



sporclecon

Something for everyone.

SPONSORSHIP PRESENTATION

Washington D.C.

September 23-25, 2022

The background of the image is a dark purple field covered with a pattern of small, semi-transparent dots in various shades of purple, magenta, and orange. The dots are more densely packed towards the corners, creating a halftone or dot-matrix effect. In the center, the word "sporcle" is written in a large, white, lowercase, sans-serif font.

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The World's Largest
Quiz Community

A photograph of three young adults laughing together outdoors. On the left, a woman with long blonde hair and large hoop earrings is laughing heartily. In the center, a woman with dark hair tied back is smiling and looking down. On the right, a man with a beard and a light pink baseball cap is laughing. They are all wearing casual clothing. The background is a blurred outdoor setting with a brick wall.

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Sporcle connects with audiences in the real world and digitally through millions of online quizzes, nationwide pub trivia events, apps, and exclusive experiences. We give fans ways to Sporcle whatever, whenever, and wherever they want. We make knowledge fun for everyone.

How do you Sporcle?

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Four Things You Need to Know

8.5M

EVERY MONTH!

Each month, more than 8.5 million users worldwide play Sporcle quizzes on the web, through our apps and our B2B partners.

20K

EVERY WEEK!

Every week, more than **20K Sporcle fans** play in-person Sporcle Events trivia games with our 575 employee hosts across our network of 600 bars & restaurants.

1.7M

EVERY DAY!

Every day, Sporclers play more than **1.7 million quizzes** and games, and engage with more than 6M webpages.

4.4B

TOTAL PLAYED

The Sporcleverse has played more than **4.4 billion quizzes** online, and on our apps.

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Web

Massive, global online reach - and growing. In March 2022, Sporclers played more than 44.9 million quizzes online.

sporcle events

In-Person

The largest network of bars/restaurants in the U.S. - hosting in-person trivia 500+ times every single week across 28 states.

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Tentpole Event

A signature 3-day event activation featuring quizzes, games, experiences, a party, celebrities, music and more.



Massive Global Reach

195+

Countries & Territories

The United States accounts for 44% of total online traffic

Other Top Countries Include

- United Kingdom
- Canada
- Australia
- India
- Ireland
- Germany



Sporcle even has 1 user in Nauru, the smallest island country, smallest republic, and smallest country that is not a city-state!





Partnership Opportunity

To partner with an engaged online and offline community of trivia enthusiasts across all ages and demographics who love learning across topics and cultures - sneakerheads, rap aficionados, video game enthusiasts - at an entertaining in-person activation and across Sporcle in-person and digital properties and events.

- 57% Male, 43% Female
- 63% of users are 18-34 yrs
 - 40% - 18-24 yrs
 - 23% - 25-34 yrs
- 80% have attended college
- Event attendees have disposable income





ABOUT SPORCLECON

A Flagship Trivia & Entertainment Experience

SporcleCon is a tentpole celebration that connects people to share the joy of knowledge.

There's something for everyone at SporcleCon!

SporcleCon brings together amazing communities of trivia fans and influencers in one place to **compete for cash and other prizes**, raising money for charity.

If you love testing your knowledge, trivia hunts, and pub quizzes – you're not alone. There are literally **millions of Sporclers** who share your passion for knowledge.

SporcleCon is the place to experience all of this delight and wonder in real life. Parties, quiz competitions, celebrities, live podcasts, and more - all in one incredible event.

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Hosted by Self-Proclaimed Sporclers:

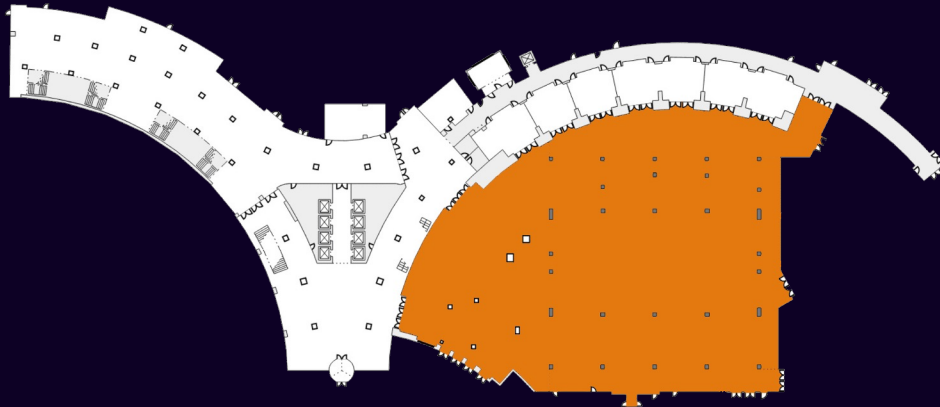
Billboard Top 40 Artist:
Lawrence the Band

12-time Jeopardy! Champion:
Austin Rogers



sporclecon

The Columbia Ballroom
30,000 square feet
Capacity: 2,180 (banquet)



Washington D.C.
September 23-25, 2022

The Washington Hilton



sporclecon

Washington D.C.
September 23-25, 2022

A LOCATION RIPE WITH HISTORY & TRIVIA FACTS OF ITS OWN:

- Annual White House Correspondents Dinner
- Home of the National Prayer Breakfast
- One of two hotels with the Presidential Seal
- Site of Reagan's assassination attempt
- Where Obama famously dropped the mic
- Where Bush conducted the Marine Corps Band
- Close to multiple D.C. landmarks
- Performances by Jimi Hendrix, Aretha Franklin, and many more

The Washington Hilton





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OFFICIAL HOSTS / SELF-PROCLAIMED SPORCLERS



AUSTIN ROGERS 12-TIME JEOPARDY! CHAMPION

In 2017, Austin delighted Jeopardy! fans with his 12 game winning streak. Austin has been featured on The Tonight Show starring Jimmy Fallon, CBS Mornings, Good Morning America, and The Late Late Show With James Corden. Austin's Book 'The Ultimate Book of Pub Trivia by the Smartest Guy in the Bar' is available now.

LAWRENCE BILLBOARD TOP 40 SOUL POP GROUP

Lawrence released its first full-length album, Breakfast, in 2016, which reached #6 on the iTunes R&B charts on its first day of release. Today, they have over one million monthly listeners on Spotify. Their single "Don't Lose Sight" debuted on the Billboard Top 40 Airplay charts in April 2022.

SPECIAL PERFORMANCE BLACKILLAC

Blackillac were voted Austin Music Awards "Best Hip Hop / Rap" in 2020. Currently, Blackillac is touring with Gary Clark Jr.



OFFICIAL TIKTOK CORRESPONDENTS @KENNYHALLER & @DAILYWORDLE

Kenny & Savannah have over 500,000 combined followers on TikTok. Both have multiple videos of themselves playing Sporcle quizzes that have amassed over 1M views each.

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Charity Partners

SporcleCon attendees compete to give back to charitable organizations impacting pancreatic cancer, social justice, education, the environment, teachers, and D.C. area animals. Everybody wins at SporcleCon!



PANCREATIC
CANCER
ACTION
NETWORK

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Washington D.C.
September 23-25, 2022

3-day trivia & entertainment experience at the Washington Hilton with celebrities and Sporclers competing against each other and together in support of charity.

Activities, Games

- Over 50 unique events and activities spanning 3-days (individual and team play)
- Gamification / badging to enhance engagement through sponsored prizing
- Family friendly – something for everyone

Experiences

- Welcome Party
- Learned League
- Austin Rogers Trivia Night
- Live Podcasts
- Music, comedians and brand activation opportunities

Community

- Gameplay in support of 5 key charity partners
- Celebrity meet & greets
- The Sporcle Lounge is an integrated, sponsorable VIP area for celebrities, clients + fan experiences
- Instagrammable moments



SIGNATURE EVENTS

FRIDAY, SEPT 23

Trivia Hunt - Embassy Row
Austin Rogers Trivia Night
Welcome Party w/ Lawrence

SATURDAY, SEPT 24

Learned League Live
Battle of the Brains - \$10k Prize Pool

SUNDAY, SEPT 25

BP Titans Buzzer
Jeopardy! Auditions

BRIEF EVENT SYNOPSIS SIGNATURE EVENTS

Battle of the Brains

A highly entertaining and engaging pub quiz that includes Lawrence doing Name That Tune rounds, acting groups, celebrity video readers and more. \$10,000 prize pool.

