



Game Culture Con



What is GACUCON?

[GAH·COO·CON]

The Game Culture Conference...
...on a cruise!

GaCuCon is a multi-faceted game industry event including a 1 day GaCuCon expo in Miami followed by the 4 day GaCuCon Cruise.

Both segments of GaCuCon on land and sea include events for **gaming**, **game development**, **game technology** and **game media** all on a relaxing cruise.

GaCuCon cruise sails from the vibrant city of **Miami** to tour across the gorgeous turquoise waters to **Cozumel, Mexico**.

Join us on the first voyage and take part in something **extraordinary**!



Key Events & Activities



Gaming lounges - For guests to casually hop and play some new games or even get reacquainted with some old nostalgic titles

Award ceremony - For each of the industry's best from each vertical in game media, tech, development and eSports.

GaCuCon Quest - A game for guests to break out of their comfort zone to accomplish fun tasks, show off their gaming skills and experience more of what GaCuCon has to offer. Participants can earn prizes and great memories.

Game character cosplay contest - Cosplay is rapidly driving industry social media content with long standing value for fans.

Gaming challenges - Events built to encourage interaction and engagement.

VIP Mixer - Meet and greet for exhibitors, sponsors and VIP guests to bring the right people in the right place to drive business in a more social setting.



Not to mention all the normal cruise offerings like **comedy shows**, **night clubs**, **movies**, **scuba-diving** and **offshore excursions**.



EXPAND YOUR *BRAND* PRESENCE

across a far reaching and
underpenetrated audience.



SOUTH FLORIDA MARKET OVERVIEW

#2 for startup
activity
including game related
businesses

2.9 Million

South Florida
gamer market size

Estimated using national averages

#6 for Game
Developers
IN THE NATION

Gateway to the
Latin-American
market



223K+ FANS

eSports fans in South
Florida based on
conference title pops,
adjusted for region

Based on national averages

Why sponsor GaCuCon?



- As of March 2016 until February 2017 GaCuCon will begin a very targeted and aggressive marketing campaign to game developers, competitive gamers and game media.
- Sponsoring GaCuCon will place your brand in the middle of that effort, enabling your company to integrate content into our marketing campaigns.
- Based on our experience and estimates for this event due to expanding marketing budgets here are our expected targets in the first year:



+20K EMAILS



+300K SOCIAL
MEDIA REACH



1-5K TWITCH
STREAMS



+30K UNIQUE
WEBSITE VISITORS



7,700
ATTENDEES

- By sponsoring the inaugural year of GaCuCon you may secure the right of first refusal to sponsor subsequent years of the event.

Equipment Sponsor

Do you sell products to gamers? If so this option is for you. You can become an exhibitor through a donation in kind, in lieu of a dollar amount. Plus you gain some exclusive perks only for equipment sponsors.



Premium Exposure



Gain semi-exclusive access to our audience for your sponsored equipment.



Dedicated landing page and category on the website for your tier of equipment sponsors.

Event Passes



Oceanview Cruise Room for Two



Cruise Exhibitor Passes



VIP Event Passes (Shipboard and Land Side).



Miami Expo Exhibitor Passes

Logo Placement

- ☒ Equipment sponsor logo page showcasing equipment
- ☒ Splash Screen logo on equipment videos with your product
- ☒ Social Media image album upload
- ☒ Logo on competitive gamer swag, exclusively for equipment sponsors

Media & Press

- ☒ Equipment Sponsor article highlighting equipment seen at the cruise and expo
- Depending on value of contribution you may also receive additional video content such as interviews or showcase videos

Additional

- ☒ Cruise and Expo booths available at reduced pricing depending on product contributions
- ☒ Product will be on display in product showcase area at the expo
- ☒ Products that are donated for use by GaCuCon LLC will be used beyond the events with the South Florida Game Developer and Gaming communities.

Silver Sponsor (12)



Premium Exposure



Dedicated landing page and category on the website for your tier of equipment sponsors.

Event Passes



Oceanview Cruise Rooms for Two



Cruise Exhibitor Passes



VIP Event Passes (Shipboard and Land Side).



Miami Expo Exhibitor Passes

Logo Placement

- ☒ GaCuCon Homepage
- ☒ Splash logo on video content involving Silver Tier
- ☒ Logo placement in Social Media image albums and content for annual event albums

Media & Press

- ☒ Sponsored article on GaCuCon.com and Gametrep.com
- ☒ Dedicated Press Release for this tier of sponsors for syndication

Additional

- ☒ Right of first refusal for next year's GaCuCon.
- ☒ 1x Cruise Booth in high traffic area
- ☒ 1x Land Expo Booth in high traffic area

Gold Sponsor (6)



Premium Exposure



Destination for guests on shipboard & expo gamified scavenger hunts for brand engagement



Dedicated social media blast across our network



Dedicated landing page and category on the website for your tier of equipment sponsors.



Placement on tier level press releases and email campaigns.

