

FESTIGEEK ORGANIZATION

2017-2018 – sponsoring file



HEIG-VD
c/o Association FestiGeek
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The strength of an organization is its team, its values and the meaning to their actions. By putting our values in the centre of our projects, FestiGeek would like to build a solid and sustainable organization on the long run based on integrated services, fun and open to the widest possible audience.

The "geek" universe is quickly expanding in Switzerland like never seen before. The increasing interest of a growing part of the population in the various areas included in this notion of "geek" offers tremendous development potential. The will of the members of the association being thus increased by the many challenges being proposed.

The express way has been launched and FestiGeek will be heading the way in the French speaking part of Switzerland.

Raphaël Mas
Président FestiGeek

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THE ORGANIZATION

- Official launch in January 2015
- Made up of students and alumni of the HEIG-VD
- Based at the HEIG-VD, in Yverdon-les-Bains

MISSIONS

- Promote the geek and digital culture in the French speaking part of Switzerland
- Be active and help in the video game community
- Participate in the organization of various events of our partners
- Participate in the campus life of the HEIG-VD



THE 2017-2018 COMMITTEE

SURNAME AND NAME	TITLE
Mas Raphaël	President
Curty Pierre-Alain	Vice President & Secretary
Aguas Guerreiro Daniel	Treasurer
Pittet Flavia	Development Manager
Gardel Bastian	Logistics Manager
Darcey Samuel	Coordination Manager
Sandoz Romain	Communication Manager
Zharkova Anastasia	Sponsoring Manager

VALUES AND COMMITMENTS



WILLINGNESS TO UNDERTAKE

Thanks to the entrepreneurial spirit that has animated our members since the beginning, the organization has been able to meet the many challenges that have led to its development.



EDUCATION

FestiGeek offers the possibility for students of the HEIG-VD to put their theoretical knowledge into practice, thus offering them a professional experience useful for their future.



SPIRIT OF PERFORMANCE

Our member's desire to perform leads to them aiming for success as well as a quality of service on a professional level, justifying the image of the organization.



MULTIDISCIPLINARY CULTURE

The meeting of multiple skills within FestiGeek offers a global vision on different themes, allowing the development of solutions adapted to each situation.



INNOVATION

One of the goals of the organization is to introduce the general public to new technologies in gaming and touching digital culture as a whole.



SUSTAINABILITY

FestiGeek's will is the establishment of sustainable events over time, resting on a clear and stable associative structure.



ACTIVITIES

FESTIGEEK'S LAN PARTY

- 48h gaming marathon with fun and competitions
- 3 main tournaments
- Multiple additional activities
- Personal & ergonomic intranet
- Free entrance for visitors
- Multiple workshops
- Quality of reception and optimal listening
- Growing reputation
- Dynamic Strategic Vision

The LAN party has been approved by the Masters of video games (Master du Jeu Vidéo), the main French league, open to Belgium and Switzerland.

The League of Legends competitions has been recognized by the game's developers, Riot Games.

LAN PARTY PARTNERS

For several years, the members of our association are active in the organization of tournaments in several competitions organized by other associations. Especially during the Geneva Gaming Convention (GGC) and PolyLAN (LAN of the EPFL, Switzerland's largest LAN).

FESTI GEEK'S 2017 LAN PARTY IN NUMBERS



PARTICIPANTS

150



STAFFS ET PROVIDERS

40



VISITORS

80



PRIZE VALUE

3000 CHF



FACEBOOK

511 FOLLOWERS

+60 since the event (approx. +13%)

