2019

GAME DEVS OF COLOR EXPO

Where Games & Culture Meet
2019 Sponsorship Deck
Date: July 27th 2019

Table of Contents

What is the #GDoCExpo?

In 2016 the Game Devs of Color Expo was founded as an arcade of games made by creators of color and round tables to discuss race and game culture.

Since then it has grown into a full **games expo** and **conference** pushing to create a new normal; creators of color showing off their games, building culture, and pushing games forward as an artform.

The 4th annual event will be held on **July 27th, 2019** at the Schomburg Center in New York City.
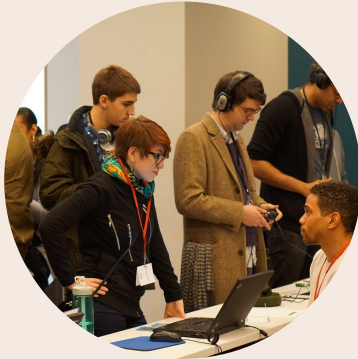
GDoC Expo 2018 By the Numbers

545
Attendees (+17% YoY)

29
Games shown

27
Speakers

28
Volunteers

Our 3rd annual event was a major success, with an attendance increase of 17% year-over-year, and participants clamoring for more!

All games were exhibited for free, and all speakers & volunteers were compensated.

What makes up the GDoCExpo?

Games

Dozens of excellent games made by creators of color from around the world, ranging from video games to VR and tabletop, exhibited across 3 floors.

Talks

Talks and panels that feature speakers who represent all areas of the culture around games. These talks seek to enlighten, entertain, and give insights you won't get at other conferences.
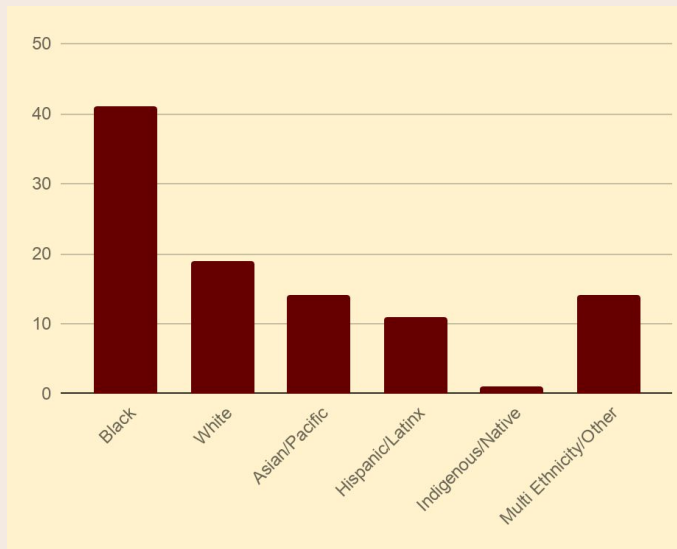

Community

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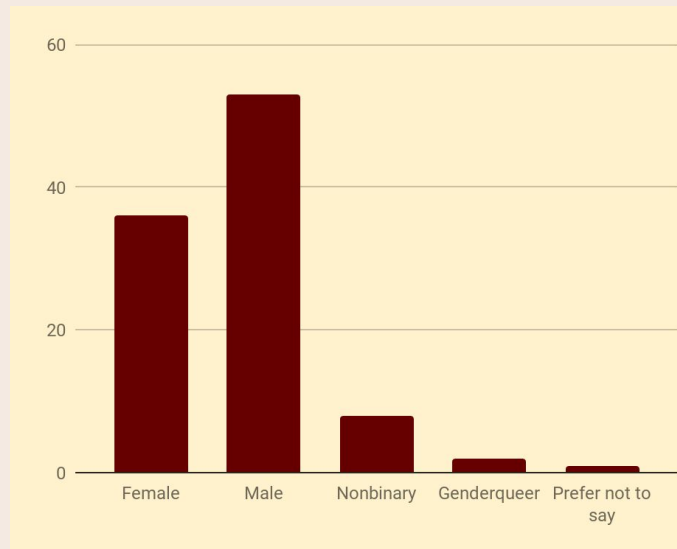
Demographics

The #GDoCExpo has an audience that reflects a new norm for the games industry.

Race

Gender

Web Reach

Tweets from the official @GDoCExpo Twitter account earned over **451,200 impressions** in June & July 2018.

411 Posts	211 Users	576 Engagement	777,669 Reach	1,523,878 Impressions

Tweets using the #GDoCExpo hashtag are estimated to have earned millions of impressions in 2018.

Source: Twitter, RiteTag, Keyhole

SPONSORSHIP PACKAGES

We're seeking strategic partners and know meaningful partnerships make the difference.

This is a unique opportunity to show your support for a shift in the games industry, promote your business, and be intimately associated with one of the most exciting events in gaming!

SUSTAINING SPONSOR $20,000

PREMIUM SPONSOR $5,000

FRIEND SPONSOR $2,500

COLLABORATING SPONSOR $10,000

COMMUNITY SPONSOR $1,000

SUSTAINING SPONSOR $20,000

You want to actively help the Game Devs of Color Expo grow and thrive!

This partnership opportunity is **exclusive** and your company will be featured at the forefront of the Game Devs of Color Expo 2019.

Everything that is the Game Devs of Color Expo 2019 will have your logo on it. Your partnership will help us pay for the venue, to fly out unique game creators, and ultimately ensure the continued existence of the Game Devs of Color Expo.

