

# FESTIGEEK LAN PARTY 2017

## 5<sup>th</sup> edition – sponsorship proposal



The main strengths of an association and his team, are its values and the meaning it gives to its actions. By putting those values at the center of its projects, FestiGeek wants to build over time a strong and lasting partnership based on integrated offers, fun and open to the widest public possible.

The « geek » universe currently lives in Switzerland an expansion never seen before. The growing interest of an increasingly important part of the population in different areas included in this notion of "geek" has a great development potential, the willingness of members of the association being increased by the numerous challenges being offered to it.

The train is on and FestiGeek will undoubtedly be part of the leading wagons in the Romandy landscape, even nation wide.

Romain Sandoz  
Président FestiGeek

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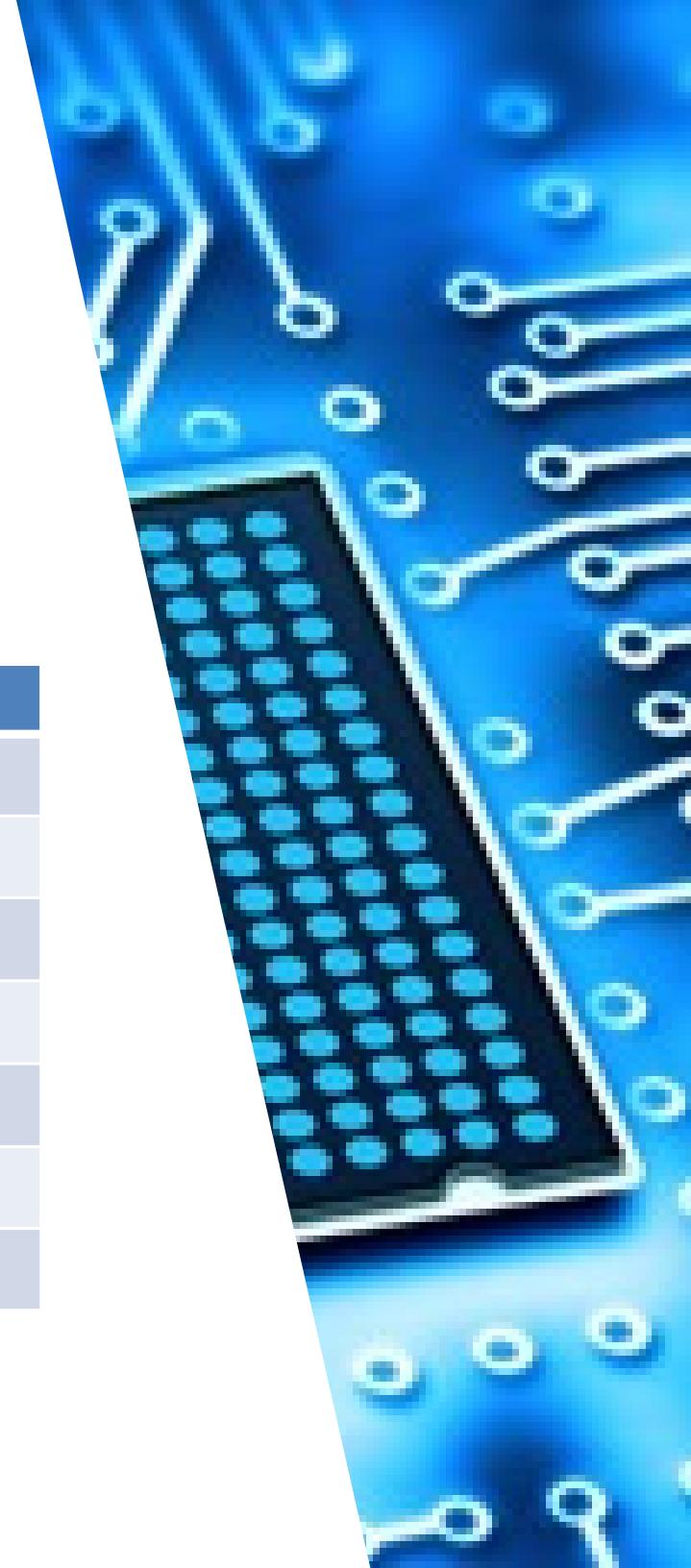
## THE ASSOCIATION

- Official creation in January 2015
- Composed of students and former students from the HEIG-VD
- Based in the HEIG-VD, Yverdon-les-Bains

Mission: To promote the geek culture in Romandy

## The Committee 2016-2017

Name and Vorname	Responsabilities
Sandoz Romain	President & Sponsoring manager
Zharkova Anastasia	Vice-Presidente & Secretary
Guerreiro Daniel	Treasurer
Curty Pierre-Alain	Development manager
Gardel Bastian	Logistic manager
Darcey Samuel	Coordination manager
Pittet Flavia	Communication manager



## CONCEPT

### FestiGeek LAN Party

- 48 hours video games marathon
- 3 main tournaments
- Multiple side tournaments & animations
- Personal and ergonomical Intranet
- Free for visitors
- Discovery workshops
- Shop stand for informatic products
- Optimum quality of reception and responsiveness
- Growing reputation
- Strong strategic insight

## VALUES & COMMITMENTS



### Willingness to expand

It is because of this willingness which drives the members since the beginning, that FestiGeek could achieve multiples challenges which built its development.



