

# Sponsorship Opportunities



Summit 2009



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INTERACTIVE  
ARTS & SCIENCES®

2008 was the biggest year yet for the D.I.C.E. (Design, Innovate, Communicate and Entertain) Summit and the Interactive Achievement Awards: *more press, more people, more acclaim.* The Awards were streamed live over the internet on Gamespot for the first time ever, receiving over 50 million media impressions! Comcast ran 3 rotating commercials announcing the awards; Gamespot had dedicated commercial spots and had an audience predictive vote, which saw over 650,000 votes cast. The dedicated D.I.C.E. pages for our speakers on Gamespot had over half a million views. Another first: the Academy had to close registrations and start a waiting list for D.I.C.E., for the first time in 8 years.

The Interactive Achievement Awards and D.I.C.E. were covered in The New York Times, The LA Times, Wired, Business Week, Newsweek, Variety, The Associated Press, USA Today, IGN, GameDaily, Gamasutra, The Escapist, and over 100 other Game dedicated websites, magazines and blogs, as well as being covered on Spike TV, ABC News/ABC News Radio, and MTV News.



D.I.C.E. and the Interactive Achievement Awards are the perfect platform for your company to showcase itself to the Games Industry and beyond. Through a customized sponsorship package consisting of brand awareness, marketing and hospitality elements, D.I.C.E. and Interactive Achievement Awards Sponsors reach a targeted group of top level decision makers in an intimate environment on site and millions online and in print.

The D.I.C.E. 2009 Summit® will be held in Las Vegas at the incredible Red Rock Resort on February 18th, 19th, and 20th. D.I.C.E. 2009 promises to have a prestigious keynote and captivating speakers as well as exciting events for the video-game industry's most anticipated conferences.

Interactive Achievement Awards



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# TITLE SPONSOR

## INTERACTIVE ACHIEVEMENT AWARDS

\$100,000



# TITLE SPONSOR

## D.I.C.E. SUMMIT

\$100,000



12 For more information on becoming a title sponsor for the  
Interactive Achievement Awards or the D.I.C.E. Summit,  
please contact:

Gerri Gordon Miller

(818) 876-0826 X202; Gerri@interactive.org

# Summit 2

## PLATINUM SPONSOR

\$60,000

- 4 FULL DICE Summit Registrations
- 4 Entrants for 5th Annual Golf Tournament
- 4 VIP tickets to the Awards Show and Pre-Party
- FULL Page Ad, preferred placement in Awards program
- FULL Page Ad, preferred placement in DICE program
- Branded premiere signage throughout the conference area, in all peripheral materials, and in all relevant press
- Special mention and logo in AIAS newsletters to all 10,000 members
- Ability to provide all registrants gifts in official DICE bag
- Logo on DICE website linked to sponsor site

## GOLD SPONSOR

\$45,000

- 3 FULL DICE Summit Registrations
- 3 Entrants for 5th Annual Golf Tournament
- 3 VIP tickets to the Awards Show and Pre-Party
- FULL Page Ad, preferred placement in Awards Show program
- FULL Page Ad, preferred placement in DICE program
- Branded premiere signage throughout the conference area, in all peripheral materials, and in all relevant press
- Special mention and logo in AIAS newsletters to all 10,000 members
- Ability to provide all registrants gifts in official DICE bag
- Logo on DICE website linked to sponsor site

## SILVER SPONSOR

\$35,000

- 2 FULL DICE Summit Registrations
- 2 added tickets to the Awards Show and Pre-Party
- FULL Page Ad in either Awards or DICE program
- HALF Page Ad in either Awards or DICE program
- Branded premiere signage throughout the conference area, in all peripheral materials, and in all relevant press
- Ability to put one gift in official DICE bag
- Logo on DICE website linked to sponsor site

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# Summit 2

## BRONZE SPONSOR

- 1 FULL DICE Summit Registration
- 1 added ticket to the Awards Show
- Full Page ad in DICE program
- Half Page ad in Awards Program
- Branded premiere signage throughout the conference, in all peripheral materials and in all relevant press
- Ability to put 1 gift in DICE bag
- Logo on website linked to sponsor site

\$25,000

## COPPER SPONSOR

- 1 FULL Golf registration (clubs not included)
- 1 FULL Poker registration (buy-in not included)
- 1 added ticket to the Awards Show
- Full Page ad in DICE program
- Half Page ad in Awards Program
- Branded premiere signage throughout the conference, in all peripheral materials and in all relevant press
- Ability to put 1 gift in DICE bag
- Logo on website linked to sponsor site