Biggest Sporcle Party

The weekend kicks off with a party like no other. Cash bars, street-party games, Austin Rogers Trivia Night, Blackillac, and a full set from Lawrence.

Trivia Hunt Hits Embassy Row

One part pub quiz, one part scavenger hunt, and a dash of escape room. Attendees will try to collect mini-flags from embassies based on trivia questions. Prizes awarded.

Choose Your Colors

Each attendee chooses a team they want to join all weekend. Colors represent five different charities. Each colored team will earn points all weekend. Donations will be made to each charity, with the charity receiving the most points getting the largest donation.

Learned League Live

Learned League is a 20,000+ person online trivia league. Commissioner Thorsten Integrity will be on hand to host a very rare live version of the popular game.

BRIEF EVENT SYNOPSIS OTHER EVENTS

BP Titans III

The third edition of a popular pop culture themed buzzer tournament. Think quiz bowl but with a pop culture focus.

Sporcle Events Lounge

All weekend long attendees can drop in the Sporcle Events Lounge to play various formats of our live-hosted games. From Pub Quiz to OpinioNation to Stump!

SporcleCon HQ

Open all weekend, attendees can stop by and quiz with other attendees and special guests, earn pins for completing certain challenges and more.

Sporcle Conquest

In the SporcleCon HQ room, attendees can show up each hour for a mystery quiz. The top scorer with the fastest time for each quiz wins a prize.

Crack the Safe

Open all weekend, attendees can use various trivia clues around the Hilton to learn the code to open our secret safe. Inside the safe are envelopes with various prizes, including cash.

BRIEF EVENT SYNOPSIS OTHER EVENTS

Bootcamp Blitz

Throughout the entire weekend, attendees can come to these 30-60 minute sessions on various popular quizzing topics. Want to get better at Mythology trivia? Come learn the absolute basics in a variety of categories and test your new found knowledge afterwards.

Guest Events

Sporcle has a diverse community of users who love to create. We'll have a room set aside on Saturday exclusively for attendees to run events of their own.

VIP \$1k Pub Quiz

VIP Ticket holders get a crack at a \$1,000 prize in this Friday night pub quiz.

The Eliminator

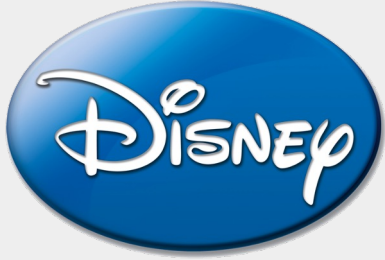
Running all weekend, The Eliminator begins with a quiz on a certain topic. Have one of the best scores on that quiz and you get entered into a bracket to compete head-to-head against others until only one person remains standing. Prizes awarded.

So Much More...

With three days of fun, there is a lot more to be announced at SporcleCon. There will be something for everyone!

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ALUMNI SPONSORS & ADVERTISERS



got milk?[®]

BRANDING

ATTENDEE TOTE BAGS	\$4,000
LANYARDS & BADGES	\$4,000
TOTE BAG INSERTS	\$2,000
SCRATCH OFF LOTTERY TICKETS	\$5,000
SPORCLECON CREW SHIRTS	\$1,000
PROGRAM FULL PAGE	\$1,000
PROGRAM ½ PAGE	\$750
PROGRAM ¼ PAGE	\$600
TWO PAGE SPREAD	\$1,250
ON-SCREEN ADS FULL WEEKEND	\$3,500
ON-SCREEN ADS PER DAY	\$2,000

