



letsmakegames.org

**2015
PERTH
GAMES
FESTIVAL**

Invitation for
Sponsorship



We have all played games growing up. Whether for fun with family & friends, or in bitter competitive rivalry to dominate the monopoly board, games engaged our imaginations, opened up new worlds and tested our skills and strategies.

As technology advanced, the era of digital games came upon us. Rich and engaging experiences dawned over our collective pixelated consciousness, where we are able to dive in and immerse ourselves into alternate realities.

Games are no longer a small niche in our community; they are a part of our everyday life.

JOIN THE TEAM
2015 PERTH GAMES FESTIVAL
PERTH TOWN HALL NOVEMBER 28, 2015

FESTIVAL OUTLINE

Last year saw the launch of the inaugural Festival, the results of which far exceeded expectations.

In a single room of the Perth Town Hall, the 22 local exhibitors were visited by more than 1600 people in just one day.

Surveys from the day revealed that 100% of participants felt the Festival Committee did a top notch job, and 100% of game-makers said they would attend again next year. Building on from this, the 2015 Perth Games Festival has installed an expansion pack, and is set to include more developers, more games, more time to play, and more special features!

The Perth Games Festival is an evolution of the Let's Make Games annual WA developer showcase event.

The Purpose of the WA Developer Showcase was to put local developers in front of a larger audience and raise the profile of individual developers and game-making community at large.... and in this respect the event has been a great success.

The event has run the gamut in game diversity, and this year's Perth Games Festival will include...

- COMPUTER GAMES
- MOBILE GAMES
- TABLET GAMES
- PERVASIVE GAMES
- ARCADE GAMES
- VIRTUAL REALITY GAMES
- BOARD GAMES
- CARD GAMES

... all of which are created locally by the highly talented local game development community.



THE EVENT HAS GROWN BY AN AVERAGE OF 200% EACH YEAR.



200%

IN 2014 WE HAD OVER 1600+ VISITORS TO THE PERTH GAMES FESTIVAL WITHIN THE FIVE HOUR EVENT.

OVER 24 LOCAL GAME DEVELOPERS SHOWCASED AND PROMOTED THEIR GAMES.

The Perth Games Festival will focus on showcasing local developers to public audiences, and will also highlight awareness of game-making and gaming culture in Western Australia.

This year the Perth Games Festival has leveled up, and is set to take over two floors of the Perth Town Hall with a new batch of locally made games to play on November 28, 2015.

Coordinated by Let's Make Games, with funding from the City of Perth, this free event is a hands-on experience that gives you the chance to uncover the games made right here in Western Australia.

The Perth Games Festival will be an entertaining, interactive and family friendly event.

2014 FESTIVAL OVERVIEW

24 game developers
& studios

Many types of unique game experiences, including arcade games, computer games and board games

Game development talks and workshops by professional developers

Showcases of technical skills and games from Perth's top game education courses.

The 2014 Perth Games Festival was open to the public and we attracted over 1600+ visitors over a 5 hour event.

This year we expect to double our numbers again.

24 GAME DEVELOPERS & STUDIOS

GAME TYPES
**ARCADE
COMPUTER
BOARD**

**TALKS &
WORKSHOPS**

OTHER CITIES ARE DOING IT, AND NOW SO ARE WE..



Freeplay (Melbourne)

<http://www.freeplay.net.au>



PAX (Melbourne)

<http://aus.paxsite.com>



GO423 (Brisbane)

<http://www.igdabrisbane.org/go423/>



iFest (Melbourne & Sydney)

<http://www.ifest.us>



Fresh Air (Melbourne)

<http://popupplayground.com.au/2015/02/fresh-air-2015/>

MARKETING PLAN OVERVIEW



100+ posters in locations around Perth, and its metropolitan suburbs, universities and industry related companies



1000+ Flyer drops – in locations around Perth, and its metropolitan suburbs, universities and industry related companies

eNewsletters & Blog posts - Through the **Let's Make Games** community and affiliated partners



Social Media – Through **Let's Make Games** Facebook page, Twitter stream and our associated partners

Press Releases - to community newspapers, local media and radio.