\$15,000

## ASSOCIATE SPONSOR

- 1 FULL Poker registration (buy-in not included)
- Half Page ad in DICE program
- Half Page ad in Awards Program
- Branded premiere signage throughout the conference, in all peripheral materials and in all relevant press
- Ability to put 1 gift in DICE bag
- Logo on website linked to sponsor site

\$10,000

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# SUMMIT OPENING NIGHT PARTY

## \$60,000 - Shared Sponsorship Available

Held at the outside pool backyard, Red Rock Resort, this year's party will take place after the opening 2009 Summit keynote. Enjoy the sounds of an ace DJ, taste sublime food, enjoy tantalizing cocktails, and network with top gaming executives and press.

Available for Branding:

- Dessert bar
- Signage throughout party
- Gobos throughout the party



- Reserved VIP area for sponsors
- 2 FULL DICE Summit registrations
- 1 Entrant for the 6th Annual Golf Tournament
- FULL Page Ad in DICE Program
- FULL Page Ad in Awards Program
- Ability to give away prizes/gifts to all guests
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Special mention in AIAS newsletters to all 13,000 members
- Logo on DICE website linked to sponsor site

## OPENING NIGHT PARTY CABANAS

**SOLD**

- Branded signage on the front of all 10 cabanas
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE Program
- HALF Page Ad in Awards Program
- Logo on DICE website linked to sponsor site



## OPENING NIGHT PARTY COFFEE BAR

**\$8,500**

- Branded bar with sponsor logos
- Specialty coffee for sponsor with naming rights
- Branded signage throughout conference, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE Program
- HALF Page Ad in Awards Program
- Logo on DICE website linked to sponsor site



## OPENING NIGHT PARTY MARTINI BAR

**SOLD**



- Branded bar with sponsor logos
- Specialty cocktail for sponsor with naming rights
- Branded signage throughout conference, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE Program
- HALF Page Ad in Awards Program
- Logo on DICE website linked to sponsor site

## SNACKTIME SPONSOR

**\$6,000**

- Branded signage throughout the conference and on all relevant press materials
- Ability to put branding on snack tables
- Branded signage in snack area
- Ability for handouts during breaktime
- FULL Page Ad in the DICE program
- Logo on DICE website linked to sponsor site

## LUNCH SPONSOR (2 AVAILABLE)

**\$10,000**

- Branded signage throughout the conference and on all relevant press materials
- Branded signage in lunch area, and on lunch tables
- Ability for handouts during lunch
- Reserved sponsor seating
- FULL Page Ad in the DICE program
- Ability to put swag in the official DICE bag
- Logo on DICE website linked to sponsor site

## OFFICIAL DICE WRISTBANDS

**\$ SOLD**

- Ability to place your logo on the wristbands that DICE attendees will wear to the Awards and After-Awards Party, and throughout the summit.
- Branded signage throughout the conference and awards show, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE Program
- HALF Page Ad in Awards Program
- Logo on DICE website linked to sponsor site



## AWARDS SHOW TABLE TOP CENTERPIECES

**\$25,000**

- One full DICE registration
- Sponsor logo in table arrangement on each table at awards show
- Ability to put swag on tables or in bags
- FULL Page Ad in Awards program
- Logo on DICE website linked to sponsor site



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# AFTER AWARDS PARTY

**\$60,000** - Shared Sponsorship Available

This rock and rolling party will be held at the Cherry Night Club, Red Rock Resort. This year's party will take place after the opening 12th Annual Interactive Achievement Awards. Enjoy the sounds of an ace DJ, taste sublime food, enjoy tantalizing cocktails, and network with top gaming executives and press.

Available for Branding:

- Dessert bar
- Signage throughout party
- Gobos throughout the party
- 2 FULL DICE Registrations
- FULL Page Ad in Awards Program
- FULL Page Ad in DICE Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Ability to put swag in DICE Official Bag
- Special mention in AIAS newsletter to all 13,000 members
- Logo on DICE website linked to Sponsor site



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AWARDS

## AFTER-AWARDS PARTY MARTINI BAR

### **SOLD**



- Branded bar with sponsor logos
- Specialty cocktail for sponsor with naming rights
- Branded signage throughout conference, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE Program
- HALF Page Ad in Awards Program
- Logo on DICE website linked to sponsor site

## AFTER-AWARDS PARTY COFFEE BAR

### **SOLD**

- Branded bar with sponsor logos
- Specialty coffee for sponsor with naming rights
- Branded signage throughout conference, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE Program
- HALF Page Ad in Awards Program
- Logo on DICE website linked to sponsor site



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# 4TH ANNUAL POKER TOURNAMENT

**\$ SOLD**

The 4th Annual Texas Hold'Em Poker promises to be even more fun than the first three! The tourney will be held on Tuesday, February 17th at the Hard Rock Hotel Poker Lounge.