### Formation

FestiGeek offers the possibility to HEIG-VD students to put into practice their academic knowledges, proposing them a useful professional experience.



### Innovation

One of the association purposes is to introduce to a large public the new technologies in gaming and digital culture.



### Sustainability

The will of FestiGeek is to implement sustainable events, based on a clear, stable and long-term associative structure.



## BE PART OF THE LEADING CAR



The video game univers enjoys an exponential growth for several years.

Formerly, a video game machine was excessively expensive and suffered a denigrated reputation from an important part of the population.

But today, the activities are clearly increasing and spreading across a wide part of the society.

The video game market is not a niche market anymore but now represents a line of business of more than 90 billions of dollars in 2015.

Abroad, the number of LAN Parties reached such a proportion than the world championship final of League of Legends reunited more than 36 millions of viewers worldwide.

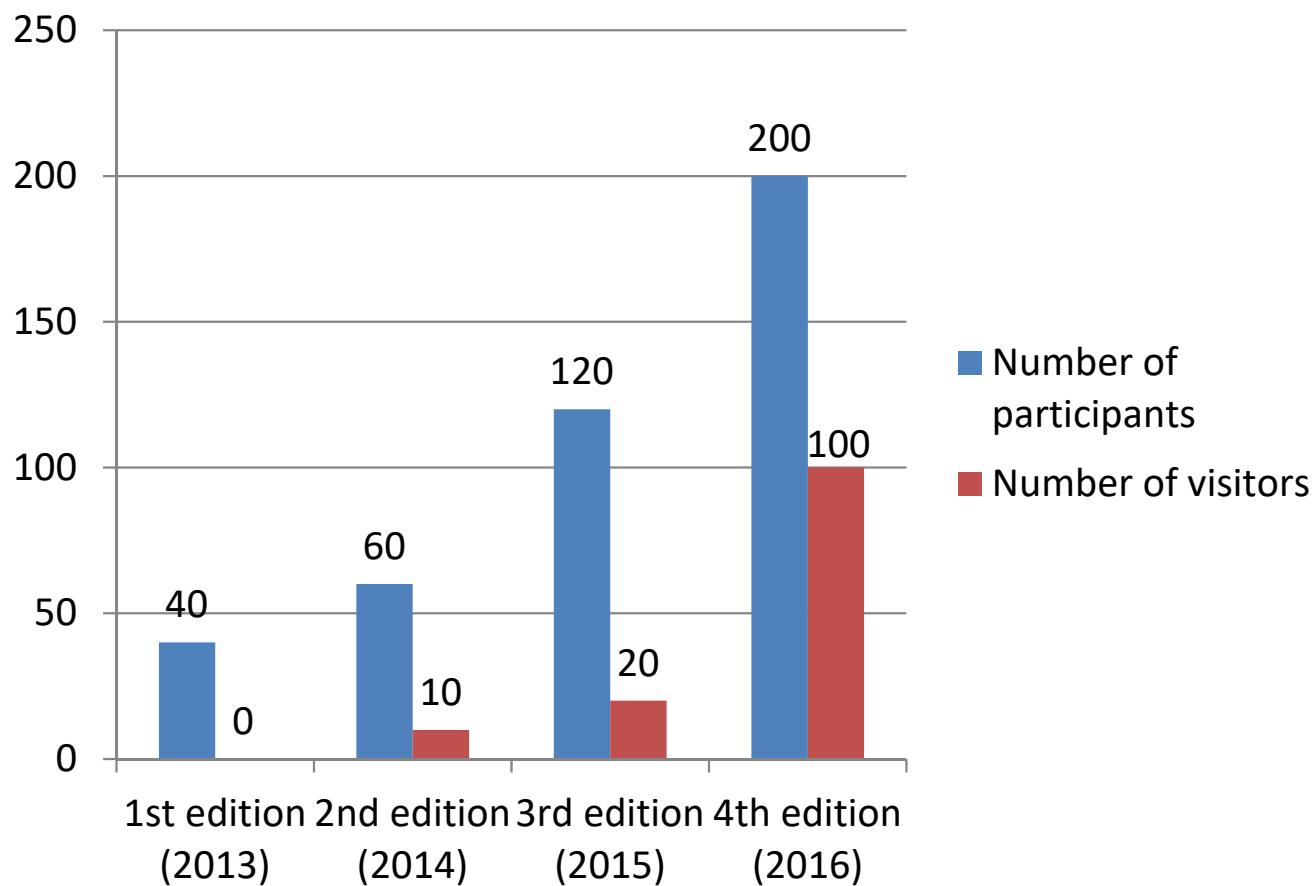
In Switzerland, we are only living the beginning of this expansion. The number of tournament organizers and videogames teams are growing, the gaming structures are getting more professionals and beginning to attract economical partners from many horizons.

