



SPONSORSHIP  
P A C K A G E



## Dear Potential Sponsor,

On behalf of the Battle Royale Organizing Committee, in association with the IEEE Student Branches of the University of Ottawa, Carleton University and Algonquin College, we invite you to participate in the 7th annual Battle Royale Gaming Tournament. As in previous years, Battle Royale is giving back to the community by donating a portion of profits to Child's Play: a charity that provides sick children with toys for their hospital stay. Our event will be held on November 2nd and 3rd in Ottawa, Ontario, where approximately 300 participants will come together to compete in different computer games.

Over the past six years, Battle Royale has grown in both attendance and recognition to become Ottawa's largest annual LAN event. This success would not have been possible without the generous support of our sponsors and the dedicated commitment of our volunteers. With your support we can make Battle Royale VII another success.

We appreciate your time in looking at our sponsorship package for the 7th annual Battle Royale Gaming Tournament. The package outlines the possible services we can provide including but not limited to a variety of promotional advertising mediums: website exposure, visibility and booth space at the event, and the opportunity to participate in one of our interactive presentations. These benefits are available to you at the various sponsorship levels, which can always be tailored to your organization's individual needs.

Thank you in advance for your consideration, and please do not hesitate to contact us if you need any further information. We look forward to hearing from you soon.

Sincerely,

Mohammed Chamma and Mark Tamer  
Executive Directors  
Battle Royale VII 2013



# About Battle Royale

## EVENT



Battle Royale is a 24 hour local area network (LAN) event involving people coming together to play various console and computer based games. The goal of the LAN event is to bring together future engineers, computer scientists, and anyone with a passion for gaming to one location where the competition is fierce and the competitors are friendly. This event will provide great opportunities for companies to meet potential employees or customers.

Battle Royale offers a unique opportunity for companies to expose themselves to hundreds of students from Ottawa, Montreal, and Toronto. Likewise students are excited to see their favorite companies support grass roots competitions. This will mark the 7th anniversary and we are excited to show sponsors and attendees how much the event has evolved.

## BATTLE ROYALE GIVES BACK

This year, Battle Royale is continuing the tradition of giving back to the community. Profits from the event will be donated to charity and will help to fund next year's event. Battle Royale VII expects to raise approximately \$1,000 for Child's Play. Child's Play is a community based charity grown and nurtured from the gaming culture and industry. They have raised over ten million dollars since 2003 in donations of toys, games, books and cash for sick kids in children's hospitals across North America.

The cost to run a LAN event of this magnitude is approximately \$10,000. Your sponsorship will offset this cost so that we can continue supporting Child's Play and continue our work in our community next year.

**Battle Royale VII**  
November 2nd - 3rd  
Carleton University  
Ottawa, Canada



# Sponsorship Benefits and Visibility

## WHAT WE CAN GIVE

Battle Royale can provide advertising opportunities before and during the event.

Prior to the event we are planning an aggressive advertising campaign which will include a strong social media presence, a featured sponsors page on our website, and a hype night. Participants will need to visit our website to register and get involved in the Battle Royale community. The hype night will allow attendees and sponsors to network, competitors to team build, and all to have some fun before the competitions.

During the event we will have a large range of possibilities ranging from having a mini store front or booth, to presenting a tournament, to having merchandise as prizes, to prominent banner placement and recognition by the event MC. Battle Royale gives sponsors the opportunity for exposure to the participants as well as to the larger campus and city community.

## HOW YOU CAN HELP

Battle Royale has many expenses such as renting equipment and booking the venue. We are always looking for monetary sponsorships as it gives us the flexibility to pay for the cost of running the event successfully.

If your company cannot become a monetary sponsor at this time, but would still like to be involved in Battle Royale, we gratefully accept sponsorship in the form of your company's products or gift certificates that can be given away as prizes to our tournaments.

Similarly, company freebies can be given away for additional advertisement. This is an ideal way for small local businesses to gain exposure for their company.

## Past Sponsors



# Sponsorship Levels

|   | PARTNER                   | ASSOCIATE            | CONTRIBUTOR | PATRON |
|---|---------------------------|----------------------|-------------|--------|
| AMOUNT  | \$1500+<br>(limit of two) | \$1000               | \$500       | \$100  |
| ONLINE  |                           |                      |             |        |
| Advertisement Space on Main Webpage                       | ✓                         |                      |             |        |
| Company Blurb on Website                                  | LARGE                     | MEDIUM               |             |        |
| Logo on Tournament Information Posts                      | LARGE                     | MEDIUM               | SMALL       |        |
| Logo on Tournament Results Posts                          | LARGE                     | MEDIUM               | SMALL       |        |
| Mention on Social Media Presence                          | SOLO<br>(with link)       | GROUP<br>(with link) | GROUP       |        |
| Logo Link on "Current Sponsors" page (sectioned by level) | LARGE                     | MEDIUM               | SMALL       | SMALL  |
| OFFLINE   |                           |                      |             |        |
| Booth at Event  | ✓                         |                      |             |        |
| Presentation at Event                                     | ✓                         |                      |             |        |
| Tournament Named after Company                            | ✓                         | ✓                    |             |        |
| Banner and Mention at Event                               | ✓                         | ✓                    |             |        |

\*Customized Packages can be arranged on request\*





# Contact Us!

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# IEEE

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