



2020

# GAME DEVS OF COLOR EXPO

**Where Games & Culture Meet**

2020 Sponsorship Deck

Event Dates: July 10-11, 2020

Location: Schomburg Center

515 Malcolm X Blvd, New York, NY 10037

# 2020 Marks 5 Years of #GDoCEXpo!

The Game Devs of Color Expo is a games conference focused on putting **game creators of color** at the forefront.

Since 2016 the #GDoCEXpo has brought people together from **around the world** to **change the greater culture around games**, with attendees, exhibitors, speakers, and sponsors all **clamoring for more!**

In order to provide a richer experience, #GDoCEXpo 2020 is **expanding to 2 full days!**





# 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

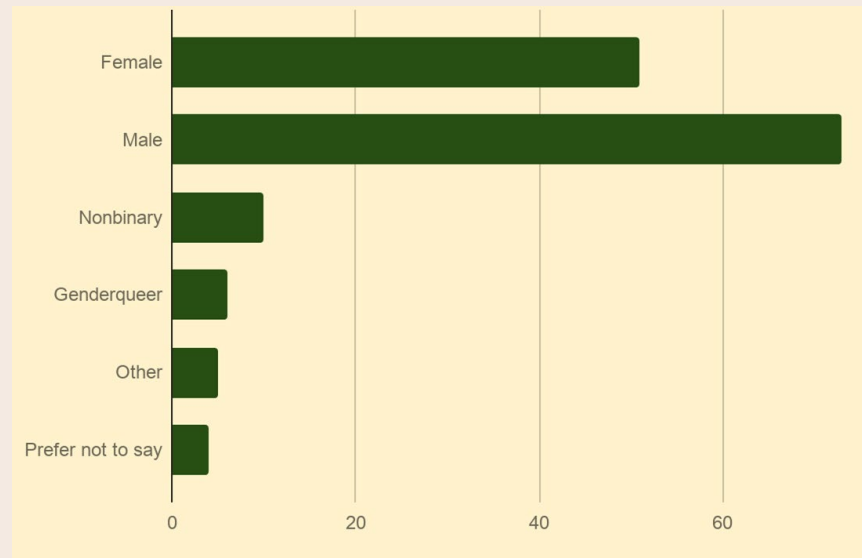
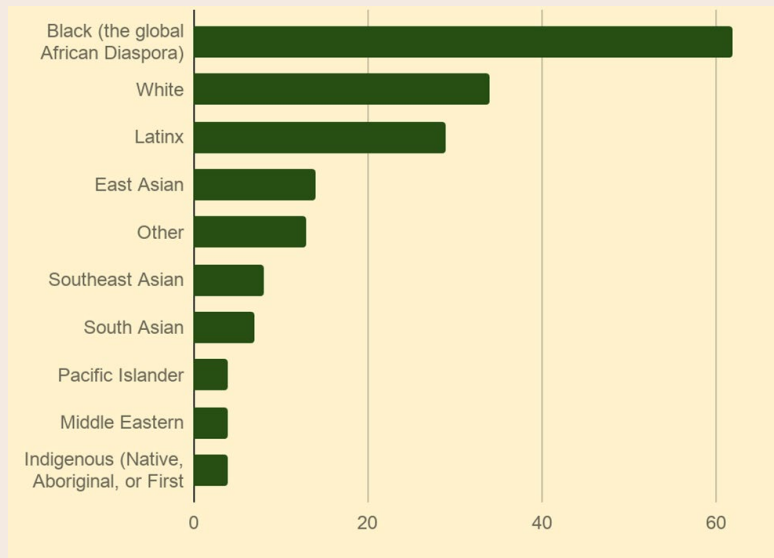
**23** Speakers  
(Across 3 panels & 8  
microtalks)

**13** devs/speakers  
received travel  
funding

**31** pieces of hardware  
were provided for free  
to devs in need

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

# Demographics



From survey of 150+ attendees

# We take Accessibility Seriously

We use sponsorship funding to make our event as accessible as possible. These are some of the initiatives that funding allows us to provide.

- Tickets are **\$0 – \$20**
- Gender Neutral Bathrooms
- Venue is wheelchair accessible
- **Realtime captions** for talks
- All talks live streamed & available online
- Free water & snacks for **everyone**
- Free to submit & exhibit for **all** devs
- Hardware provided for free as needed

# Online 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

A group of diverse young people, likely students, are gathered around a laptop screen in what appears to be a film festival or exhibition space. They are looking at the screen with interest. In the background, there are posters on the wall, including one that says "Remmetography: MAKE SHIP" and another that says "EVERYONE HAS A PLAN".

# What's New in 2020?

Expanding to 2 days in 2020 will allow us to add:

- Dedicated time/space for playtesting with public and peer feedback!
- More microtalks with expanded topics!
- More panels!
- Dedicated time/space for mentorship, recruiting and portfolio review!



## 2020 SPONSORSHIP PACKAGES

	Sustaining sponsor <b>\$15,000</b> (limited)	Collaborating sponsor <b>\$10,000</b> (limited)	Premium sponsor <b>\$5,000</b>	Friend sponsor <b>\$2,500</b>	Community sponsor <b>\$1,000</b>
Expo Tickets	<b>20</b>	<b>10</b>	<b>5</b>	<b>3</b>	<b>1</b>
Shout-outs on social media channels	✓	✓	✓	✓	✓
Logo, link & blurb on sponsor page	<b>75 Words</b>	<b>50 Words</b>	<b>25 Words</b>	<b>10 Words</b>	<b>Logo only</b>
Exhibit Table	<b>2 Days</b>	<b>1 Day</b>			
Opening remarks	✓	✓			
Special mentions during event	✓	✓			
Company page in booklet	<b>Full page</b>	<b>Half page</b>			
Logo on print materials	✓	✓			
Sponsored Microtalk	✓				

# In-kind/A-la-carte contributions

These are unique ways to align yourself with the GDoCEXpo! Because production & venue costs fluctuate, please contact us to discuss pricing for these options. The value of any of these options will be applied to the appropriate partnership level.



**Laptop computers (PC)** for our exhibitors.



**Monitors/TVs** – for exhibitors.



**Snacks &/or Beverages** – enjoyed by all!



**Host the Opening and/or Closing Party** – Craft a mixer to get to know exhibitors & speakers, or throw one for everyone!



**Event Staff T-Shirts** – Your logo will be seen by everyone!



**Notebooks and/or Pens** – Upgrade/brand the notebooks that our attendees love!



**Lanyards and/or Badge Inserts** – Have your branding present on every one of our attendees!



# Let's work together to change the games industry!

Contact the Game Devs of Color Expo team here:  
[gdocexpo@gmail.com](mailto:gdocexpo@gmail.com)

## Thank you!

# 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](#)