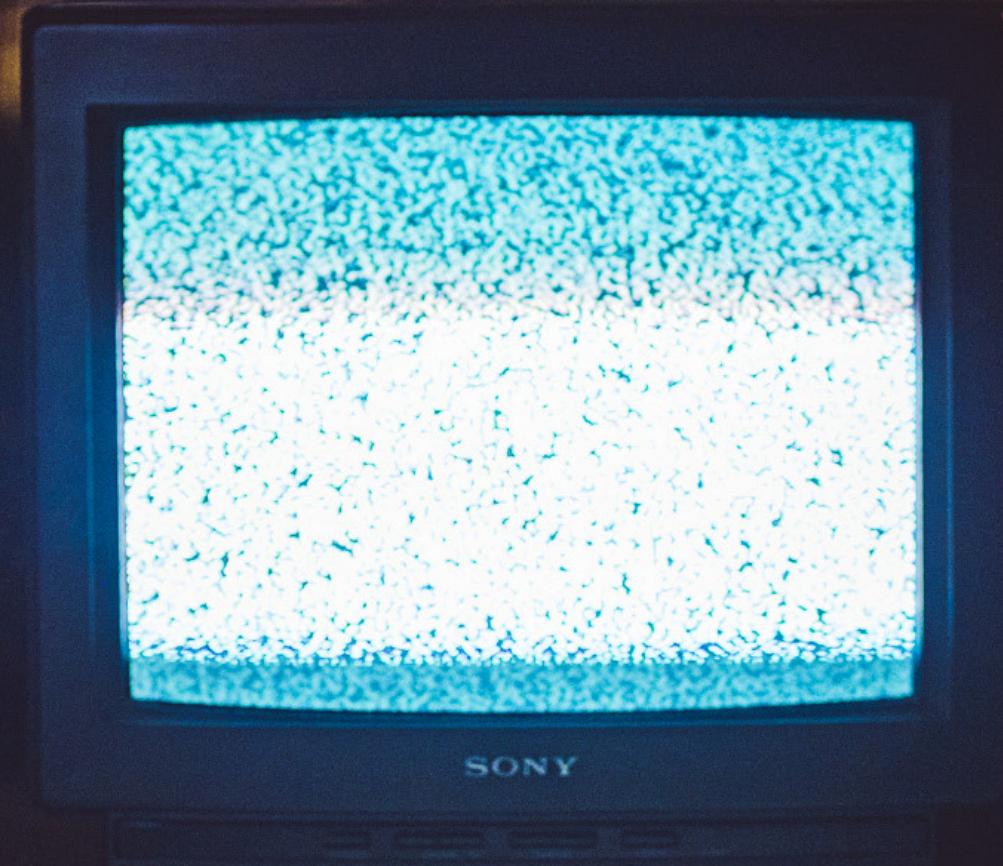




# ARTCADE 2019

ALTERNATIVE GAMES EXHIBIT  
2019 SPONSOR DECK

**WE  
NEED  
DIFFERENT  
VIDEOGAMES**



We're the Flop collective, a tight-knit group of creators from Montreal sitting at the avant-garde of modern videogames. We produce and showcase playful experiences that go above and beyond traditionnal videogames.

# WHAT IS FLOP?

Since 2016, our mission is to create spaces that promote alternative and local games.



## MONTHLY MEETUPS

We gather every month to show each other our prototypes and discuss art and design.



## STATION F-MR

A public videogame art gallery got installed for a month in the heart of the Station F-MR.



## ARTCADE 2018

16 experimental games have been showcased with the collaboration of Concordia and Montréal Joue.



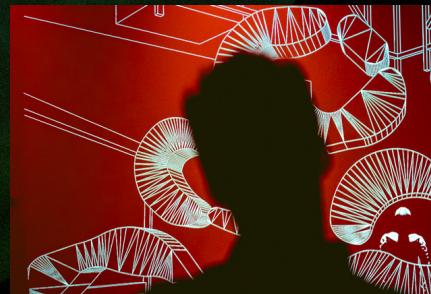
## MONTRÉAL JOUE

6 art games were put on display at the event as well as a mini-conference about the pieces' artistic process.



