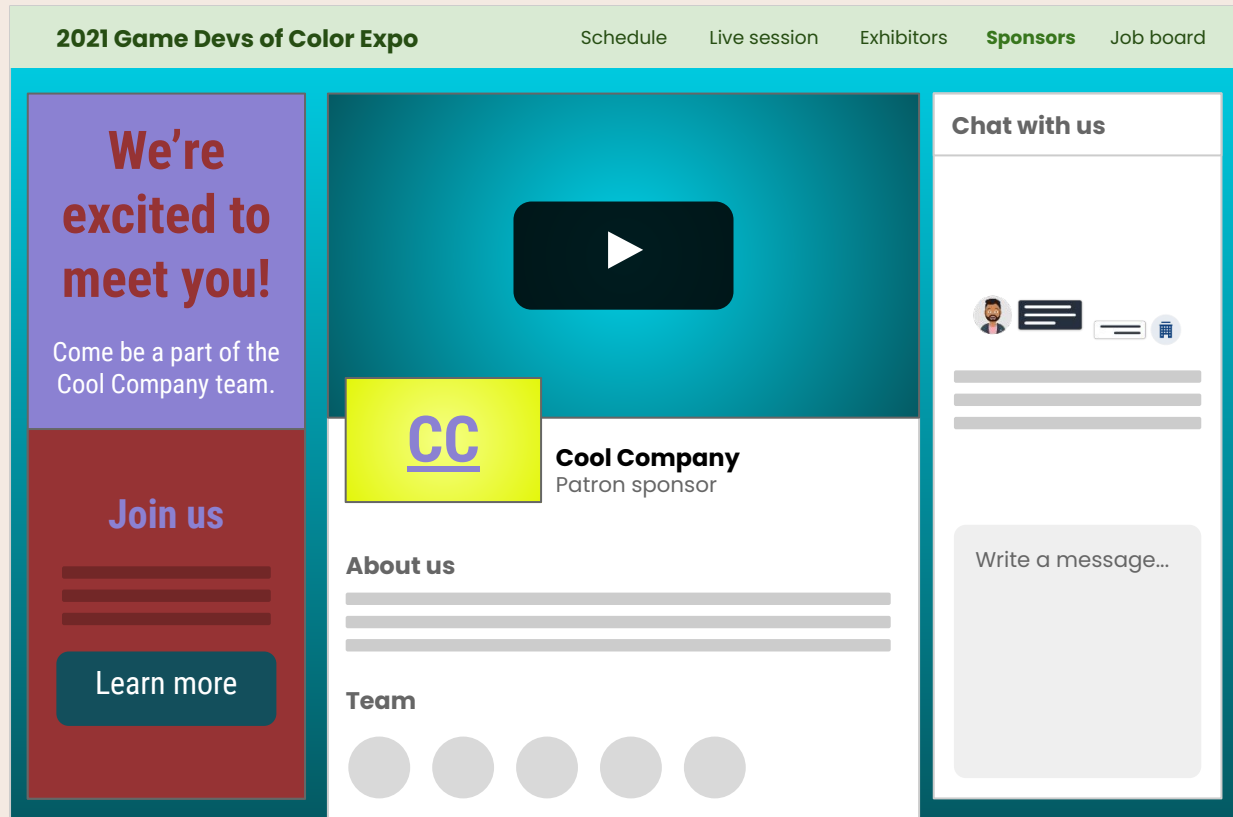
For 2021, all Sponsorships will be Tax Deductible Donations thanks to Evva Karr, Nicolaas VanMeerten, and the Creative Tech Alliance

2021 SPONSORSHIP PACKAGES

	Patron sponsor \$50,000	Sustaining sponsor \$20,000	Collaborating sponsor \$10,000	Premium sponsor \$5,000	Friend sponsor \$2,500	Community sponsor \$1,000
Event Tickets	100	20	10	5	3	1
Logo, link & blurb on sponsor page	150 Words	75 Words	50 Words	25 Words	10 Words	Logo
Shout-outs on social media channels	✓	✓	✓	✓		
Special mentions during event on stream	✓	✓	✓			
Exhibitor booth during event	✓	✓	✓			
Recruitment during event	Full	More	Limited			
Advertising during event	Front page	In booth				
Sponsored Talk	20-30 minute In track Session	10 minute Banner Session				
Deliver opening remarks	✓					