- 1 FULL DICE Registration
- FULL page Ad in the DICE Program
- FULL page Ad in the Awards Program
- Branded Premiere Signage throughout all the conference areas, in all peripheral materials, and in all relevant press
- Special mention and logo in AIAS newsletter to all 13,000 members
- Ability to provide swag in official DICE bag
- Logo on DICE website linked to sponsor site



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# 6TH ANNUAL GOLF TOURNAMENT

## \$ SOLD



The 6th Annual D.I.C.E. Summit Golf Tournament will be held on Wednesday, February 18. Play golf with your colleagues on the links in Vegas at one of the best courses the city has to offer.

Players of all levels are encouraged to enjoy a great day of friendly competition, camaraderie, food, drink and prizes. Last year's grand prize was four days at Pebble Beach! Transportation provided.



- 2 FULL DICE Summit Registrations
- 6 Entrants for the 6th Annual Golf Tournament
- FULL Page Ad in the DICE Program
- FULL Page Ad in the Awards Program
- Branded signage throughout the conference and in all peripheral materials, and in all relevant press
- Ability to put swag in the official DICE bag
- Special mention in AIAS newsletter to all 13000 members
- Logo on DICE website linked to sponsor site



Available for Branding:

- Signage at the golf course
- Signage displayed at each hole

## DICE ARCADE\*

**\$ SOLD**



The DICE Arcade, which is 2,500 square feet plus 1,100 square feet of terrace, is in the middle of the DICE conference. The arcade has publishers' game kiosks and the latest games for some competitive game-play in between sessions. The space has plenty of room for the sponsor to have tables and meeting space set up as well.

Available for Branding:  
• Entire arcade space

- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- 1 FULL DICE Summit registration
- FULL Page Ad in the DICE Program
- FULL Page Ad in the Awards Program
- Ability to put swag in the official DICE bag
- Logo on DICE website linked to sponsor site

\* for non-publisher companies

## INTO THE PIXEL GALLERY

**\$ SOLD**

The Into The Pixel Gallery will showcase all of the winning pieces from the 2008 collection that are on silent auction for all of the attendees.

Available for Branding:

- 2,700 square foot round room for your signage/logos/peripherals
- Information booth
  - 1 FULL DICE Summit registration
  - FULL Page Ad in the DICE Program
  - Branded signage throughout the conference, in all peripheral materials, and in all relevant press
  - Ability to put one gift in the official DICE bag
  - Logo on DICE website linked to sponsor site



## DICE LOUNGE

**\$ SOLD**

The DICE lounge is 1,600 square feet of comfy space to hang with your friends in between sessions, check your email, grab a drink, and have meetings with your associates.

Available for Branding:

- Branded room with your signage/logos/peripherals
- Information booth

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- 1 FULL DICE Summit registration
- FULL Page Ad in the DICE Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Ability to put swag in the official DICE bag
- Logo on DICE website linked to sponsor site



# OFFICIAL EMBROIDERED DICE BAG

**\$ SOLD**

All DICE attendees will receive one of these 15x13 heavy twill bags that fits laptops, cellphones, and more!

- Branded signage throughout the DICE conference and in all peripheral materials and in all relevant press
- 1 FULL DICE Summit registration
- FULL Page Ad in DICE program
- FULL Page Ad in Awards Show program
- Logo on DICE website linked to sponsor site



# OFFICIAL DICE HOODIE

**\$ SOLD**

Every DICE attendee receives one of these great hoodies!

- Put your company logo on the hoodies
- FULL Page Ad in DICE program
- FULL Page Ad in Awards Show program
- Branded signage throughout the conference area, in all peripheral materials, and in all relevant press
- Logo on DICE website linked to sponsor site



# OFFICIAL SUMMIT CARDKEY

**\$ SOLD**

Every DICE attendee will carry a cardkey with them to get about the hotel!