Logo Placement



GaCuCon Homepage



Splash logo on video content involving Gold Tier



Logo placement in Social Media image albums and content for annual event albums

Media & Press



Sponsored article on GaCuCon.com and Gametrep.com



Dedicated Press Release for this tier of sponsors for syndication



Dedicated video showcasing this tier's sponsors, products and booths

Event Passes



x 2

Oceanview Cruise Rooms for Two



x 4

Cruise Exhibitor Passes



x 4

VIP Event Passes (Shipboard and Land Side.



x 4

Miami Expo Exhibitor Passes

Additional



Right of first refusal for next year's GaCuCon.



1x Cruise Booth in high traffic area



1x Land Expo Booth in high traffic area

Gamification Sponsor (1)



Premium Exposure



Destination for guests on shipboard & expo gamified scavenger hunts for brand engagement



Dedicated social media blast across our network



Dedicated landing page and category on the website for GaCuCon Quest, gamified content sponsor and rules.

Event Passes



x 2

Oceanview Cruise Rooms for Two



x 4

Cruise Exhibitor Passes



x 4

VIP Event Passes (Shipboard and Land Side.



x 4

Miami Expo Exhibitor Passes

Logo Placement



GaCuCon Homepage



Splash logo on video content for GaCuCon Quest Event



Gamification
Logo placement in Social Media image albums and content for annual event albums

Media & Press



Sponsored article on GaCuCon.com and Gametrep.com



Dedicated Press Release for this tier of sponsors for syndication



Dedicated video showcasing this tier's sponsors, products and booths

Additional



Right of first refusal for next year's GaCuCon.



1x Cruise Booth in high traffic area



1x Land Expo Booth in high traffic area



Expo & Cruise Breakout Session

Cosplay Sponsor (1)



Premium Exposure



Destination for guests on shipboard & expo gamified scavenger hunts for brand engagement

Dedicated social media blast across our network

Dedicated landing page for cosplay content and cosplay sponsor content

Event Passes



Oceanview Cruise Rooms for Two



Cruise Exhibitor Passes



VIP Event Passes (Shipboard and Land Side.)



Miami Expo Exhibitor Passes

Logo Placement



GaCuCon Homepage



Splash logo on video content for GaCuCon Quest Event



Gamification
Logo placement in Social Media image albums and content for annual event albums

Media & Press



Sponsored article on GaCuCon.com and Gametrep.com



Dedicated Press Release for this tier of sponsors for syndication



Dedicated video showcasing this tier's sponsors, products and booths

Additional



Right of first refusal for next year's GaCuCon.



1x Cruise Booth in high traffic area



1x Land Expo Booth in high traffic area



Expo & Cruise Breakout Session

Platinum Sponsor (3)



Premium Exposure



Destination for guests on shipboard & expo gamified scavenger hunts for brand engagement



Dedicated social media blast across our network



Dedicated landing page and category on the website for your tier of equipment sponsors.



Placement on tier level press releases and email campaigns.

Logo Placement



GaCuCon Homepage



Splash logo on video content for GaCuCon Quest Event
Gamification
Logo placement in Social Media
image albums and content for annual event albums



Media & Press



Sponsored article on GaCuCon.com and Gametrep.com



Dedicated Press Release for this tier of sponsors for syndication



Dedicated video showcasing this tier's sponsors, products and booths

Event Passes



Oceanview Cruise Rooms for Two



Cruise Exhibitor Passes



VIP Event Passes (Shipboard and Land Side).



Miami Expo Exhibitor Passes

Additional



Right of first refusal for next year's GaCuCon.



1x Cruise Booth in high traffic area



1x Land Expo Booth in high traffic area



Expo & Cruise Breakout Session

Title Sponsor (1)



Premium Exposure



Destination for guests on shipboard & expo gamified scavenger hunts for brand engagement



Dedicated social media blast across our network



Dedicated landing page and category on the website for your tier of equipment sponsors.



Placement on tier level press releases and email campaigns.

Event Passes



Oceanview Cruise Rooms for Two



Cruise Exhibitor Passes



VIP Event Passes (Shipboard and Land Side.



Miami Expo Exhibitor Passes

Logo Placement

- ✓ Primary spot on homepage sponsor section
- ✓ Video content logo placement
- ✓ GaCuCon promotional material logo placement
- ✓ Signage Logo placement
- ✓ Cruise room giveaway placement

Media & Press

- ✓ Sponsored article on GaCuCon.com and Gametrep.com
- ✓ Dedicated Press Release announcing title sponsor for GaCuCon
- ✓ Dedicated video showcasing this title sponsor, products and booths
- ✓ Post event email with segment thanking title sponsor and links to your site or products maximizing views

Additional

- ✓ Right of first refusal for next year's GaCuCon.
- ✓ 1x Cruise Booth in high traffic area, primary position
- ✓ 1x Land Expo Booth in high traffic area, , primary position
- ✓ Expo & Cruise Breakout Session

For sponsorship or
exhibitor opportunities

CONTACT

Andru Fratarcangeli

CEO & Founder

305.297.4267

Juan Nunez

Director of Operations and Sponsorships

786.683.2598

INFO @ GaCuCon.com

GaCuCon is open to suggestions & flexible with terms
that suit your brand for the betterment of the event.



GaCuCon.com