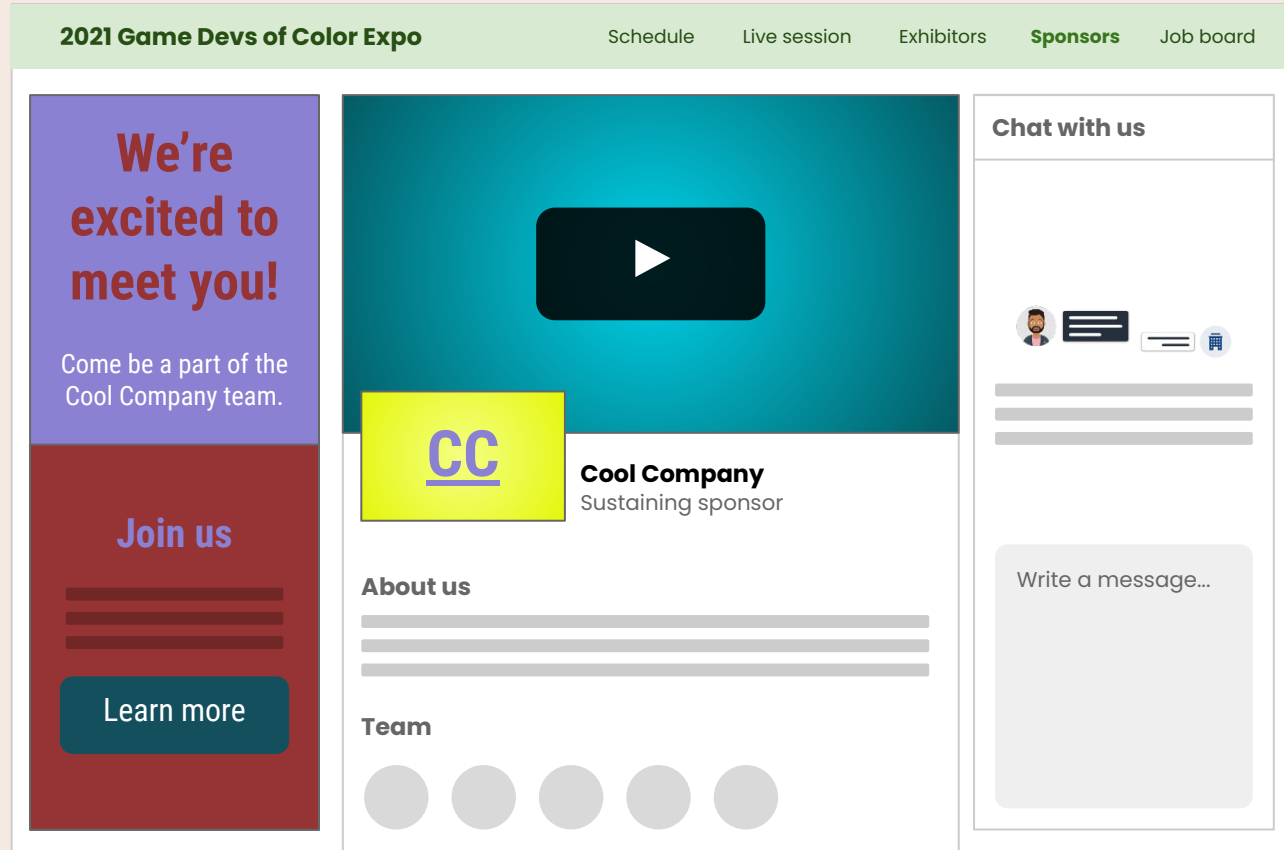
PATRON - \$50,000

- **Advertisement on front page**
- **Dedicated Networking Space**
- Custom background
- Exhibitor booth
- Advertisement on booth
- Video header on booth
- Matchmaking
- Time in the schedule for a sponsored talk



