

SPONSORSHIP OPPORTUNITIES



SUMMIT 2010

2009 was a momentous year for the Academy. The Independent Film Channel broadcast a highlight show from the Awards, as well as IGN webcasting the awards live. Additionally, the DICE Summit was sold out for the second year in a row.



D.I.C.E. and the Interactive Achievement Awards were covered in the New York Times, The Wall Street Journal, Wired, Newsweek, Hollywood Reporter, The Associated Press, USA Today, IGN, Game Daily, Gamasutra, The Escapist, and over 100 other game dedicated websites, magazines, and blogs, as well as being covered on Spike TV, Gametrailers 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 2010 D.I.C.E. Summit will be held again in Las Vegas at the incredible Red Rock Resort on February 16, 17, and 18, 2010. The Summit promises to have an interesting and prestigious keynote, with captivating speakers and hot topics, as well as exciting events throughout the week.

## Title Sponsor

# Interactive Achievement Awards

**\$100,000**



## Title Sponsor

# D.I.C.E. Summit

**\$100,000**



For more information on becoming a title sponsor for the Interactive Achievement Awards or the D.I.C.E. Summit, please contact:  
Geri Gordon Miller - (818) 876-0826 X202 - [Geri@interactive.org](mailto:Geri@interactive.org)

# Platinum Sponsorship **\$60,000**

- 4 FULL DICE Summit Registrations
- 4 entrants for the 7th Annual Golf Tournament (clubs not included)
- 4 additional VIP tickets to the Awards Show
- 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 18,000 Academy members
- Ability to provide all registrants gifts in official DICE bag
- Logo on DICE website linked to sponsor site

# Gold Sponsorship **\$45,000**

- 3 FULL DICE Summit Registrations
- 3 entrants for the 7th Annual Golf Tournament (clubs not included)
- 3 additional VIP tickets to the Awards Show
- 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 18,000 Academy members
- Ability to provide all registrants gifts in official DICE bag
- Logo on DICE website linked to sponsor site

# Silver Sponsorship **\$35,000**

- 2 FULL DICE Summit Registrations
- 3 additional VIP tickets to the Awards Show
- FULL Page Ad in either AWARDS or DICE program
- FULL 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



## Bronze Sponsorship **\$25,000**

- 1 FULL DICE Summit Registration
- 1 additional ticket to the Awards Show
- FULL Page Ad in DICE program
- HALF Page Ad in AWARDS 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

## Copper Sponsorship **\$15,000**

- 1 FULL Golf Registration (clubs not included)
- 1 FULL Poker Registration (buy-in not included)
- 1 additional ticket to the Awards Show
- FULL Page Ad in DICE program
- HALF Page Ad in AWARDS 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



## Associate Sponsorship **\$10,000**

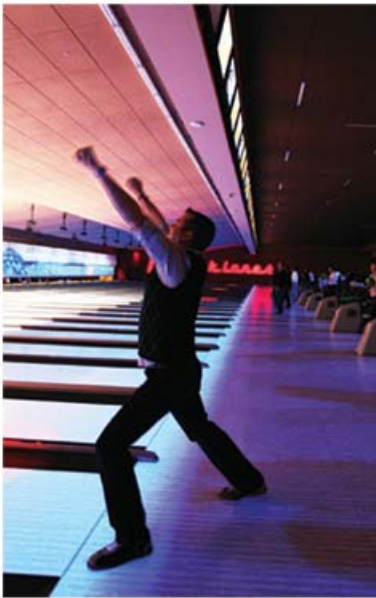
- 1 FULL Poker Registration (buy-in not included)
- HALF Page Ad in AWARDS program
- HALF Page Ad in DICE program
- Branded premiere signage throughout the conference area, in all peripheral materials, and in all relevant press
- Ability to put one gift in official DICE bag
- Logo on DICE website linked to sponsor site

# Opening Night Party at Red Rock Lanes

**\$25,000** - PRESENTING SPONSOR -

DESIGN INNOVATE  
COMMUNICATE ENTERTAIN

The rocking welcome party will be held in the state of the art Bowling Alley in the Red Rock Casino. The Alley has 72 lanes, 22 plasma screens, specially-designed balls, living room seating, three 32 foot projection screens, and a gorgeous nightlife aesthetic.



