

PRESENTS:

GAME  **NATION**
2018**Celebrating and Promoting the Games Industry in Canada
at the Game Developers Conference 2018.**

The Game Developers Conference (GDC) is the world's largest professional video game industry event hosted in San Francisco from **March 19-23rd, 2018**. GDC attracts over **27,000 attendees**, and is the primary forum where programmers, artists, producers, game designers, audio professionals, business decision-makers and others involved in the development of interactive games and virtual reality gather to exchange ideas and shape the future of the industry.

Thanks for your interest in sponsoring the '**Game Nation 2018**' networking event at **GDC 2018**. The Game Nation event is always a highlight of the GDC social calendar, with up to **800 people attending** in previous years.

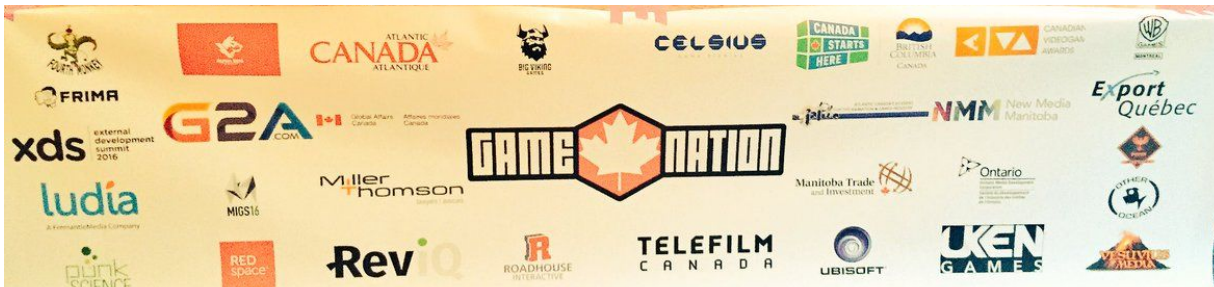
Don't miss this opportunity to reach leading Canadian and International Games Companies at one of GDC's top events, where we once again welcome hundreds of publishers, developers and investors from around the world who are looking to do business in Canada.

**We will be holding the event at Jillian's in the heart of the Moscone Center district
on Wednesday March 21st, 2018 from 5:00 to 8:00pm.**

Key focus for this year's event:

- Exhibit Canada's growing video game industry, demonstrating a great place for investment opportunities.
- A more defined guest list to target Canadian companies and potential international partners.
- Increased networking opportunities to meet both Canadian and International companies.
- Continue tradition of celebrating the Canada wide video game industry bringing together studios, partners, and government.

We need your support and investment to make this event a resounding success!



Sponsorship Tier Summary

Tier	Price	Number Available
Presenting Sponsor	\$15,000	1
Platinum (Food)	\$10,000	SOLD
Platinum (Drink)	\$10,000	1
Gold (Photo Booth)	\$5,000	SOLD
Gold (Game Zone)	\$5,000	1
Silver	\$4,500	ONLY 4 Left
Bronze	\$2,500	15
Friend of Game Nation	\$500	10
Door Prize	Negotiable	Negotiable

- **Custom Packages available upon request.**
- **Sponsorship Packages available on a First Come/First Serve Basis**
- **Email gamenation@ciaic.ca to secure your sponsorship today.**

Presenting - \$15,000 CAD (1 Available)

- Main Event Sponsor (**GAME NATION 2018 Presented by YOUR NAME HERE**)
- Company logo incorporated into Game Nation 2018 key brand
- Logo placement on all attendee name tags
- SPONSOR will receive 50 extra drink tickets to treat guests
- Link to your website/ URL from to Game Nation website. <http://gamenation.ciaic.ca/>
- Minimum of 25 unique social media blast mentions over various Game Nation social media channels leading up to and during event.
- **Logo Placements & recognition on CIAIC Event Video Reel**
 - Logo credit as Presenting Level partner on all marketing and event materials including Game Nation website, Facebook, Twitter and Instagram accounts
 - Prime logo credit as Presenting Level partner on digital and print signage at the venue (logo must be submitted electronically to CIAIC's event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
 - Logo incorporated as Presenting sponsor into The CIAIC Event Video reel of 1 min maximum to be displayed on screens throughout the evening (Video reel in MPEG4 HD (preferred format) to be provided electronically to CIAIC by the SPONSOR by February 20th, 2018)