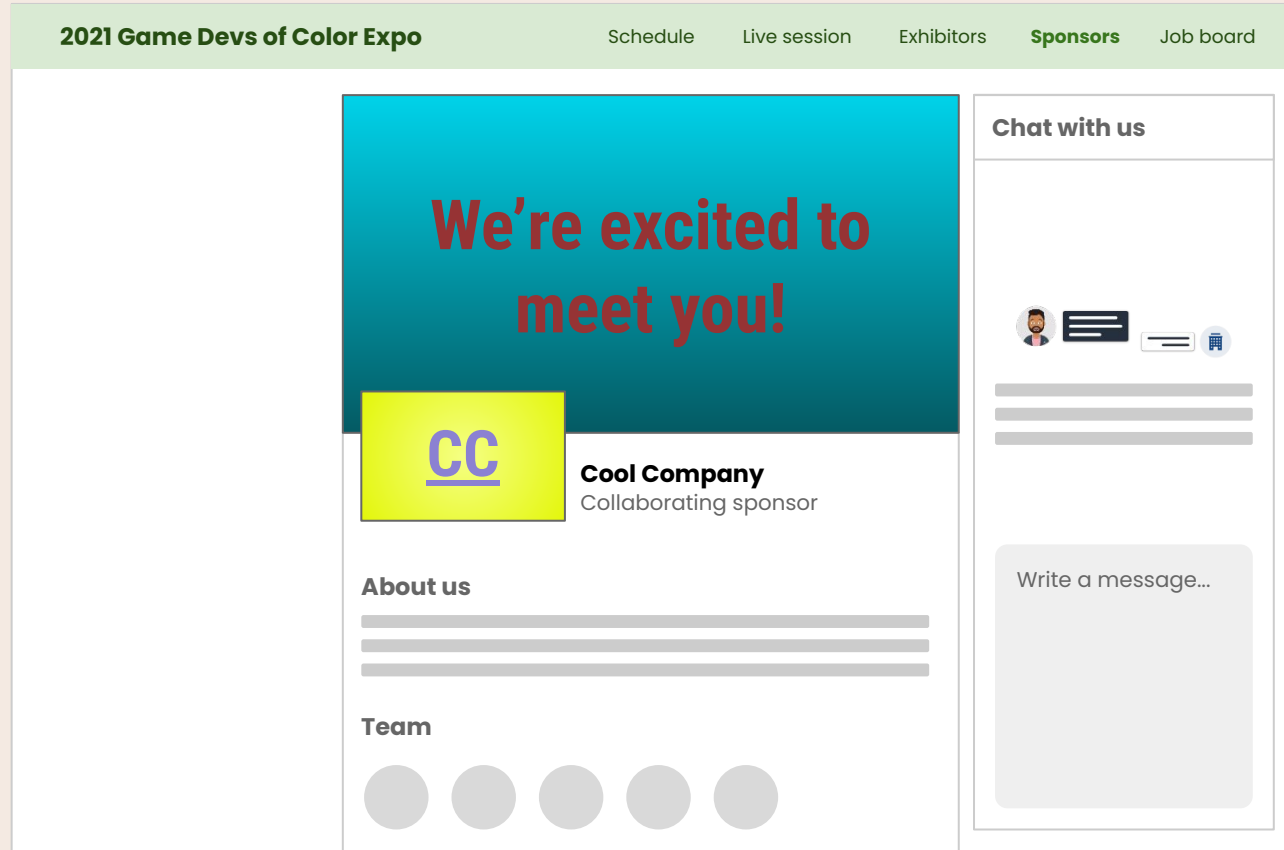
Sustaining – \$20,000

- Exhibitor booth
- Header video for microtalk
- Advertisement on booth
- Matchmaking



Collaborating - \$10,000

- Exhibitor booth
- Header image only (no video)



Additional Sponsorship Opportunities

Game Dev Grants

Game Dev Grants allow sponsors to directly give money toward making sure more games are made by talented devs of color.

Streaming Tech

Streaming Tech allows sponsors to provide tech to support speakers and game devs to look and sound their best on our stream, and beyond! This includes cameras, mics, and headsets. Your brand will be highlighted often through the event!

Our 2020 Sponsors



INSOMNIAC
GAMES



NIANTIC

oculus developers

prime gaming



BUNGIE

FIREWALK



playdate



KICKSTARTER





**Thank you for working with us to
make a better games industry!**

**To sponsor, please contact us at
gdocexpo@gmail.com**