## ROOFTOP ARCADE

14 games from up-and-coming devs were presented on Concordia's terrace in downtown Montreal.



## MOIS MULTI 2019

The institution has for the first time included videogames in their selection, including four games by Flop members.

# FLOP MEANS DIFFERENT GAMES

We're proud to offer one of the most surprising, bizarre and exciting selection of games in the city.



# FLOP IS FOR ALL

Our events attract a public that go beyond the gamer stereotype and opens up to anyone interested in digital art.



# FLOP IS A 100% FROM MONTREAL

We offer the best of what the underground and DIY scene have to offer in an inviting and memorable environment.



# ARTCADE IS AN ALTERNATIVE AND LOCAL GAME EXHIBIT

We're running one of the very rare exhibits that takes an in-depth look at the Montreal's experimental game scene. Our objective is to position ourselves as Montreal's place of reference for artgames.



# OUR PUBLIC

**NEOPHYTES** - We attract a 25-34 year old public that had little to no contact to videogames, making Flop's events one of their first experiences with videogames.

**ART ENTHUSIASTS** - Our pieces are situated at the intersection between videogames and new media art, giving people used to the contemporary art scene an occasion to get to know a new medium in a familiar space.

**GAMERS** - Many game aficionados are looking for playful experiences that differ from the usual mainstream ones, which is precisely what we offer.

**GAMEDEVS** - Our events always have a strong developer presence from studios big and small, creating new contact opportunities at all times.

## OUR REACH

## OUR OBJECTIVE

### ARTCADE 2018

~3,000 views on facebook  
~150 attendees

### ARTCADE 2019

~15,000 views on facebook  
~500 attendees

### ROOFTOP ARCADE

~6,500 views on facebook  
~200 attendees

### STATION F-MR

~30,000 views on facebook  
~1000 attendees





# SPONSORSHIPS

We're looking for new strategic partners. Our events have a powerful and durable impact on the Montreal community, and we're offering the opportunity to reach it while intimately associating your brand to one of the most vigorous and creative game maker collectives in the province.

A better budget will allow us to augment the quality of our events, which includes adding a catering service, printing posters, producing new merch as well as a better financial return for our collaborators.



**PR**

**PRINCIPAL**  
3000\$



**MA**

**MAJOR**  
1000\$



**MI**

**MINOR**  
350\$



# PARTNER

3000\$

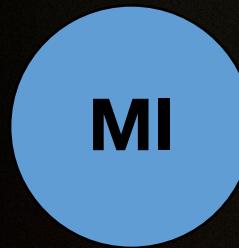
- ◊ A “Presented by” mention under our Artcade logo on our banners & posters.
- ◊ A special booth in the event dedicated to the game of your choice
- ◊ An occasion at the beginning of the night to say a few words.
- ◊ Your company’s logo presented on all of our online banners and publications (15,000 views expected).
- ◊ Your company’s logo displayed on our website.
- ◊ Your merchandise available for sale on-site.
- ◊ Your banner displayed on-site.
- ◊ Your 30-second trailer showcased during the event.



# GOLD

1000\$

- ◊ Your company's logo presented on all of our banners and publications (15,000 views expected).
- ◊ One of our stations on Artcade's site will be dedicated to a game of your choice.
- ◊ Your company's logo displayed on our website.
- ◊ Your merchandise available for sale on-site.
- ◊ Your banner displayed on-site.
- ◊ Your 30-second trailer showcased during the event.



# SILVER

350\$

- ◊ Your company's logo presented on all of our banners and publications (15,000 views expected).
- ◊ Your company's logo displayed on our website.

# LET'S COLLABORATE

## **SIMON-ALBERT BOUDREAU**

Founder & coordinator  
[saboudreault@gmail.com](mailto:saboudreault@gmail.com)  
(514) 642-2819

## **PHIL GRENON**

Treasurer & coordinator  
[pgrenon.pg@gmail.com](mailto:pgrenon.pg@gmail.com)  
(438) 491-3055

## **SAM QUINO**

Public relations  
[jsajm.quino@gmail.com](mailto:jsajm.quino@gmail.com)  
(514) 210-4825

@FLOPMTL  
FLOPMTL.CA