Direct Marketing – contacting workplaces and communities who have a shared interest in this event to advertise and cross promote

OUR GOALS

Developer Awareness – to benefit the community with user feedback, marketing and widening the game developer community

Skill Awareness – Various Universities around Perth supply to skills to game developers

Community Engagement – Bring people together for the purpose of play and fun



We are a team of passionate volunteers who are focused on making the Perth Games Festival a success...

...WE NEED YOU...

...to help support the work and passion we share in bringing the **PERTH GAMES FESTIVAL** to our community and make it an amazing experience.

We would love to have you become an invaluable part of **2015 PERTH GAMES FESTIVAL** by choosing one of the following sponsorship packages

	NAMING SPONSOR	BLOG & SOCIAL MEDIA ANNOUNCEMENT	COMPANY WEB LINKS IN ALL ONLINE PROMOTIONS	VERBAL ACKNOWLEDGEMENT AT THE EVENT	OPPORTUNITY TO ADDRESS THE ATTENDANCE AT THE EVENT	LOGO ON SIGNAGE	LOGO ON WEBSITE	COMPANY ADVERTISEMENT ON WEBSITE	LOGO IN ENEWS LETTER	LOGO ON POSTERS AND FLYERS	LOGO IN EVENT PROGRAM	ARTICLE ABOUT COMPANY IN EVENT PROGRAM	FESTIVAL FEEDBACK REPORT
PLATINUM	YES	YES	YES	YES	YES	YES	YES	HIGH PRIORITY	YES	YES	HIGH PRIORITY	FULL PAGE	YES
GOLD			YES	YES		YES	YES	YES	YES	YES	YES	HALF PAGE	
SILVER			YES	YES		YES	YES		YES	YES	YES	YES	
BRONZE							YES		YES	YES	YES		
TALK		YES	YES	YES		YES	YES	YES	YES	YES	YES	YES	YES

SPONSOR PACKAGES

PLATINUM \$NEGOTIABLE

Our Platinum Sponsors will be provided with

- Naming share of the event: "PERTH GAMES FESTIVAL"
- Personalized Platinum sponsor thank you blog post
- Consistent hyperlinked references in all online announcements
- Verbal acknowledgement at the commencement of event
- Opportunity to address attendees at commencement of event or display a 3 minute media or open the festival
- Logos on Signage at the event
- Primary logo placement on flyers and posters
- Logo on website (High Priority)
- Company advertisement on website
- Logo in Event program
- One Page overview of company in the event program
- Logo in eNews/Blog post
- Festival feedback report after the festival

SPONSOR PACKAGES

GOLD \$1000

Our Gold Sponsors will be provided with

- Consistent hyperlinked references in all online announcements
- Verbal acknowledgement at the commencement of event.
- Logos on Signage at the event
- Primary logo placement on flyers and posters.
- Logo on website
- Company advertisement on website.
- Logo in Event program
- One Page overview of company in the event program.
- Logo in eNews/Blog Posts



SPONSOR PACKAGES

SILVER \$500

Our Silver Sponsors will be provided with

- Consistent hyperlinked references in all online announcements
- Logos on Signage at the event
- Primary logo placement on flyers and posters.
- Logo on website
- Logo in Event program
- Logo in eNews/Blog posts



SPONSOR PACKAGES

BRONZE \$250

Our Bronze Sponsors will be provided with

- A hyperlinked reference in one relevant blog post;
- Primary logo placement on flyers and posters.
- Logo on website (internal page)
- Logo in event programme



TALKS \$500

For the 2015 Perth Games Festival we have a list of national and international speakers who have made a strong career from game development.

Bringing them to the Perth Games Festival will be a fantastic opportunity for our local developers.

Sponsoring a talk at the Perth Games Festival will allow your company to sponsor a special program around the festival targeted our local game industry.

Talk sponsorship begins from 500+



THANKYOU



CONTACT

LETS MAKE GAMES

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