TWITTER

+133 followers during the event

RÉSUMÉ POUR MAY 2017

Tweets

16

Impressions du Tweet

6 657

Visites du profil

825

Mentions

84

Nouveaux abonnés

133

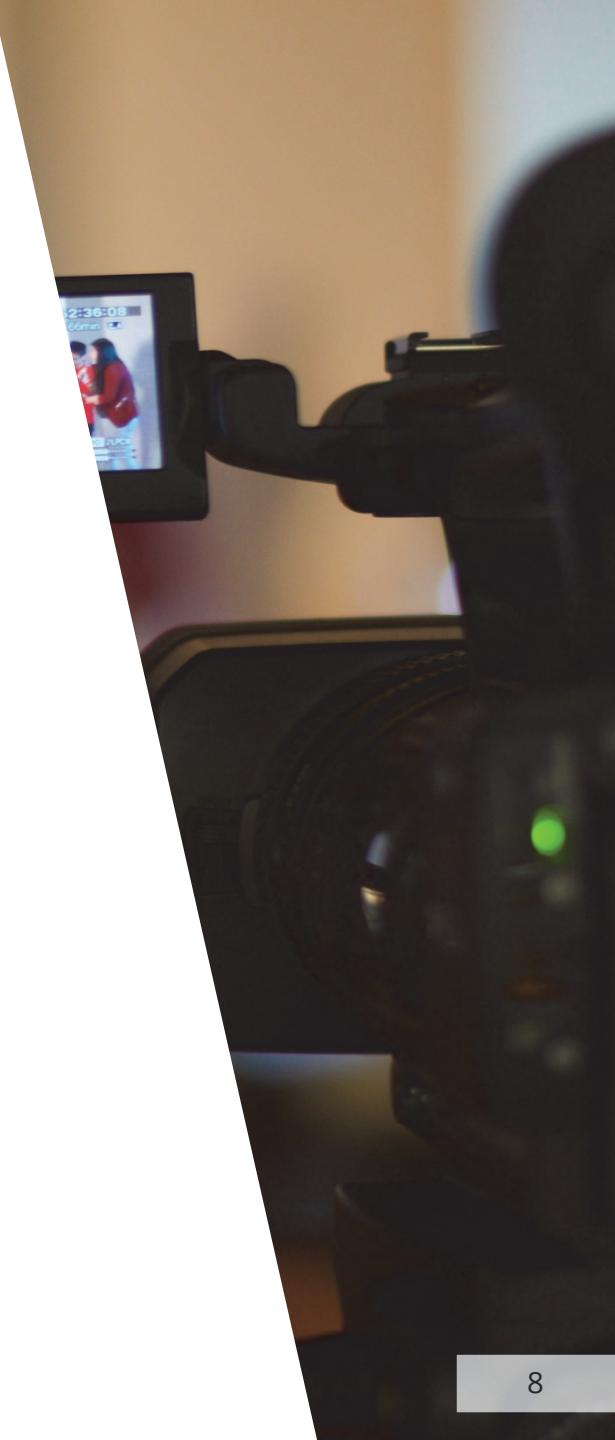
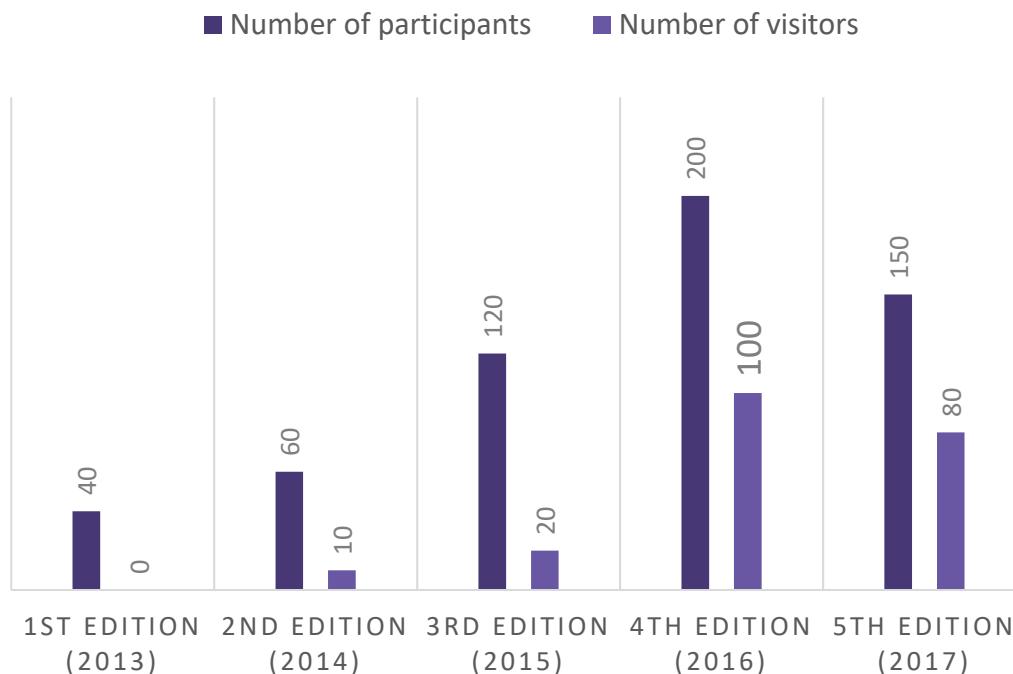


