

# GAAM SPONSORSHIP KIT



## Be Original. Do Good.

GAAM is more than Games Art And Music. We're part charity art auction, dedicating our time and energy to fighting cancer, saving lives, and protecting our little furry family members. We're part video game party, with DJs, arcade cabinets, live music, and dancing. We're a spotlight into the future, with tomorrow's indie game talent on display today. We're full of surprises, with recreations of fighting ninja turtles, tap dance performances, and mario kart tournaments with surprise guest appearances.

Since the inception of GAAM in the winter of 2012, we've partnered with Nintendo, Iron Galaxy, Sony Santa Monica, Volition, and countless other game studios at our event in Jacksonville. The Unity game platform "uFrame" made it's first appearance at GAAM, and has taken the indie game dev community by storm. The winner of the 2014 E3 college game competition, "Prisma", has exhibited at GAAM. We've exhibited at The Museum of Science and History. Over 17 MILLION people have seen the GAAM brand, and countless artists and small companies have been given opportunities they otherwise would not have had.

But most importantly, it's given a lot of people a community where they feel welcome, and have inspired people to make a difference.

Be Original. Do Good. That's what GAAM is about, We hope that's what you're about, too.



## GAAM Details

### GAAM Adventure Show:

Aug 12 | 5pm-1am | The Museum  
Charity Art Show and Night Life Party  
dedicated to video games, with a focus on  
Zelda, Tomb Raider and Uncharted this year.



## Projected Event Highlights

Live Charity Art Auction  
Esports Livestream  
Cosplay Fashion Show  
Game Stations  
Photo Spots + Sets  
Cosplay Competition  
Local + Intl Art Showcase  
Multiple DJs + Dance Battles  
Food Trucks  
Arcade Cabinets  
Tons More!



## Reach & Audience

45% Female/55% Male Audience  
90% of Online Audience is 18-35  
Reach on FB week of event: 40k+  
19,000+ Followers on Twitter  
1000+ Guests in 2016  
Coverage from local Media Outlets  
Coverage from Mult. Gaming Outlets

# TESTIMONIALS

What does GAAM mean to our vendors, exhibitors, and business partners?  
Take a look at what they have to say!



## Sherry K. - Nintendo

Working with Ryan and the GAAM group is always a true pleasure. They are a first class organization whose members strive for and reach the next level with each event they host. I am always excited to be invited back and look forward to the opportunity to interact with GAAM and their guests.



## Dustin & Deanna - Video Game Rescue

Both as a long time supporter and vendor of GAAM, Video Game Rescue is thrilled to look forward to this art show each year. The way this event brings people together is just magical – you have people across all spectrums and walks of life, that are gathered together to celebrate in the culture they love so dearly. As vendors, we are taken care of and truly appreciated by GAAM, and that's a really great feeling, knowing you're part of something so integral to this community.



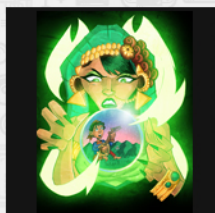
## Lakan W - Microsoft

GAAM is on my level. Regardless of platform or preference, a gamer is a gamer, and we think on the same level. GAAM is on my level.



## Sondro O - Delish Kebabs

We've been working at GAAM events for over two years and it's been an unique experience because we've learned a lot with Ryan who has been very nice to us. Also, it is always great to serve the world's happiest and most creative people. We from Delish Kebabs team are very grateful to be part of such an awesome atmosphere.



## Joe G - Mystic Searches

As indie developers, we've participated in dozens of gaming meetups, conventions, and events across the country for the past three years. GAAM, above all others, has been consistently rewarding, both professionally and personally. The event and its patrons have made us feel so welcome and appreciated each year that we feel part of its community.

# TESTIMONIALS

You might be wondering, "What do the attendees think about GAAM?" After all, they're going to associate your brand with GAAM. Let's take a look at a few quotes from past attendees.



