



TEN YEARS OF

WINTER GAMEFEST

HERE'S TO TEN MORE

SPONSORING WINTER GAMEFEST'S 10-YEAR ANNIVERSARY EVENT

Since its inception in 2004, Winter Gamefest has developed from a small gathering of dedicated gamers into a massive, iconic San Diego tradition, where students and players from across Southern California can gather together for one weekend and share their passion for gaming and electronic sports. Over the past two years alone, Winter Gamefest has continued to shatter every record in the collegiate playbook, bringing in over 5,000 unique visitors and over 1,000 tournament competitors in 2013 and 2014.

Without the help of our long-time partners and sponsors, our prided Gamefest would not have survived the past ten winters. This year, as we approach our 10-year anniversary, we'd like to celebrate a decade of accomplishment, partnership, and tradition by welcoming your company to join us for the biggest Winter Gamefest in UC San Diego history.

On behalf of our dedicated organizers, the Sixth College Technology Committee, we would like to extend an invitation to your company to join our 10th Annual Winter Gamefest as an official Winter Gamefest 2015 sponsor.



SINCERELY,
KEVIN HE
TECH COMM COMMUNITY DIRECTOR

YOUR SPONSORSHIP TITLE **THE LEGENDARY GAMEFEST**

"10 years of games, 10 years of Gamefests."

Winter Gamefest is the largest and most comprehensive collegiate gaming event on the West Coast. In the past, our focus has been on our impressive cast of gaming tournaments, ranging from popular electronic sports like League of Legends, Starcraft, and Dota 2, to crowd-pleasers like Super Smash Brothers: Melee, Street Fighter, Halo, and Call of Duty. This year, to celebrate a beloved 10-year San Diego tradition, we're proud to say that we'll be featuring a slew of exciting new features, including guest panels from high-profile gaming companies and industry figures, convention-style vendor, merchandise, and free-play booths, all in addition to our already well-known tournament line-up.



- ▶ 3,000+ unique festival-goers over 2 days
- ▶ 300+ competitors arriving from over 15 cities
- ▶ \$10,000+ in cash/merchandise tournament prizes



- ▶ 10+ different prized gaming tournaments
- ▶ Free-play and themed gaming lounges/booths
- ▶ Professionally-produced audio/video streams



- ▶ Around-the-clock entertainment for everyone
- ▶ Industry panels, pro-player meets, and more
- ▶ Hundreds of raffles and giveaways, free!

YOUR SPONSORSHIP BENEFITS JOIN THE GAMEFEST TEAM

Winter Gamefest's storied success comes from the joint efforts of our highly professional student and alumni Technology Committee staff and from the dedicated support of our Gamefest Sponsorship Team. As part of the team, you'll be able to access a huge variety of customizable sponsorship benefits, from digital and printed branding to game-specific or audience-specific marketing options.



While we've listed some of our current benefits below, we're adding new and exciting features by the day. Ask us how these benefits apply!

- ▶ A potential broadcast audience of 30,000+ college students/gamers
- ▶ A guaranteed broadcast audience of 2000+ festival attendees
- ▶ Complete professional photo and video coverage of the entire event
- ▶ Access to customizable audience survey and statistical data
- ▶ Logo placement on all Winter Gamefest printed media
- ▶ Logo placement on all Winter Gamefest digital displays/streams
- ▶ Live product promotion during Winter Gamefest weekend
- ▶ Social media pre-promotional campaigns before/during the event
- ▶ Game-specific directed play/promotional area for your company
- ▶ Audience-specific directed play/promotional area for your company
- ▶ Over 30+ on-site staff and volunteers to assist your representatives

YOUR SPONSORSHIP OPTIONS CHOOSE, CUSTOMIZE, CONTRIBUTE

TITLE SPONSOR **\$1,000+ IN MONETARY SPONSORSHIPS**

- ▶ Your name/logo preceding Winter Gamefest on all media
- ▶ 24/7 branding on the main stage, all screens, and all streams
- ▶ High-traffic booth/play area designed specifically for your company
- ▶ All event/sponsor/vendor sponsorship options available (*below*)

SPONSOR BOOTH **\$500+ IN MONETARY/PRODUCT SPONSORSHIPS**

- ▶ 5x8 table/booth/display area for your company representatives
- ▶ Demo your product with giveaways or feedback/game stations
- ▶ All-day event staff to optimize your live sponsor experience
- ▶ All event sponsorship options available (*below*)

EVENT SPONSOR **\$200+ IN PRODUCT DONATIONS**

- ▶ Your name/logo on all Winter Gamefest digital/printed media
- ▶ Rotational live branding on all event screens and streams
- ▶ Your company's product(s) highlighted at tournaments/giveaways
- ▶ Access to post-event surveys/statistics and all photo/video content

VENDOR BOOTH **\$200 IN MONETARY SPONSORSHIPS OR 20% OF SALES**

- ▶ 5x8 table/booth/display area for your vendor products
- ▶ Professionally-produced product photography available

AVAILABLE FOR ALL ABOVE CATEGORIES

OPTION CUSTOMIZATION

As part of our Winter Gamefest team, we're dedicated to providing open lines of communication between our event organizers and your marketing team. We'll work together to design a custom package that's right for you.

YOUR SPONSORSHIP REACH EXPLORE OUR GAMEFEST AUDIENCE

In 2013 and 2014, our festival-goers hailed from over 20 different cities, joining our already incredibly diverse UC San Diego student and player population. As part of our marketing program, our job is to make sure that your company's title products find their way to the hearts and minds of our extremely brand-loyal and tech-savvy Winter Gamefest population.

