

amer's Rhapsody

November 18-20, 2016 | St. Louis Park, MN 55416

2016 Sponsorship and Exhibitor Guide

For questions
and inquiries, please contact:
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Background

Thank you for your interest in joining Gamer's Rhapsody for the convention's third year.

About Gamer's Rhapsody:

Rhap-so-dy: a written or spoken expression of great enthusiasm, praise, etc. "Listening to Gerudo Valley always left him in a rhapsody that lingered for the remainder of the evening."

Gamer's Rhapsody was created to celebrate video games and their artistic, emotional, and entertainment value. As games begin to become increasingly complex, the creativity continues to rise as vast worlds are created through visuals, music, and stories. This convention brings together video gamers, industry professionals, amateur creators, and those who integrate little aspects of their favorite games into their life.

Our convention prides itself in creating a bridge between fan and industry professional. Attendees can interact with those who create the game and those who play. This gives a dynamic relationship to both the creators and players by giving them a chance to get helpful feedback, networking, and sense of community. Conversely, this gives fans the ability to interact with the games they love, find local games being created, and give their input on what they want to see. This formula makes the convention inviting to all members of the community. In addition, our admission price point makes attending a possibility to all.

Founder and creator, Thomas Spargo, has a background in video game music as a musician and arranger. He performs in Bards of the Goddesses with co-organizer, Vaughn Rowles. Thomas started the convention as a means to grow the awareness for the cultural value of creative arts, to promote a sense of community, and to inspire others in their creative talents. As a guitar teacher, he introduced curriculum based on video game music to his

students, and as a result, found how much this music can inspire youth and adults to explore their talents.

Target Market:

Our convention is targeting gamers, artists, musicians, cosplayers, and other media enthusiasts. Our target demographic are men and women ages 13-40 with interest in gaming, music, art, literature, and community embracement.

Attendee profiles:

Gamer's Rhapsody prides itself in being a diverse convention in terms of age, occupation, and industry affiliation. Based on attendee surveys, we have a break down of some of our attendee demographics.

Industry Professional:

The industry professional ranges from 24-35 years old, likely married, and starting a family. They are generally male with a ratio of about 4:1 male-female. They are working on their first few games and are usually part of an independent company. Their skills include game design and development, music composition and sound design, art and graphic design, and marketing. They are likely to give a presentation at Gamer's Rhapsody about their role in the game industry. They are often picky on what games they play due to their lack of time.

Adult Student:

The adult student is either in college or just graduated and is looking to start their career in the game industry. They have more free time, giving them a chance to play more games, but are quickly becoming involved in more activities around the gaming industry. Often they have a second job in the service industry until they find the career they want. They are still dominantly male, with the same ratio as the industry professional. These attendees will often listen to the industry professionals' presentation.

Background

(Continued)

Child Student:

These attendees are still in grade school, typically pre-high school. They have a more equal gender balance at about 3:1 male/female ratio. They will typically play an instrument, are familiar with video game music, and take time to learn the lore of video games. They are beginning to purchase their own games and fan gear, and are open to anything free.

Parent:

Parents often join the student at Gamer's Rhapsody in more of a chaperone capacity. They typically have little interest in gaming, but quickly learn about the educational, inspirational, and creative benefits the gaming industry offers. Some have grown up with gaming, while the majority have not. They look for programs to enroll their students in.

Fan:

The convention fan is a bit different from all the other profiles. They often will contribute to the community by volunteering, hosting panels, or performing music or art, but aren't necessarily a member of the industry by employment standards. They range from 14-35 and share a similar gender ratio to the child student. They are very loyal to their fandom and will purchase most things within, but are often difficult to attract to other fandoms.

Overall Attendee facts:

Gender

67% Male, 25% Female, 1% Other

Age

Median age: 27, Average age: 30

Top gaming platforms ownership (2014)

PC 86%, iOS 60%, Wii 58%, 3DS 51%, DS 47% Xbox 360 43%, Wii U and Android 42%, PS3 41%, PS4 23%, Xbox one 11%.

Top 10 Genre Interest (in order L-R):

Action/adventure, Platforming, RPG, Open World, Fighting, Strategy, Puzzle, FPS, Party, Simulation.

Top 5 Music Genres

Rock, Soundtrack, Classical, Pop, Dubstep/EDM.

Creativity

58% of attendees consider themselves an artist.

Origin

90% of guests come from within a 50 mile radius from Minneapolis.