Betting today on these events provides a great way to be under the spotlight... so why not you ?

## Evolution of attendance

Since 2013, when everything needed to be done, to the 4th edition in 2016 for which activities development and visitors reception were a main point, the FestiGeek LAN Party enjoys today a reputation of quality, dynamism and professionalism .

The new Committee engages to continue what former ones achieved and to open its activities to an always wider segment of the population.



## EDITION 2016 IN A FEW FIGURES

Participants: 200

Visitors: 100

Members of service providers: 20

Staff: 15

Total price value: 2500 CHF

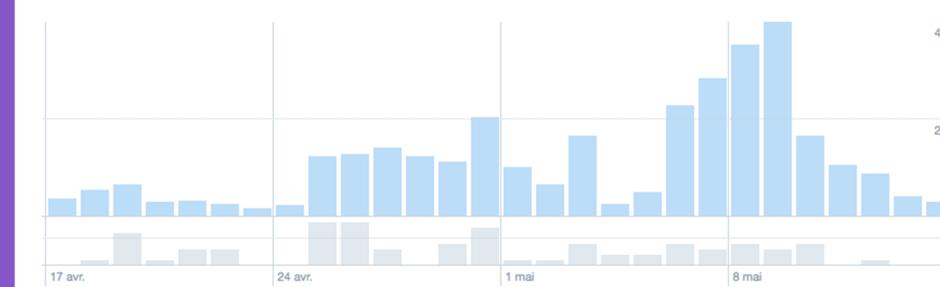
### Facebook

+47% of «likes» since the event

### Twitter

+ 61% of followers since the event

Vos Tweets ont obtenu **26,7 k impressions** sur cette période de **28 jours**.



### Personnes

4 mai - 10 mai

### Homme de 18-24

Audience la plus large (46 %)

### Ordinateurs

Appareil le plus courant (53 %)

### Portée

4 mai - 10 mai

**5259**

Personnes atteintes ▲126%

**11 666**

Interaction avec la publication ▲482%

### Vues de la Page

4 mai - 10 mai

**685**

Total des vues de la Page ▲320%

## Media appearances

- Télévision:
  - Canal Alpha:
    - 3 min in the program « C'est du tout cuit »  
<http://www.canalalpha.ch/emissions/cest-du-tout-cuit/cest-du-tout-cuit-romain-sandoz-responsable-medias-de-festigeek/>
    - 2 min reportage  
<http://www.canalalpha.ch/actu/festigeek-fait-le-plein-avec-son-tournoi-de-jeux-video/>
  - Radio:
    - Couleur 3:
      - Emission « Point barre »  
<http://www.rts.ch/play/radio/point-barre/audio/festigeek-4e-edition?id=7652698>
    - LFM:
      - Interview  
<https://youtu.be/2pamTYfLKqU>

## Others

- The LAN Party was homologated by «les Masters du Jeu vidéo», the main french e-sport league which extend to Belgium and Switzerland
- The League of Legends tournament was officially recognized by Riot Games, editor of the game.