## Branded:

- Opening Night presented by "Your Company"
- Signage throughout party
- Projected gobos throughout the party
- Branded t-shirts for wait staff, or ability to provide sponsor's own
- 2 FULL DICE Summit Registrations
- 2 entrants for the 7th Annual Golf Tournament (clubs not included)
- FULL Page Ad in AWARDS program
- FULL Page Ad in DICE program
- Ability to give away gifts to guests
- Branded signage throughout the conference, in all peripheral materials and in all relevant press
- Special mention in AIAS newsletters to all 18,000 members
- Logo on DICE website linked to sponsor site

## Opening Night Party Bowling Lane Sponsor

**\$13,000**

- Branded signage on the projection and plasma screens above the lanes and in the seating area.
- Branding on all tables in the lanes, with sponsor handouts available.
- Reserved sponsor lanes
- FULL Page Ad in DICE Program
- Ability to put one gift in the official DICE bag
- Logo on DICE website linked to sponsor site

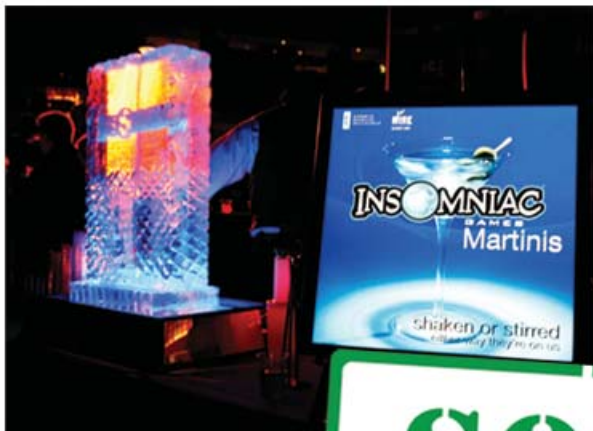


# Opening Night Party

## Coffee Bar

**\$9,000**

- Branded bar with sponsor logos
- Specialty coffee 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

**\$9,000**

**SOLD**



- Branded bar with sponsor logos
- Specialty martinis 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

**\$3,000**



**SOLD**

- Branded snack tables
- Branded signage in snack area
- Handouts during breaktime
- Branded signage throughout the conference and on all relevant press materials
- FULL Page Ad in DICE Program
- Logo on DICE website linked to sponsor site

## Breakfast Sponsor

- 2 AVAILABLE -

**\$4,000**

- Branded breakfast tables
- Branded signage in breakfast area
- Handouts on tables
- Branded signage throughout the conference and on all relevant press materials
- FULL Page Ad in DICE Program
- Logo on DICE website linked to sponsor site



## Lunch Sponsor

**\$6,000**



**SOLD**

- Branded lunch tables
- Branded signage in lunch area
- Reserved sponsor seating
- Handouts on tables
- Branded signage throughout the conference and on all relevant press materials
- FULL Page Ad in DICE Program
- Ability to put a gift in the official DICE bag
- Logo on DICE website linked to sponsor site

# 5th Annual D.I.C.E. Poker Tournament

## \$20,000

The 5th Annual Texas Hold'Em Poker Tournament will be bigger and better than the previous four!



# SOLD



- and on all relevant press
- Special mention and logo in AIAS newsletter to all 18,000 Academy Members
- Ability to put gifts in the official DICE bag
- Logo on DICE website linked to sponsor site



# 7th Annual D.I.C.E. Golf Tournament

## \$40,000

DESIGN INNOVATE  
COMMUNICATE ENTERTAIN

The 7th Annual Golf Tournament will be held at the prestigious Bear's Best golf club. In 2009, Electronic Arts raised the stakes by adding microtransactions to the tournament and raised money for the Randy Pausch Scholarship Fund.

Join us for a day of competition, camaraderie, networking, food, drinks, and prizes. Transportation provided to and from the course.

- 2 FULL DICE registrations
- 6 entrants for the 7th Annual Golf Tournament
- FULL Page Ad in DICE Program
- FULL Page Ad in AWARDS Program
- Branded signage throughout the conference and on all relevant press materials
- Special mention and logo in AIAS newsletter to all 18,000 Academy Members
- Ability to put gifts in the official DICE bag
- Logo on DICE website linked to sponsor site



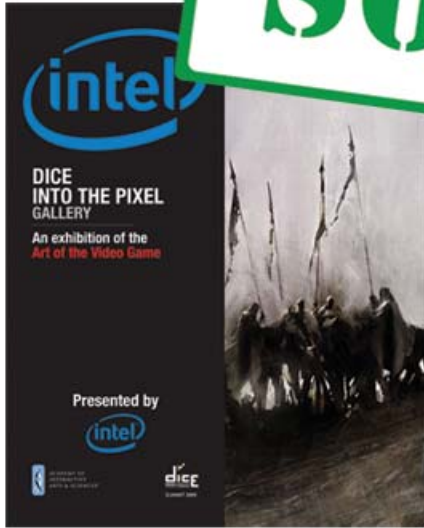


# Into the Pixel Gallery

**\$15,000**

The Into the Pixel Gallery will showcase all of the winning pieces from the 2009 collection that are available for silent auction for all of the attendees.

**SOLD**



are foot round room for your signage, peripherals in booth

- 1 FULL DICE Summit Registration
- FULL Page Ad in 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 Arcade \*

**\$22,000**

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 session. The space has plenty of room for the sponsor to set up and meeting space set up.