ATTENDANCE EVOLUTION

From 2013, when everything had to be put in place, until the 5th edition in 2017 for which the setting up of an animation stand was one of the main objectives, FestiGeek's LAN party now enjoys an image of professionalism, dynamism and quality.

Following the 2016 edition, where we pushed the capacity of our infrastructure to the maximum with nearly 200 players which made us meet a number of challenges, we focused on the comfort of our participants by reducing the number of places available.

The new Committee commits itself to perpetuate the work accomplished by these predecessors and to continue the work in opening up to an ever wider and eclectic public. We also do not discard the implementation of more ambitious projects, given our experience and the growing community around these activities.



E-SPORT: GET ON THE EXPRESS WAY

The video game word has grown exponentially during the past few years.

Formerly, a video game equipment used to be excessively expensive and suffered from a bad reputation in regards to the population. But today, the practice is becoming more and more common.

The video game market is not so uncommon anymore, it doesn't just attract rare technology addicts, but represents an activity sector able to provide more than 400 million USD in revenue streams, as shown in a recent SuperData Study (*Study "European eSports Market", SuperData 2016*).

Abroad, our French neighbours are ranked third on the European e-sport (Electronic Sports) market, with a revenue in 2017 of over 20,000 USD. Indeed, France has been a forerunner in the world of electronic games and benefits from a great reputation.

In Switzerland, we are at the beginning of this journey. The number of event organizers and professional teams are growing, the structures are getting sponsorships.

As a medium-size student organization, we are betting on a tight collaboration with our partners and colleagues in the E-Sport world, in French-speaking Switzerland mainly. Organizations are growing and getting more and more serious.

Betting today on electronic sport and the people involved, that's the best way to ensure getting on that express way in a growing market, especially for its social and economic benefits. But mostly, it's a way to support structures and the people who are promoting this culture.



OTHER ACTIVITIES

Within our campus activities at the HEIG-VD in Yverdon-les-Bains, our home, we enforce ourselves to organize fun events in many shapes and sizes, such as small tournaments, meet-ups and stands.

FIFA17 TOURNAMENT

For the first time, we have put in place a FIFA17 tournament during a school day. Two dozen participants participated in order to win lots for a value of 100 CHF. We have created this event with the help of the InfoGames organization, from Yverdon-les-Bains.

NUMERIK GAMES 2017

For the third time, we have had the chance to take part in the Numerik Games festival, a big meet-up for the digital culture enthusiast. This year, we suggested having a stand to show off and discover artistic and dreamy video games, which was a great success.

OPEN DOORS HEIG-VD

As per every year, FestiGeek has a stand during the "open days" of the HEIG-VD. This year, we presented two virtual reality systems, an HTC Vive for a discovery session, as well as an Oculus Rift in order to present a game, developed by one of our members.