**Candy Keane** Wham bam, thank you GAAM. And I mean that with all my heart. 😊



**Steve Rosa** GAAM is bigger than Jesus amongst millenials  
Unlike · Reply · 👍 1 · April 3 at 9:33pm



**Erika Dempsey** "GAAM is an event/movement that unites people for charities, anime, pop culture, music, art and games. Regardless of race, sexual orientation and religious belief. Everyone is welcome to participate, enjoy and meet new people in the growing community." -Le french wuz here



**Corey Losey** GAAM is the premiere gaming community event in Northeast Florida. It is one of the highlights of my year.



**Caroline Price** "Not every city is lucky enough to have something like GAAM. Having a way to bring gaming and nerdiness into the community is such a special thing. Its a gem for the city and im always excited to be a part of it."



**Kyle Schmisek** "GAAM is about having fun, enjoying the things you grew up with like video games and art but don't let this distract you from the fact that in 1998, The Undertaker threw Mankind off Hell In A Cell, and plummeted 16 ft through an announcer's table."



**Jared Wheeler** GAAM somehow always finds a new way to draw you in and keep you engaged, from varying themes to amazing new artists, and of course the powerful presence of the organizers, both online and in person.



**Jessica Rivera** "GAAM found a way to bring the Jacksonville geek and nerd community together to have fun with the things they enjoy while finding ways to give back. It gives us a chance to be ourselves with others like us. It's the



**Anthony Murray** GAAM is a place where you can be your true best self without judgment. Everyone is friendly and welcoming.

# SPONSORSHIP LEVEL 1

A level 1 sponsorship will give your company or brand Twitter and facebook endorsements, placement opportunities, options for your items to be within our swag bags and more!



## 1 Instagram Product Placement or Brand Endorsement Post

1 post on Instagram with GAAM endorsement your product or brand!



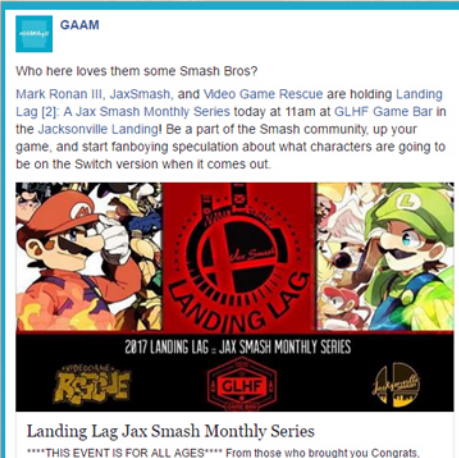
## 3 Twitter Callouts across the GAAM Network

The GAAM Network will provide your company, brand, or product with 3 endorsed tweets. These tweets will have photos/images created, for max impact!



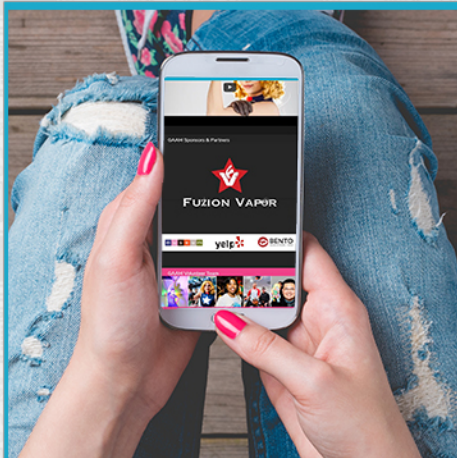
## Logo Placement on Twitter Covers Across the GAAM Network

Your logo will be placed on all GAAM Network (over 19,000 followers) Twitter account headers.



## 1 Facebook Endorsement

GAAM will provide you with an endorsed post of your brand, company, product, or event of your choice. It's all about Social Media.



## Homepage Sponsor Placement

Your logo will be placed prominently on the homepage of GAAMShow.com, as well as ilovegaam.com (a gaming events listing site).



## Sidebar Logo/Ad Placement

Your logo will be placed on the GAAM Show's website (gaamshow.com), and will be archived after the show is over for long term placement! :)

Additional Perks: Swag Bag Placement Opportunities  
Inclusion in Press Releases  
VIP Passes for up to 4 Company Owners/VPs

**Opportunity - \$500**

# SPONSORSHIP LEVEL 2

A level 2 sponsorship will give your company or brand everything from the previous sponsorship tiers, and numerous social branding opportunities on our facebook, Instagram, and Email.