Attendance:

Our first year brought in 200 attendees consisting of a median age of 28, 70% male, and primarily those involved in music composition. In our second year, we had 300 attendees which balanced our gender ratio, added more youth between the ages of 12-16, and developers. This year, we are adding events to diversify our attendance including: a regional scale Super Smash Bros tournament, a strings clinic primarily aimed towards middle school orchestra, and partnering with Midwest Game Jam to host a 24 hour game jam during Gamer's Rhapsody. With these new events, along with the continuation of past events, we anticipate our attendance reaching 500-600 this year.

Venue:

The Doubletree in St. Louis Park offers free parking to all attendees, offers large ballrooms, breakout space, and well-appointed guest rooms. Our event was originally at the Ramada in Bloomington, but due to unexpected development, the hotel is now demolished. We will occupy the majority of the space, but with last minute booking, we will be sharing some of the space with weddings. The Doubletree prides itself in offering great internet throughout the hotel. Our speed check clocked 19 mbps download and 11 mbps upload on an open WiFi connection.

Exhibitor Information

Our exhibitors will be located on the first floor near the pool area in ballrooms. The rooms will be locked after hours for the safety of your products. Vendors and Developers will be separated because of an agreement with the hotel. Power is located on the perimeter of solid walls. Power drops are available for an additional charge.

Exhibitors:

By partnering with Gamer's Rhapsody this year, you have a chance to grow with us. Exhibitors who join will have access to lower pricing and priority registration in the coming years.

Vendors:

Vendors will be referred to as those who sell items in which they did not directly create. Examples might be video games not developed by the vendor, Video game based memorabilia, sheet music, musical instruments, or art supplies. Additionally, vendors will be provided a full 10x10 space they can utilize.

Artists:

Artists will be referred to as those who have created their own merchandise mostly by hand. Examples might be CDs, art, handmade jewelry, or other creative arts. An artist table will only get to use the space on and directly behind the table. Note: no "walls" that block other artists will be approved. Displays that inhibit other artists will be asked to modify or remove.

Indie Developer:

Indie Developers are individuals or small companies with less than 30 employees. These studios will be placed in our GRID room (Gamer's Rhapsody Indie Developers) with similar studios. Should a company fit the description of an indie developer, but have more than 30 employees, they will need to describe why they fit in that space, otherwise, larger developers will be placed as a Vendor, or use a larger space in our tournament hall.

Developer:

A developer that doesn't fit the description of "Indie Developer" will be placed in our larger tournament hall, or other space by request. We can accommodate a variety of requests. Please contact us to learn more.

Tabler:

A Tabler will be used to identify those who are not selling products but are instead representing an organization. A tabler can collect money from event goers, but only for a future date. Examples might be, colleges or instructional institutions, website or community promotions, event promotions, and other non-physical goods.

Talent exchange:

If you are part of a group who is willing to provide talent to Gamer's Rhapsody in the form of a panel workshop, performance, or other contribution, an agreement could be made to exchange services for space or advertising at the conference. Not all requests can be granted. Based on availability and already booked services. Please contact us at knexusevents@gmail.com for more information.

Pricing:

Vendor 10x10 space (Includes 2 passes) \$120

Vendor 10x10 space Legacy (Includes 3 passes) \$120

Artist Table (Includes 2 passes) \$80

Artist Table Legacy (Includes 3 passes) \$80

Tabler (includes 2 passes) \$80

Developer Table: Free with ticket purchase

Convention Partner Table (includes 4 tickets): Free – Conventions who have offered us space will get first priority.

Sponsorship Information

2016 Opportunities

Room and stage descriptions

Main stage (Tier 1):

The convention will have 1 music stage where all performances will take place. We anticipate 10-12 performances this year. The music stage will be used for all guests of honor at the event, tournament finals, and will offer maximum exposure.

Tournament Hall (Tier 1):

This room will be dedicated to our tournaments throughout the weekend, including Super Smash Bros. This hall is available for sponsorship through a package, or a la carte.

Panel Rooms (Tier 2):

These rooms will have all of our developer, composition, music, art, and fan presentations. Each room holds about 50 people with 4-8 programming sessions per day.

Jam Cafe (Tier 2):

This room will be open to musicians to play music together on instruments brought by event goers.

Market research survey: We will be conducting a survey for attendees to give feedback on the event, and to identify gaming trends that will help make Gamer's Rhapsody 2017 even greater. This survey will be conducted by a committee of marketers with past market research experience and will be available to attendees over the weekend with incentives to take the survey. Results of the survey can be available to sponsors depending on their sponsorship level.

Attendee program: Companies looking to target our audience can advertise in programs to be given to all attendees. Opportunities include ½ and full page ads.