On-site promotion

- SPONSOR may bring one (1) marketing “pop-up” style banner which is no larger and 30” wide by 84” high (CIAIC will determine placement of banner. SPONSOR is responsible for all transportation and shipping costs associated with the banner)

Other

- SPONSOR will receive a list of opt in* RSVPs for the event, including name, position and company where available (*RSVP must opt in to have their information shared with sponsor)

~~Platinum (Food) – \$10,000 CAD (1 Available)~~

SOLD

- Sponsor the “Canadian” cuisine being served
- Signs near food indicating sponsored by **(Canadian Cuisine sponsored by YOUR NAME HERE)**
- Branded food napkins
- SPONSOR will receive 25 extra drink tickets to treat guests
- Link to your website/ URL from to Game Nation website. <http://gamenation.ciaic.ca/>
- Minimum of 15 unique social media blast mentions over various Game Nation social media channels leading up to and during event.

Logo Placements & recognition on CIAIC Event Video Reel

- Logo credit as Platinum Level partner on all marketing and event materials including Game Nation website, Facebook, Twitter and Instagram accounts
- Prime logo credit as Platinum Level partner on digital and print signage at the venue (logo must be submitted electronically to CIAIC’s event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
- Logo incorporated as Platinum Sponsor into The CIAIC Event Video reel of 1 min maximum to be displayed on screens throughout the evening (Video reel in MPEG4 HD (preferred format) to be provided electronically to CIAIC by the SPONSOR by February 20th, 2018)
- Promotion, press and social media content valuing your partnership

On-site promotion

- SPONSOR may bring one (1) marketing “pop-up” style banner which is no larger and 30” wide by 84” high (CIAIC will determine placement of banner. SPONSOR is responsible for all transportation and shipping costs associated with the banner)

Other

- SPONSOR will receive a list of opt in* RSVPs for the event, including name, position and company where available (*RSVP must opt in to have their information shared with sponsor)

Platinum (Drinks) - \$10,000 CAD (1 Available)

- Sponsor the free drinks being served (2 free drinks per guest)
- Signs near bar indicating drinks sponsored (**Complimentary Refreshments Sponsored by YOUR NAME HERE**)
- Branded drink tickets (2 per guest)
- Branded Drink Coasters
- SPONSOR will receive 25 extra drink tickets to treat guests
- Link to your website/ URL from to Game Nation website. <http://gamenation.ciaic.ca/>
- Minimum of 15 unique social media blast mentions over various Game Nation social media channels leading up to and during event.

Logo Placements & recognition on CIAIC Event Video Reel

- Logo credit as Platinum Level partner on all marketing and event materials including Game Nation website, Facebook, Twitter and Instagram accounts
- Logo credit as Platinum Level partner on digital and print signage at the venue (Logo must be submitted electronically to CIAIC's event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
- Logo incorporated at Platinum sponsor into The CIAIC Event Video reel of 1 min maximum to be displayed on screens throughout the evening (Video reel in MPEG4 HD (preferred format) to be provided electronically to CIAIC by the SPONSOR by February 20th, 2018)

On-site promotion

- SPONSOR may bring one (1) marketing “pop-up” style banner which is no larger and 30” wide by 84” high (CIAIC will determine placement of banner in consultation with SPONSOR. SPONSOR is responsible for all transportation and shipping costs associated with the banner)

Other

- SPONSOR will receive a list of opt in* RSVPs for the event, including name, position and company where available (*RSVP must opt in to have their information shared with sponsor)

Gold “Photo booth” - \$5,000 CAD

SOLD

- Logo Placement at Photo Booth (**Photo Booth sponsored by YOUR NAME HERE**)
- Logo Placement on Photo Booth Giveaways
- Link to your website/ URL from to Game Nation website. <http://gamenation.ciaic.ca/>
- Minimum of 5 unique social media blast mentions over various Game Nation social media channels leading up to and during event.

