

# Sponsorship\_Package



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 6th annual Battle Royale Gaming Tournament. This year Battle Royale is giving back to the community by donating all the profits to Child's Play, which is a charity that provides sick children with toys for their hospital stay. Our event will be held on November 3rd and 4th in Ottawa, Ontario, where approximately 300 participants will come together to compete in different computer games. We also welcome the organizational support of the Carleton Computer Science Society.

Over the past five years, Battle Royale has grown in both attendance and recognition. We understand that the reason for the success of this event has been because of the support of all the generous sponsors and the commitment of the volunteers.

We appreciate the time you will take looking at our sponsorship package for the 6th annual Battle Royale Gaming Tournament. The package outlines the possible services we provide including but not limited to a variety of promotional advertising mediums, 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,

Samira El-Rayyes

Executive Director, Battle Royale 2012



## BATTLE ROYALE VI

Norm Fenn Gym — Athletics Centre  
Carleton University  
Ottawa, Ontario  
November 3<sup>rd</sup>-4<sup>th</sup> 2012



# About Battle Royale



## The 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 6th anniversary and we are excited to show sponsors and attendees how much the event has evolved.



## Battle Royale is Giving Back

This year Battle Royale is all about giving back! We will be giving all the profit from the event to Child's Play. This year we expect raise approximately \$3,000 for Child's Play. We will be incurring approximately \$10,000 in expenses, but through generous sponsorship and ticket sales we will be able to give back. This means that your sponsorship allows us to increase the donation to this cause and give the children the toys they need.

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.

# Sponsorship Benefits & Visibility



## What We Can Give

We have two main areas we can provide to the sponsors – before the event and during the event.

Prior the event we are planning on an aggressive print and online advertising campaign, which will include a small event to create excitement and strong social media presence. This "Hype Night" will allow attendees and sponsors to meet and mingle, allow competitors to team build, and to have fun before some friendly competition. Also all participants will be travelling to our website to register and get involved in the Battle Royale community.

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 to recognition by the event MC.

## How You Can Help

This event gives sponsors the opportunity to have exposure to the participants as well as the large campus and city community. We are always looking for monetary sponsorship as it gives us the flexibility we need to run a successful event.

If your company cannot become a monetary sponsor at this time, but would still like to get involved in Battle Royale – then why not donate your company's products or gift certificates to our prizes? This is an ideal way for small local businesses to raise awareness about their company's products by advertising to a large audience for a minimal monetary cost. One of the most popular options is to participate in our swag collection, which are free giveaways to all participants.

## Past Sponsors



# Sponsorship Levels

	<b>Partner</b>	<b>Associate</b>	<b>Contributor</b>	<b>Patron</b>
Amount (approximate)	\$3000 + (limit of one)	\$3000 - \$1000	\$1000 - \$500	\$500 - \$100
<b>Online</b>				
Advertisement space on main webpage	✓			
Post on Main Webpage	<b>Large Solo Article</b>	<b>Medium Solo Article</b>		
Advertisement space on forums	✓	✓		
Tournament Info Posts (webpage and forums)	<b>Large Logo</b>	<b>Medium Logo</b>	<b>Small Logo</b>	
Tournament Result Posts (webpage and forums)	<b>Large Logo</b>	<b>Medium Logo</b>	<b>Small Logo</b>	
Mention on Social Networking Presence	<b>Solo Mention with Link</b>	<b>Group Mention with Link</b>	<b>Group Mention</b>	
Link on "Current Sponsors" Page (sectioned by level)	<b>Large Logo</b>	<b>Medium Logo</b>	<b>Small Logo</b>	<b>Small Logo</b>
<b>Offline</b>				
Booth at Tournament Events	✓			
Panel Presentation at Event	✓			
Tournament Named After Company Name	✓	✓		
Banner and Mention at Event	✓	✓		
Advertisement in Tournament Announcement	<b>Solo Ad</b>	<b>Solo Ad</b>	<b>Solo Ad</b>	<b>Group Ad with Level</b>

\* Customized sponsorship packages can be arranged on request, please contact [sponsorship@battleroyale.ca](mailto:sponsorship@battleroyale.ca) \*





## Contact Us



**Samira El-Rayyes**

Executive Director, Battle Royale 2012

IEEE University of Ottawa Student Branch

Email: [samira@battleroyale.ca](mailto:samira@battleroyale.ca)

Phone: +1 (613) 793-7080

**Jeffrey Arcand**

Co-Executive Director, Battle Royale 2012

IEEE University of Ottawa Student Branch

Email: [jeffrey@battleroyale.ca](mailto:jeffrey@battleroyale.ca)

Phone: +1 (613) 852-3974