**SEE FOLLOWING PAGES
FOR DETAILS OF EACH ITEM**

ON-SITE ACTIVATIONS

PROGRAMMING & EVENTS

EXCLUSIVE SPONSOR OF BATTLE OF THE BRAINS	\$10,000
BIGGEST SPORCLE PARTY SPONSOR	\$10,000
CHOOSE YOUR COLORS CHARITY SPONSOR	\$12,,500
LAWRENCE FRIDAY HEADLINE SPONSOR	\$15,000
CUSTOM PUB QUIZ HOSTED BY AUSTIN ROGERS	\$7,500
CUSTOM PUB QUIZ HOSTED BY BLACKILLAC	\$5,000
QUIZ HOSTED BY NOTABLE JEOPARDY! CHAMP	\$3,000
CUSTOM PUB QUIZ HOSTED BY SPORCLE'S FOUNDERS	\$3K-\$5K
OFFICIAL VIP SPONSOR	\$5,000
VIP COCKTAIL HOUR	\$3,500
BOOTCAMP BLITZ SPONSOR	\$5,000
TRIVIA HUNT HITS EMBASSY ROW SPONSOR	\$5,000
SPORCLE LOUNGE SPONSOR	\$3,000
INDIVIDUAL EVENT/ROOM SPONSOR (SEE LIST)	\$1,500-\$7.500

BATTLE OF THE BRAINS

EXCLUSIVE SPONSOR

- Logo on screen throughout the event
- Logo on oversized prize check for winners
- Mention by Austin Rogers on stage
- Sole sponsor of \$10,000 prize pool
- Brand worked into content during a round
- Four complimentary weekend passes
- ½ page ad in Event Program

\$10,000



BIGGEST SPORCLE PARTY

EXCLUSIVE SPONSOR

- Logo on screen throughout the event
- Gobo lighting with logo
- Mention by Austin Rogers on stage
- Company name used in performance by Blackillac
- Four complimentary weekend passes
- ½ page ad in Event Program

\$10,000

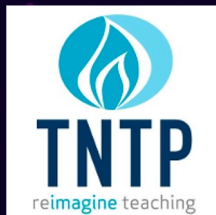


CHOOSE YOUR COLORS CHARITY SPONSOR

- Logo on screen throughout the full weekend
- Email inclusion to all attendees
- \$10,000 charitable donation in your name
- Mentions on stage before major events
- Logo on all attendee badges
- Brand worked into content during a round
- Four complimentary weekend passes
- Full page ad in Event Program



PANCREATIC
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\$12,500



LAWRENCE EXCLUSIVE SPONSOR

- Mention before Lawrence takes the stage on Fri. & Sat.
- Sponsored Meet & Greet for fans
- Mention during virtual trivia event hosted by Lawrence
- Mention before Lawrence's "Name that Cover Song" round
- Four complimentary weekend passes
- Logo on screens all weekend
- Full page ad in Event Program

\$15,000



CUSTOM PUB QUIZZES DURING SPORCLECON

- 60-MINUTE PUB QUIZ WITH SPECIAL GUEST HOST
- CONTENT ADJACENT TO YOUR BRAND (NEEDS APPROVAL)
- PROFESSIONAL QUIZ CONTENT WRITER
- QUESTIONS TURNED INTO A SPORCLE.COM QUIZ AFTER SPORCLECON
- \$250 CASH PRIZE TO WINNING TEAM (SUPPLIED BY SPORCLE)
- GIVEAWAY OPPORTUNITY

CUSTOM QUIZ HOSTS:

AUSTIN ROGERS - \$7,500

BLACKILLAC - \$5,000

SPORCLE FOUNDER, MATT RAMME - \$5,000

SPORCLE EVENTS FOUNDER, MARK ADAMS - \$3,000

OTHER NOTABLE JEOPARDY! CHAMPIONS - \$3,000

VIP SPONSOR

- Logo on VIP ticket holder gift
- Logo on oversized check for VIP Pub Quiz Winner
- Official \$1,000 VIP Pub Quiz prize sponsor
- Mention during Battle of the Brains & Sporcle Party
- Brand worked into content during a round
- Four complimentary weekend passes
- ½ page ad in Event Program

\$5,000



VIP COCKTAIL HOUR

- VIP's receive complimentary drink tickets
- Tickets branded with your logo
- Mention during exclusive VIP Pub Quiz with \$1,000 prize
- ½ page ad in Event Program