GAAM with Preben Olsen and Aardwolf Brewery.  
June 10, 2016 · 📍

You know who we're voting for in Void Magazine's best local craft beer poll? Aardwolf Brewery, that's who. DUH.  
<http://voidlive.com/readers-poll-best-local-craft-beer/>



Vote AARDWOLF BEST LOCAL CRAFT BEER

## 2 Facebook Posts of Your Content

GAAM will endorse 2 posts of your choice (or you can leave it up to us).



## Cover Logo Placement

Your logo will be placed on the "IloveGAAM" Facebook page on all cover photos leading up to the event, starting April 12.

The reach of our facebook page surrounding the show was over 300,000 the month of the event alone!



## FB Event Cover Logo Placement

Your logo will be placed on all GAAM Show Event Page cover photos leading up to the big show, often along side many notorious cos-players and various other artists!



## 3 Instagram Posts

We will create 3 Instagram posts promoting your brand or a product of yours, your choice! #BestOfTheDay #BrandPower



## Adventure Brand Placement and Hidden Treasure at Your Business

We will be running multiple scavenger hunts for this year's GAAM, and will not only include your brand/store on our map, but we'll also hide a treasure at your business to drive traffic and brand loyalty :)



## "Thank You" Email Blast Brand Placement

After the show is over, your brand will be included in the "Thank You" email. Also, if you have any specials or promotions, we'll be happy to include those as well!

Opportunity - \$1000

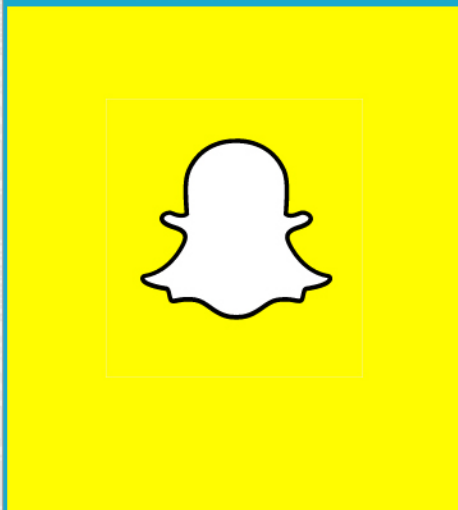
# SPONSORSHIP LEVEL 3

A level 3 sponsorship will give your company or brand everything from the previous sponsorship tiers, and branding opportunities at the most viewed and engaged portions of the GAAM Show!



## Main Stage Signage

We have great banner opportunities for your signage from the main performance stage at the GAAM Show! (spaces limited)



## 3 Snaps featuring your brand

3 Snaps in the GAAM Network featuring your brand or product.



## 1 Facebook Live Video Plug

FB live is a great engagement tool, and we're going to plug your product or brand during one of our videos leading up to the event!



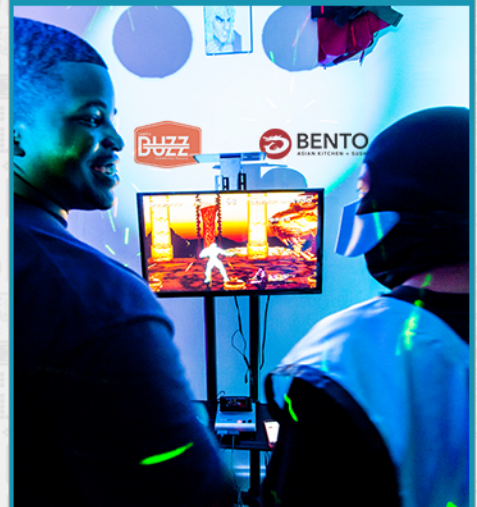
## 3 Brand/Product Placement Photos W/ the GAAM Cast

Get us the product, and we'll post (and supply you with) at least 3 product placement photos with the GAAM 2017 Cosplay Cast



## Signage on Food & Drink Stations

You also receive the opportunity for signage placement on the various Drink and Food stations at the GAAM Show



## Game Station Branding Placement

The Game Stations are some of the highest engagement points at GAAM, and you get branding placement with one!