## OTHER ACTIVITIES OF THE ASSOCIATION In 2016

### **POLYLAN 27 (25-28 March 2016)**

Organization of League of Legends tournament

### **Numerik Games (2-4 September 2016)**

Presentation of two discovery workshop

### **Geneva Gaming Convention (7-9 octobre 2016)**

Member of the organization

## PARTNER ORGANIZATIONS

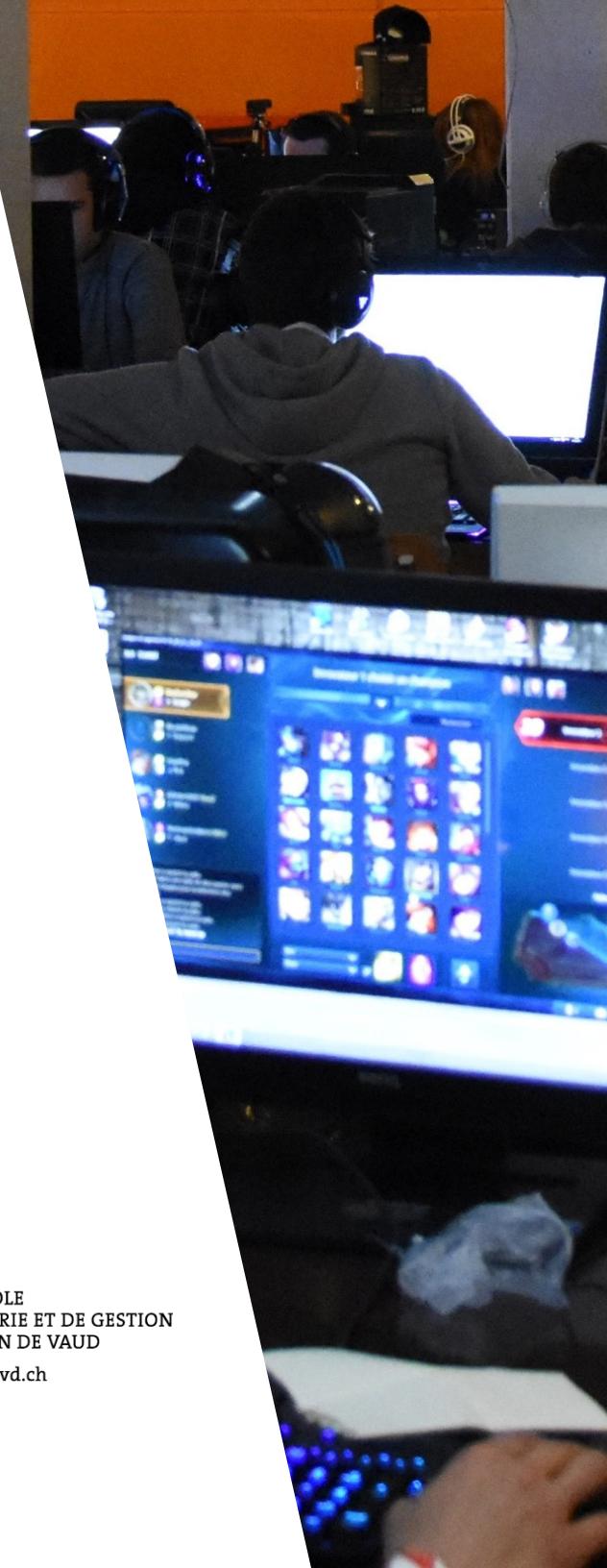


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## SPONSORS



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## BECOME A SPONSOR

### WHY SPONSORING FestiGeek association?

- 1) Put your brand in the center of a multi-field universe which is expanding more and more every day
- 2) Improve the notoriety of your brand name to a growing public
- 3) Reach more than 3000 students and employees from the HEIG-VD
- 4) Associate your brand to a young, dynamic organization with proven expertise
- 5) Limit your risks investing a reasonable amount with reasonable counterparties in return

**PLATINE SPONSOR****CHF 1'500**

- Logo on posters and flyers (preferential place)
- Banner deployed during the event (material to be supplied)
- Logo on the website and social networks (preferential place)
- Logo on members outfits
- Logo on the sponsor wall
- Contest on social networks (date of choice)
- Goodies distribution during events (material to be supplied)
- Possibility to get a stand on the event
- Announcement during the event
- Acknowledgements

**GOLD SPONSOR****CHF 800**

- Logo on posters and flyers
- Banner deployed during the event (material to be supplied)
- Logo on the website and social networks
- Logo on members outfits
- Logo on the sponsor wall
- Contest on social networks (date of choice)
- Goodies distribution during events (material to be supplied)
- Possibility to get a stand on the event
- Announcement during the event
- Acknowledgements

**SILVER SPONSOR****CHF 300**

- Logo on posters and flyers
- Banner deployed during the event (material to be supplied)
- Logo on the website and social networks
- Logo on members outfits
- Logo on the sponsor wall
- Contest on social networks (date of choice)
- Goodies distribution during events (material to be supplied)
- Possibility to get a stand on the event
- Announcement during the event
- Acknowledgements





## OTHER EVENTS

FestiGeek is currently developing new projects at HEIG-VD and Yverdon-les-Bains. Sponsors would benefit from visibility on these new events at no additional cost.

## CUSTOMIZATION

The packages presented above are standardized formats based on financial sponsorship. It is also possible to collaborate with FestiGeek by providing support in hardware and manufactured products. The value on sale of the goods brought in makes it possible to place each sponsorship in one of the categories detailed above.

The packages offered and the related amounts may not be appropriate for your company. A negotiation on a case-by-case basis is possible according to the contributions of the company and the counter-performance provided by FestiGeek.

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



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