\$3,5000

TRIVIA HUNT HITS EMBASSY ROW SPONSOR

- Logo on participants packets
- Official sponsor for all prizes during this event
- Logo on all clues participants receive
- Mention during Battle of the Brains & Sporcle Party
- Brand worked into content during a round
- Four complimentary weekend passes
- ½ page ad in Event Program

\$5,000

Triv
Trivia Hunt on
Embassy Row
Only at

sporclecon

September 23–25

2022

For tickets and info visit
sporcle.com/SporcleCon



BOOTCAMP BLITZ SPONSOR

- Logo on all signage in Bootcamp Blitz room all weekend
- Mention during Battle of the Brains & Sporcle Party
- Mention during the start of each Bootcamp Blitz (10)
- Four complimentary weekend passes
- ½ page ad in Event Program

\$5,000



SINGLE EVENT/ROOM SPONSORSHIP

- SIGNAGE DURING EVENT / IN ROOM
- HOST MENTIONS (WHEN APPLICABLE)
- LOGO ON SCRAP PAPER (WHEN APPLICABLE)
- OFFICIAL PRIZE SPONSOR (WHEN APPLICABLE)
- ¼ PAGE AD
- GIVEAWAY OPPORTUNITY

FULL WEEKEND EVENTS:

SPORCLE CONQUEST - \$7,500

CRACK THE SAFE - \$3,000

SPORCLE HQ QUIZ ROOM - \$4,000

ELIMINATOR ROOM - \$4,000

SINGLE DAY EVENTS:

D.C. AREA PUB QUIZZES - \$1,500

BP TITANS POP CULTURE TOURNAMENT - \$2,500

JEOPARDY! AUDITIONS - \$2,500

LEARNED LEAGUE LIVE - \$2,000

SPORCLE EVENTS LOUNGE

- Logo on signage throughout the room
- Mention by host before each event
- Logo on souvenir cups given to attendees
- Mention during Battle of the Brains & Sporcle Party
- Brand worked into content during a round
- Four complimentary weekend passes
- ½ page ad in Event Program

\$5,000



DIGITAL PROGRAM ADS

Full page - \$1,000

Half page - \$750

Quarter page - \$600

Two page spread - \$1,250

Screen ad during featured event - \$500

Single day rotating screen ad - \$2,000

Full Weekend rotating screen ad - \$3,500



BRANDING OPPORTUNITIES

• ATTENDEE TOTE BAGS	\$4,000
• LANYARDS & BADGES	\$4,000
• SCRATCH OFF TICKETS	\$5,000
• ATTENDEE SCRAP NOTEBOOKS	\$3,000
• TOTE BAG INSERTS	\$2,000
• SPORCLECON CREW T-SHIRTS	\$1,000
• ON-SCREEN ADS FULL WEEKEND	\$3,500
• ON-SCREEN ADS PER DAY	\$2,000

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GOLD, SILVER, AND PLATINUM SPONSORSHIPS AVAILABLE THAT ARE CUSTOM BUILT THAT CAN INCLUDE:

- **Ad impressions on [sporcle.com](https://www.sporcle.com)**
- **Access to email list (2 million)**
- **Custom quiz creation**
- **Video content**
- **Live reads at 500+ weekly pub trivia events**
- **Gamification of your brand**



PARTNERSHIP OPPORTUNITIES BEYOND SPORCLECON

Web Integration

4 weeks of ad impressions on Sporcle.com - which may include banner ads, branded page 'skins', a branded landing page (e.g., Sporcle.com/brand) with integrated messages to digital users

Sporcle Events

4 weeks of Sporcle Live pub-trivia integration, audience survey & sponsored trivia rounds - e.g., "presented by [brand]", along with customizable messaging by Sporcle-trained host employees

Video Content

Sponsored content: Short form and social video content from brand activities will be co-created for marketing and social media purposes

CONTACT US FOR INFO

PRIMARY CONTACTS

General Inquiries ----- sponsors@sporcle.com

Mark Adams, VP Marketing ----- mark@sporcle.com