Logo Placements & recognition on CIAIC Event Video Reel

- Logo credit as Gold Level partner on all marketing and event materials including Game Nation website, Facebook, Twitter and Instagram accounts
- Logo credit as Gold Level partner on digital and print signage at the venue (Logo must be submitted electronically to CIAIC’s event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
- Logo incorporated at Gold sponsor into The CIAIC Event Video reel of 1 min maximum to be displayed on screens throughout the evening (Video reel in MPEG4 HD (preferred format) to be provided electronically to CIAIC by the SPONSOR by February 20th, 2018)

Other

- SPONSOR will receive a list of opt in* RSVPs for the event, including name, position and company where available (*RSVP must opt in to have their information shared with sponsor)



Gold “Game Zone” - \$5,000 CAD - NEW

- Logo Placement at Game Zone (**Game Zone sponsored by YOUR NAME HERE**)
NEW to Game Nation 2018 will bring a dedicated play area where you can show off your game in an approx 300 sq.ft area. SPONSOR will be required to provide game console and/or PC and all equipment necessary to demo game.
- Link to your website/ URL from to Game Nation website. <http://gamenation.ciaic.ca/>
- Minimum of 5 unique social media blast mentions over various Game Nation social media channels leading up to and during event

Logo Placements & recognition on CIAIC Event Video Reel

- Logo credit as Gold Level partner on all marketing and event materials including Game Nation website, Facebook, Twitter and Instagram accounts
- Logo credit as Gold Level partner on digital and print signage at the venue (Logo must be submitted electronically to CIAIC's event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
- Logo incorporated at Gold sponsor into The CIAIC Event Video reel of 1 min maximum to be displayed on screens throughout the evening (Video reel in MPEG4 HD (preferred format) to be provided electronically to CIAIC by the SPONSOR by February 20th, 2018)

Other

- SPONSOR will receive a list of opt in* RSVPs for the event, including name, position and company where available (*RSVP must opt in to have their information shared with sponsor)

Silver - \$4,500 CAD (ONLY 4 LEFT)

Logo Placements & recognition on CIAIC Event Video Reel

- Logo credit as Silver Level partner on all marketing and event materials including Game Nation website, Facebook, Twitter and Instagram accounts
- Logo credit as Silver Level partner on digital and print signage at the venue (Logo must be submitted electronically to CIAIC's event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
- Logo incorporated as Silver Sponsor into The CIAIC Event Video reel of 1 min maximum to be displayed on screens throughout the evening (Video reel in MPEG4 HD (preferred format) to be provided electronically to CIAIC by the SPONSOR by February 20th, 2018)
- Link to your website/ URL from to Game Nation website. <http://gamenation.ciaic.ca/>
- Minimum of 5 unique social media blast mentions over various Game Nation social media channels leading up to and during event

On-site promotion

- SPONSOR may bring one (1) marketing “pop-up” style banner which is no larger and 30” wide by 84” high (CIAIC will determine placement of banner in consultation with SPONSOR. SPONSOR is responsible for all transportation and shipping costs associated with the banner)

Other

- SPONSOR will receive a list of opt in* RSVPs for the event, including name, position and company where available (*RSVP must opt in to have their information shared with sponsor)

Bronze - \$2,500 CAD (ONLY A FEW REMAIN)

Logo Placements & recognition on CIAIC Event Video Reel

- Logo credit as Bronze Level partner on all marketing and event materials
- Logo credit as Bronze Level partner on digital and print signage at the venue (Logo must be submitted electronically to CIAIC's event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
- Logo incorporated as Bronze Sponsor into The CIAIC Event Video reel of 30 secs maximum to be displayed on screens throughout the evening (Video reel in MPEG4 HD (preferred format) to be provided electronically to CIAIC by the SPONSOR by February 20th, 2018)
- Link to your website/ URL from to Game Nation website. <http://gamenation.ciaic.ca/>
- Minimum of 5 unique social media blast mentions over various Game Nation social media channels leading up to and during event

On-site promotion

- SPONSOR may bring one (1) marketing “pop-up” style banner which is no larger and 30” wide by 84” high (CIAIC will determine placement of banner in consultation with SPONSOR. SPONSOR is responsible for all transportation and shipping costs associated with the banner)

Friends of Game Nation - \$500 CAD

Logo Placements

- Logo credit as Friends of Game Nation Level partner on all marketing and event materials
- Logo credit as Friends of Game Nation Level partner on digital and print signage at the venue (Logo must be submitted electronically to CIAIC's event Organizer at no less than 300 dpi in either .ai (Adobe Illustrator), .eps, or high resolution .png format by January 29th, 2018)
- Listed as Friends of Game Nation on website. <http://gamenation.ciaic.ca/>
- Minimum of 2 unique social media blast mentions over various Game Nation social media channels leading up to and during event

Custom Package - \$TBD CAD

- Open to discussing custom plans to suit your needs.

Follow us: @GameNationGDC