Aside from being a proud sustainer of the only games conference in Harlem, you will receive:

What You Get

★ Your company's logo will be highlighted alongside the GDoCExpo 2019 logo
★ Logo prominently displayed in the main lobby of the event
★ Logo prominently displayed at the top of **gamedevsofcolorexpo.com**
★ Logo on Facebook profile image
★ Opportunity to give a 5 minute sponsored microtalk
● An 8ft table to exhibit at the event
● A page dedicated to your company in the event booklet
● Opportunity to give a 10 minute intro during the opening keynote
● Shout-outs on social media upon confirmation of partnership, during the lineup launch, during the week leading up to the 2019 expo, and after the expo is complete
● Special mention during the event opening, closing, and on stream
● Logo prominently displayed on event materials
● 80 word blurb on gamedevsofcolorexpo.com
● 20 tickets to the event

★ = exclusive to this package

COLLABORATING SPONSOR
$10,000

You want to be an active partner with the Game Devs of Color Expo 2019!

Your company's brand will be well represented in all of our communications and you'll have a table in order to engage with our audience.

Your partnership will help us pay for the venue, to fly out unique game creators, and put on Game Devs of Color Expo 2019.

Aside from being meaningfully associated with the only games conference in Harlem, you will receive:

What You Get

- Your company's logo prominently displayed on all event materials

- An 8ft table to exhibit at the event

- A half page dedicated to your company in the event booklet

- Opportunity to say a few words during the opening keynote

- Shout-outs on social media upon confirmation of partnership, during the lineup launch, during the week leading up to the 2019 expo, and after the expo is complete

- Special mention during the opening, closing, and on stream

- Your company's name will be mentioned in all promotions, with logo

- 50 word blurb on gamedevsofcolorexpo.com

- 10 tickets to the event

PREMIUM SPONSOR
$5,000

You want to be recognized as supporting the Game Devs of Color Expo 2019!

Your company's brand will be represented in all of our communications. Your partnership will help us pay for the venue, to fly out unique game creators, and put on Game Devs of Color Expo 2019.

Aside from being meaningfully associated with the only games conference in Harlem, you will receive:

What You Get

- Shout-outs on social media upon confirmation of partnership, during the lineup launch, during the week leading up to the expo, and after the expo is complete

- Special mention during the opening, closing, and on stream

- Your company's name will be mentioned in all promotions, with logo

- 25 word blurb on gamedevsofcolorexpo.com

- 5 tickets to the event

FRIEND SPONSOR $2,500

You want to be an active participant in the Game Devs of Color Expo 2019!

Your company's brand will have a digital presence. Your partnership will help us pay for the venue, to fly out unique game creators, and speakers.

Aside from being meaningfully associated with the only games conference in Harlem, you will receive:

What You Get

- Shout-outs on social media upon confirmation of partnership, during the lineup launch, during the week leading up to the expo, and after the expo is complete

- Your company's name will be mentioned in all promotions, with logo

- 10 word blurb on gamedevsofcolorexpo.com

- 5 tickets to the event

COMMUNITY SPONSOR $1,000

You want to show your support for the Game Devs of Color Expo 2019!

Your partnership will help us pay for the venue, to fly out unique game creators and speakers.

Aside from being associated with the only games conference in Harlem, you will receive:

What You Get

- Shout-outs on social media upon confirmation of partnership, during the lineup launch, during the week leading up to the expo, and after the expo is complete

- Your company's name will be mentioned in all promotions, with logo

- 1 ticket to the event

In-kind contributions

Looking to partner up by providing hardware or snacks? Here's your chance!

We are looking for the following to help our exhibitors and attendees live their best life:

Laptop computers (PC) - We strive to provide as much hardware as we can for our exhibitors. (This could be a rental or donation)

Monitors/TVs - for demoing bigger and better than simply using a laptop.

Snacks &/or Beverages - these keep all of our attendees energized during the event!

The value of loaned and/or donated equipment will be applied to the appropriate partnership level.

A-la-carte offerings

Unique ways to align yourself with the GDoCExpo! Because production & venue costs fluctuate, please contact us to discuss pricing for these options.

Host the Opening and/or Closing Party - A unique opportunity to extend the event beyond the halls of the expo.

Volunteer T-Shirts - Add your logo to our Volunteer Shirts. It will be seen everywhere our dozens of volunteers are!
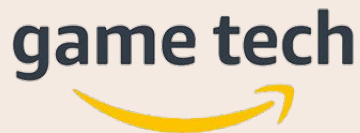
Notebooks and/or Pens - Upgrade/brand the notebooks that our attendees love! Be an integral part of their learning experience.

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

Past sponsors include:

What the press had to say

"It's an event focused on inclusivity that goes beyond just talking about it: **Game Devs of Color makes the changes it wishes to see**."

— *Polygon* (*Game Devs of Color expo seeks to define a new normal in the industry*)

"Now there's an event **specifically designed to help generate excitement for new voices**."

— *NPR* (*How Video Games Can Help Us Explore Ideas About Race*)

"The Game Devs of Color Expo is a place where **social and economic obstacles** to getting into development may feel a lot **easier to clear**."

— *Kotaku* (*"We Just Need More Flavor" An Afternoon With Game Developers Of Color*)

"Giving developers of color **the space to speak** about anything but their own marginalization shouldn't be a **grand gesture**, but in the gaming industry it feels like **an exemplary move**."

— *Motherboard* (*The Game Developers of Color Expo Was a Respite From the Hostile Gaming Scene*)

Thank you for empowering us to change the games industry!

For any and all sponsorship inquiries,

contact us at gdocexpo@gmail.com