AUDIENCE POOL **TRITON GAMING**

*UCSD's centralized gaming
and entertainment network.
Facebook Likes: 1,000+
Potential Reach: 30,000+*

- ▶ 4000+ active online members
- ▶ 11+ different gaming divisions
- ▶ 17+ years of club experience
- ▶ Potential broadcast audience of 30,000+ UCSD student gamers, reached through university online media and email list servers
- ▶ On-site promotion from experienced event organizers and gaming division experts.

AUDIENCE POOL **LOCAL COLLEGES**

A wide variety of Southern California campus gaming clubs, including, but not limited to:

- UC Irvine
- UC Los Angeles
- San Diego State University
- University of San Diego
- Point Loma University
- ...and more!

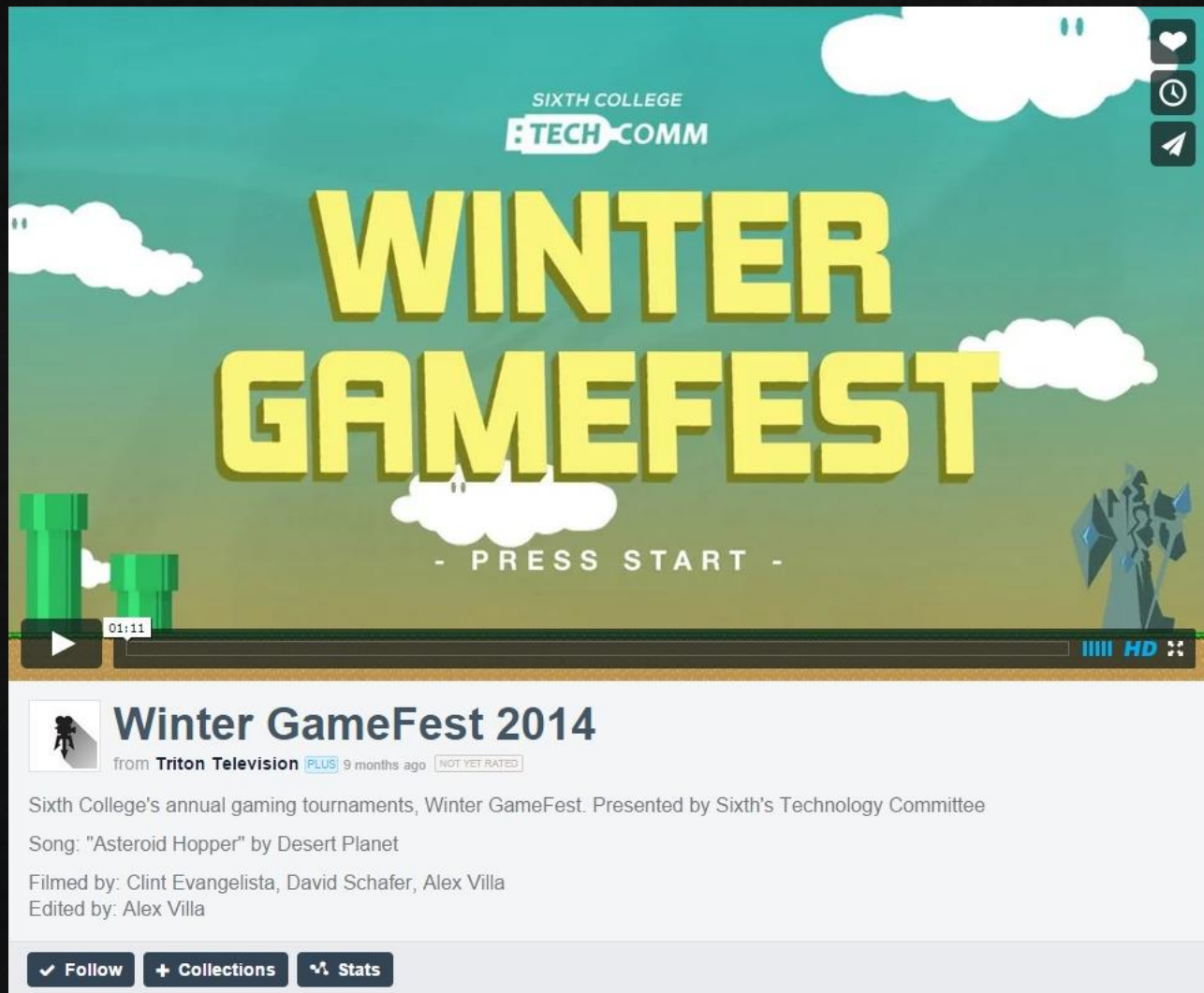
WINTER GAMEFEST

APPENDIX I DIGITAL AND PRINTED BRANDING



**WINTER
GAMEFEST**

APPENDIX II VIDEO RECAP (2014)



VIMEO.COM / 88646999

APPENDIX III
EVENT PHOTOS



A woman with dark hair, wearing a black hoodie with a white graphic that says "MUSIC WITH ROOTS IN HELL", is smiling and standing next to a large Mario mascot. The mascot is wearing his signature red cap, blue overalls, and has a large mustache. He is holding a large black sign with white text. The background is a blurred indoor setting, possibly a convention or event.

THANK YOU.

YOUR SUPPORT MAKES **WINTER GAMEFEST**
POSSIBLE FOR THOUSANDS OF STUDENTS.

CONTACT US

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