Opportunity - \$2500

# SPONSORSHIP LEVEL 4

A level 4 sponsorship will give your company or brand everything from the previous sponsorship tiers, co-branding with the GAAM Show, livestreaming opportunities and Special V.I.P. privileges!

# GAAM

PRESENTED BY  
**YOUR COMPANY HERE!**

## Co-branding & Full Support

Level 4 sponsorship includes all Level 1, 2, and 3 perks, as well as the right to label the 2017 GAAM Show event as presented by "your company".

Additionally, you have the right to air any 3-5 minute commercial advertisement during the GAAM Show!

You'll also be acquiring the right to work directly with GAAM to create and/or implement any other ideas you may have for branding. Want us to create a custom commercial? A special booth? Be a part of a future event with you? Additional social content on facebook, instagram, or twitter? Let us know, and we'll work with you to make sure your sponsorship is a success!



## Branded Logos on all Event Photos Taken by GAAM

We are all over social! We'll post hundreds (if not thousands) of branded event photos all across Facebook, Twitter, Instagram, Tumblr, and Snapchat.



## Brand/Logo Placement on Livestream

This will be the first time GAAM will feature livestreaming! As our title sponsor, you'll be among the first to have brand placement during our livestream!



## Branded Floor Sticker Graphics in the Galleries

The Galleries are one of the most popular and infamous areas of the GAAM Show, and we're ready to place your brand on giant sticker graphics (up to 36 inches), right in the middle of all the action!

**Opportunity - \$6000**

# SPONSORSHIP OPTIONS

\*All Level 2 and above sponsorships come with a special limited edition GAAM plaque with your company's name!

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
GAAM Network Twitter Background Logo Placement	X	X	X	X
Facebook Endorsement	X	X	X	X
Twitter Callouts	X	X	X	X
Twitter Header Logo Placement	X	X	X	X
Inclusion in Press Releases	X	X	X	X
VIP Passes for up to 4 Company Owners/VPs	X	X	X	X
Swag Bag Placement	X	X	X	X
GAAMShow.com Sponsor Callout	X	X	X	X
Sponsor/Partner Page Logo Placement	X	X	X	X
2 FB Posts of Your Content		X	X	X
FB Cover Brand Placement		X	X	X
FB Event Cover Brand Placement		X	X	X
FB After-After Party Cover Brand Placement		X	X	X
FB Post Show Cover Brand Placement		X	X	X
FB Post Event Cover Brand Placement		X	X	X
Main Stage Signage Placement			X	X
Food & Drink Station Signage Placement			X	X
Shirt Logo Placement			X	X
Logo on GAAM Event Signage			X	X
Priority Vendor Areas			X	X
Signage on Food & Drink Stations			X	X
25% Off Special Employee Tickets			X	X
Titel Sponsorship (Co-branding)			X	X
Watermarked GAAM Event Photos			X	X
Livestream Brand/Logo Placement			X	X
Special V.I.P. Access				X
<b>Commitment Level</b>	<b>\$500</b>	<b>\$1000</b>	<b>\$2500</b>	<b>\$6000</b>

# PAST PARTNERS & SPONSORS

Here's a few of the wonderful companies that have supported the GAAM Show in the past!



# THANK YOU!



We are dedicated to expanding your brand through our work in the gaming community, and are passionate about customer satisfaction. If you're interested in a partnership, and don't see what you're looking for here, please contact us, as we're pretty flexible people. :)

Thank you for your time and interest in GAAM. We wouldn't be here without people like you! And we hope to see you at the next GAAM Show!

Sincerely,  
Ryan Thompson

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Email: [Ryan@gamesartandmusic.com](mailto:Ryan@gamesartandmusic.com)



 @GAAMRyan

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 @sweetbaguette

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