MAGIC : THE GATHERING

Magic : The Gathering is a strategy card game taking place in a fantasy universe. During the school year, we have organized several get-togethers for amateurs in order for them to face each other in a relaxed ambiance.

FUTURE PROJECTS

We are considering keeping our campus presence and to increase the numbers of events organized by students of the HEIG-VD. We have noticed a big interest for small tournaments on campus, this is why we would like to offer more of these events, regularly.

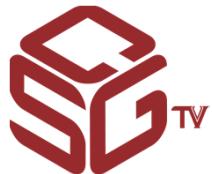
This year, we would also like to develop new projects that could make amateurs come together, as well as make different types of people from different horizons participate in order to ensure a multidisciplinary exchange. Our latest lead project is to create a "Game Jam" event to invite video games enthusiasts, developers, designers, game creators or amateurs. A Game Jam's aim is to make people collaborate in teams to develop a video game in a delimited amount of time relatively small (24h to 48h, for example). It's an excellent opportunity for us to show the different activities of the students at the HEIG-VD, but also from everywhere.

Additionally, we are always thriving to improve and surpass ourselves during the creation of events such as our LAN Party or during the stands at different events.

In order to offer new experiences, to innovate, promote video games and today's and tomorrow's technologies, our sponsor's contributions are vital.



PARTNERS



HAUTE ÉCOLE
D'INGÉNIERIE ET DE GESTION
DU CANTON DE VAUD
www.heig-vd.ch



SPONSORS



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FESTIREEK, MEMBER OF



Swiss e-Sports Federation
Schweizerischer e-Sports Verband
Fédération Suisse de l'e-Sports
Federazione Svizzera di e-Sports



BECOMING A SPONSOR

WHY SPONSOR THE FESTIGEEK ORGANIZATION ?

Being part of its multi domains brand in great expansion in Switzerland

Ensure the notoriety established within a growing young public.

A visibility of over 3,000 students and staff at the HEIG-VD, as well as participants and visitors of events and our partners.

Associate yourself with a young, dynamic brand, with a proven expertise.

Limit risks by investing a reasonable amount for favorable counterparts.





DIAMOND 2500CHF

Logo on flyers and posters (preferential placement)
Banner deployed during the event (material to be provided)
Logo on the website & social networks (preferential placement)
Logo on members' outfits
Logo on the Sponsor Wall
Contest on social networks (date of your choice)
Distribution of goodies during the event (material to be provided)
Possibility of a stand
Sound announcement during the event
Quote during the end ceremony



PLATINUM 1500CHF

Logo on flyers and posters
Banner deployed during the event (material to be provided)
Logo on the website & social networks
Logo on members' outfits
Logo on the Sponsor Wall
Contest on social networks (date of your choice)
Distribution of goodies during the event (material to be provided)
Possibility of a stand
Sound announcement during the event
Quote during the end ceremony



GOLD 800CHF

Logo on flyers and posters (preferential placement)
Banner deployed during the event (material to be provided)
Logo on the website & social networks
Logo on members' outfits
Logo on the Sponsor Wall
Contest on social networks (date of your choice)
Distribution of goodies during the event (material to be provided)
Possibility of a stand
Sound announcement during the event
Quote during the end ceremony





PERSONALIZING

The packages present before are standardized formats based on financial sponsorship. It is also possible to collaborate with FestiGeek by giving support in material and manufactured products. The product's selling value defines in which category the sponsor should be put in.

The proposed packages and amounts may not be suitable by contacted companies. A case-by-case negotiation is possible regarding the contributions of the company concerned and the counter parts provided by FestiGeek.

In addition, any donation in cash or equipment is welcome.

We thank you for the attention you have paid to our organization. We are available if you need any additional information. We are also always seeking for a new partnership or project. Do not hesitate !



CONTACT

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