- 12th annual
- Branded signage throughout the conference area, in all peripheral materials, and in all relevant press
  - FULL Page Ad in DICE program
  - FULL Page Ad in Awards Show program
  - Logo on DICE website linked to sponsor site



## OFFICIAL DICE LOGO ITEMS

**\$13,000**



- Branded signage throughout the conference and awards show, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE program
- Logo on DICE website linked to sponsor site

**SOLD**

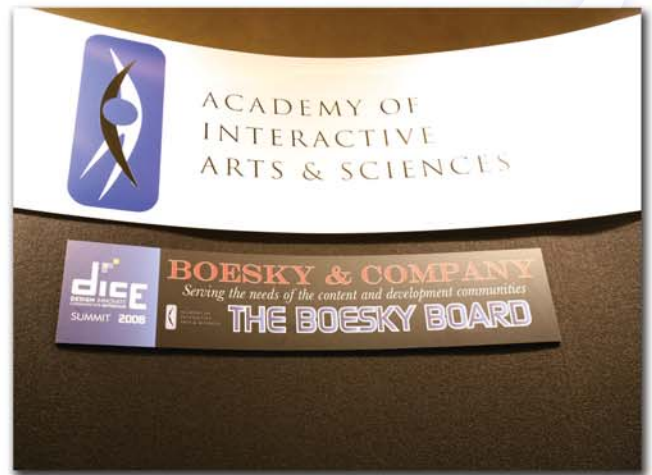
YOUR CHOICE OF ONE:

- ~~Official DICE Lanyards~~
- Official DICE Twill Hats
- Official DICE Water Bottles
- Official DICE Pens
- Official DICE Writing Pads
- Official DICE Coffee Cups

## OFFICIAL DICE MESSAGE BOARD

**\$ SOLD**

- Ability to brand public message board for use by all DICE attendees
- Branded signage throughout the conference and awards show, in all peripheral materials, and in all relevant press
- HALF Page Ad in DICE Program
- HALF Page Ad in Awards program
- Logo on DICE website linked to sponsor site



## OFFICIAL DICE CONFERENCE PADHOLDER

**\$15,000**

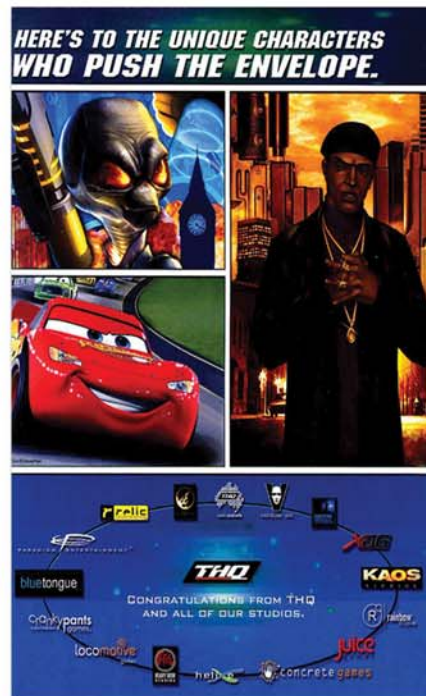


- Logo on front cover of pad
- Branded signage throughout the conference and awards show, in all peripheral materials, and in all relevant press
- FULL Page Ad in DICE program
- HALF Page Ad in Awards Program
- Logo on DICE website linked to sponsor site

# OFFICIAL DICE ATTENDEE ADDRESS BOOK

- Inside front cover and back cover ads in book (see picture below)
- Branded signage throughout the conference and awards show, in all peripheral materials, and in all relevant press
- FULL Page Ad in DICE Program
- Logo on DICE website linked to sponsor site

~~\$30,000~~  
**\$13,000**



## Academy of Interactive Arts & Sciences

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Gabriel Cortez, x206; Gabriel@interactive.org

# ~~OFFICIAL USB SOLUTIONS CHARGER~~ OR OFFICIAL DIGITAL MEDIA KEYCHAIN

- Branded signage throughout the DICE conference and in all peripheral materials and in all relevant press
- FULL Page ad in DICE Program
- Logo on DICE website linked to sponsor site

~~\$13,000~~  
**\$13,000**

# Summit 2

## OFFICIAL AWARDS PROGRAM ADS



• Full-page Ad \$8,000

• Half-page Ad \$4,000

## OFFICIAL DICE PROGRAM ADS



• Full-page Ad \$5,000

• Half-page Ad \$2,500

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