2020

GAME DEVS OF COLOR EXPO

ONLINE

Where Games & Culture Meet

2020 Online Sponsorship Deck
Event Date - September 19, 2020

2020 Marks 5 Years of #GDoCExpo!

Since 2016 the Game Devs of Color Expo has been an important event to creators across the world, as the premiere games event that puts creators of color at the forefront.

With COVID-19 causing many events and opportunities to postpone or even cancel, the #GDoCExpo is transitioning to **ONLINE!**

With our presence we aim to deliver the same quality event that we've been known for putting on for the last 5 years.

What makes GDoCExpo special?

Games

Dozens of excellent games made by creators of color from around the world, ranging from video games to VR and tabletop.

Talks

Unique microtalks and panels feature speakers from across all areas of games culture, from game dev to hip-hop.

Community

Attendees come together and celebrate a diverse array of game developers, tech and media professionals, digital influencers and creatives.

GDoC Expo 2019 by the Numbers

700 Attendees
(**+21% growth**
year-over-year)
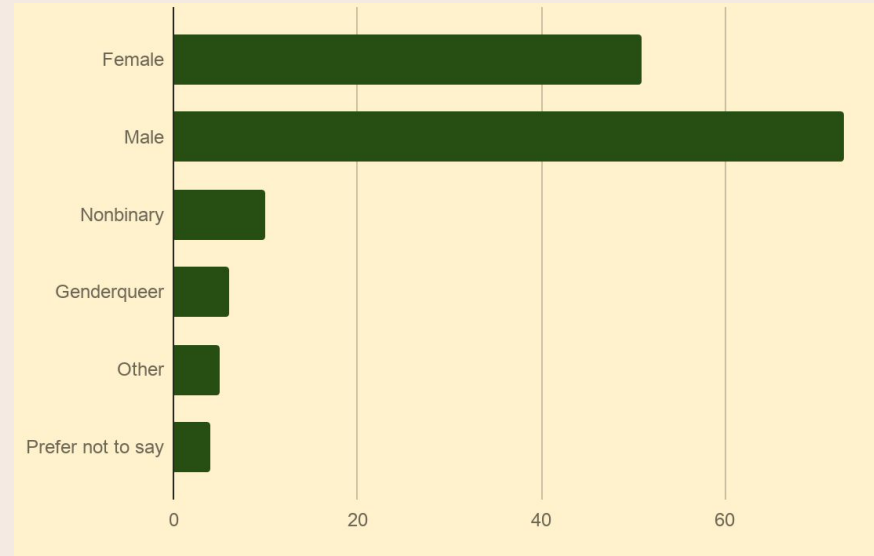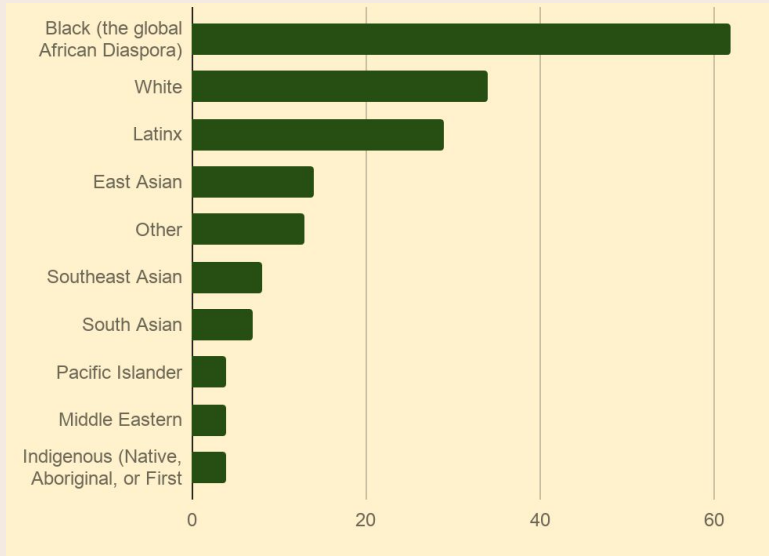
27 Games
exhibited
for free

23 Speakers
(Across 3 panels & 8
microtalks)

13 devs/speakers
received travel
funding.

31 pieces of hardware (headsets,
monitors & laptops) were
provided to devs in need.

*2019 was our biggest event **EVER!***

Demographics

From survey of 150+ attendees

We take Accessibility Seriously

Our standards include
- Tickets are **sliding scale, including $0.**
- **Realtime captions** for all talks
- All talks are made available online for free
- Free to submit & participate for **all devs**

Twitter Engagement

Tweets from the official @GDoCExpo Twitter account earned over
838,600 impressions from June –August 2019
(up 85% year-over-year)

Tweets using **the #GDoCExpo hashtag** are estimated
to have earned millions of impressions in 2019.

294
POSTS

181
USERS

2,084
ENGAGEMENT

824,357
REACH

1,316,978
IMPRESSIONS

Source: Twitter Analytics, RiteTag, Keyhole

What's New in 2020?

- Featuring the latest and greatest games from BIPOC Devs across the world
- Increased focus on financial support, the business of games, and mentorship for creators of color
- Even more unique talks by POC across the industry to continue to share knowledge

What will our online event look like?

- Introducing awesome games to players around the world via streaming
- Using an online conference delivery platform to bring attendees together with each other, and sponsors
- Working with BIPOC streamers & community managers to keep it feeling communal
- Continuing to uplift our diverse audience during a tough time industry wide

2020 SPONSORSHIP PACKAGES

	Sustaining sponsor $15,000	Collaborating sponsor $10,000	Premium sponsor $5,000	Friend sponsor $2,500	Community sponsor $1,000
Expo Tickets	20	10	5	3	1
Shout-outs on social media channels	✔️	✔️	✔️	✔️	✔️
Logo, link & blurb on sponsor page	75 Words	50 Words	25 Words	10 Words	Logo only
Deliver opening remarks	✔️	✔️			
Special mentions during event on stream	✔️	✔️			
Sponsored Microtalk	✔️				

What the Press is saying

"GDoC, **more than any other gaming expo**, shows the value of having creators from marginalized communities in the industry..."
DualShockers

"I went to the Game Devs of Color Expo, which is **incredible, every year**, really **great talks**, really **great games**"
Vice Games

"**Good Vibes, Weird Hardware** at the Game Devs of Color Expo"
Geek.com

"Game Devs of Color Expo is a *community-focused* **antidote to checkbox diversity**"
GameDaily.biz

Let's work together to grow the culture of games!

Contact the Game Devs of Color Expo team here:
gdocexpo@gmail.com

Thank you!