Rates are as follows:

Inside front cover full page (two available): \$250

Inside back cover full page (two available): \$250

Back page full: \$300

Full page ad: \$100

Half page ad: \$50

Sponsorship Information

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A comprehensive sponsorship will be the most effective at delivering your brand to the Gamer's Rhapsody audience. We give sponsors the option to purchase sponsorships through a monetary transaction, or through in-kind value of a product. Each in-kind sponsorship will need approval from the Gamer's Rhapsody Planning Committee and we may restrict the number of in-kind sponsorships. These in-kind products can include, but not limited to: gaming accessories, consumable goods, games, gift cards, audio equipment, etc. Any returning sponsor in 2017 may be eligible for a 10% discount, or larger for multi-year partnerships. Items inside the sponsorship package are negotiable, depending on the request. Sponsorships can be paid through credit card, PayPal, or check.

Presenting Partner - \$3000 cash | \$6000 Retail value in-kind (1 Available)

- Gamer's Rhapsody presented by *your company* (will be included on all marketing)
- Organization's Logo placed on screens next to main stage during breaks and at least 1 during performances
- Organization's 30 second video ad played throughout weekend (you provide video)
- Exhibitor booth
- Full page ad in program in a premium space (First come first served. See page 5 for more details.)
- Logo on all marketing of Gamer's Rhapsody (Physical and digital) with "presented by: (your company)" included next to Gamer's Rhapsody's 2016 logo
- 15 Tickets to Gamer's Rhapsody with T-shirts
- 1 Hotel room at the Double Tree by Hilton on Friday and Saturday night (2 nights)
- Logo/name on all Gamer's Rhapsody 2016 merchandise
- 2 lifetime tickets to Gamer's Rhapsody
- 10 sponsored social media posts across all channels
- 3 ads in our email newsletter
- Add two questions to our market research survey (upon approval)
- Full survey results (potential attendee identifiers will be removed)

Platinum Sponsor \$2000 cash | \$4000 Retail value in-kind (2 available)

- Listed as a main sponsor in program and online
- A tier 1 room presented by your company
- Organization's Logo included on all pages of our website
- Organization's logo displayed on screens next to stages
- Logo placed on our social media cover photos
- Exhibitor Booth
- Full page ad in program in a premium space (First come first served. See page 5 for more details. You provide ad)
- 10 tickets to Gamer's Rhapsody
- 1 hotel room at the Double Tree by Hilton on Saturday night (1 night)
- 1 lifetime ticket to Gamer's Rhapsody
- 5 sponsored social media posts across all channels
- 1 ad in our email newsletter
- Add one question to our market research survey (upon approval)
- Full survey results (potential attendee identifiers will be removed)

Sponsorship Information

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Gold Sponsor \$900 cash | \$1800 Retail value in-kind (3 Available)

- A tier 2 room presented by your company
- Organization's Logo Included on all pages of our website
- Logo placed on our social media cover photo
- Listed as sponsor in program
- Exhibitor booth
- Full Page ad in our convention program
- 8 Tickets to Gamer's Rhapsody
- 2 sponsored social media posts across all channels
- Full survey results (potential attendee identifiers will be removed)

Silver Sponsor \$500 cash | \$1000 Retail value in-kind (5 Available)

- Organization's Logo Included on all pages of our website
- Listed as sponsor in program
- Exhibitor booth
- Full Page ad
- 5 Tickets to Gamer's Rhapsody
- 1 sponsored social media post across all channels
- Summary of survey results

Bronze Sponsor \$200 cash | \$400 Retail value in-kind (5 available)

- Organization's Logo Included on all pages of our website
- Listed as sponsor in program
- Half page ad
- 1 sponsored social media post on a single channel

Other 2016 opportunities:

Sponsor bags: Provide plastic bags with your logo to all participants. Free if you provide your own bags, \$600 to have Gamer's Rhapsody order bags with your company logo on one side, and Gamer's Rhapsody on the other.

Lanyards: Provide lanyards with your company's logo to all participants. Free if you provide lanyards.

Bag inserts: paper or promotional gifts. If you want to provide your own sample, product, or printed ad, we are able to accommodate.

Ad inserts or promotional items: \$50 stuffing fee.

Charity prizes: if you would like to donate an item towards our charity auction, your name/logo will be listed as a donor in our program and website. Any value item will count. 100% of proceeds will benefit a Twin Cities charity TBA.

Tournament/contest prizes: If you would like to donate an item to our tournament or contest winners, your name will be announced during the winner presentation along with a listing in our program and website.