**SOLD**

Branded:

- Entire arcade space
- 1 FULL DICE Summit Registration
- FULL Page Ad in DICE Program
- FULL Page Ad in AWARDS 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

\* for non-publisher companies



# DICE Lounge \$15,000

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.

Branded:

- Branded room with your signage, logos and peripherals
- Information booth
- 1 FULL DICE Summit Registration
- FULL Page Ad in 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 SUMMIT  
DESIGN INNOVATE  
COMMUNICATE ENTERTAIN

# DICE SUMMIT

## Official DICE Wristbands

**\$8,500**

- Ability to place your logo on the wristbands that DICE attendees will wear to the Awards and After-Awards Party
- 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**



- 2 FULL DICE Summit Registrations
- Sponsor logo in table arrangement on each table at awards show
- FULL Page Ad in AWARDS program
- Ability to put gifts on tables or in official DICE bag
- Logo on DICE website linked to sponsor site

# After-Awards Party

## \$25,000

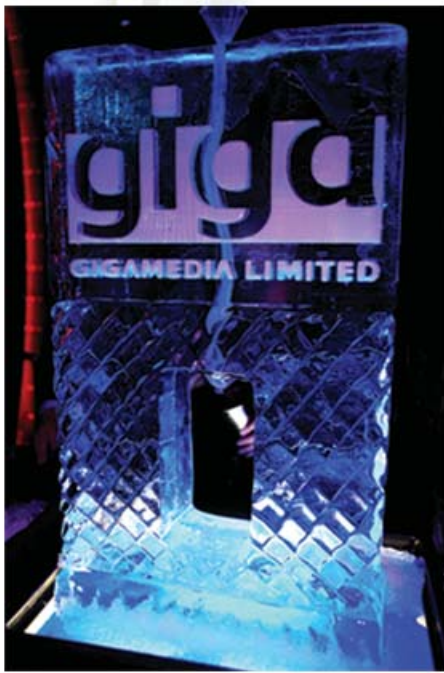


After the Awards ceremony, this incredible party will not only celebrate the industry, but will close the conference as well.

Branded:

- Signage throughout the party, as “Presented by”
- Projected gobos throughout the party
- Branded shirts for wait staff
- Signage on tables throughout the party, with ability for handouts
- 3 FULL DICE Summit Registrations
- FULL Page Ad in DICE Program
- FULL Page Ad in AWARDS Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Ability to put gifts in the official DICE bag
- Special mention in AIAS newsletter to all 18,000 Academy members
- Logo on DICE website linked to sponsor site





## After-Awards Party Martini Bar

**\$9,000**

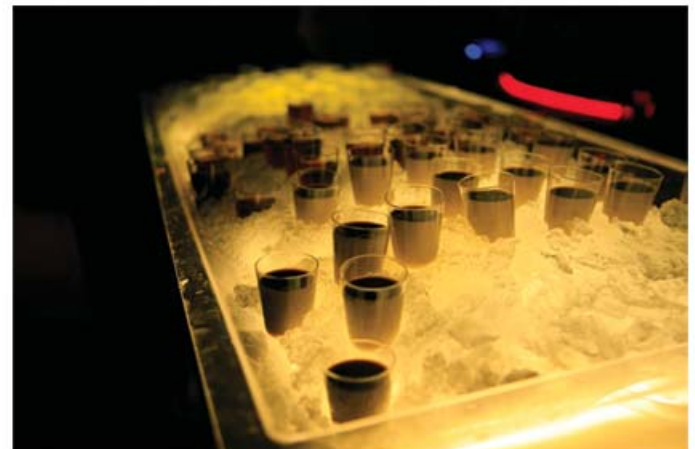
- Branded bar with sponsor logos
- Specialty cocktails for sponsor with naming rights
- HALF Page Ad in DICE Program
- HALF Page Ad in AWARDS Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Logo on DICE website linked to sponsor site



## After-Awards Party Coffee Bar

**\$9,000**

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



## After-Awards Party Cabanas

**\$8,500**



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

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## After-Awards Specialty Cigars

**\$8,500**

- Branded cigars for guests
- FULL Page Ad in AWARDS Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Logo on DICE website linked to sponsor site



# Official Embroidered DICE Bag

**\$23,000**

All DICE attendees will receive one 15x13 heavy-duty canvas bag for their phones, and more.

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

**SOLD**



# Official DICE Hoodie

**\$20,000**

Every DICE attendee will receive one of these great hoodies!



**SOLD**

Every DICE attendee will receive one of these great hoodies! The hoodies will feature the DICE logo on the hoodies and the DICE logo on the program, the conference materials, and in all relevant press.

- Logo on DICE website linked to sponsor site

# Official Summit Cardkey

**\$15,000**

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

- Put your company logo on the cardkey
- FULL Page Ad in DICE Program
- FULL Page Ad in AWARDS Program
- Logo on DICE website linked to sponsor site

**SOLD**



## Official DICE Lanyard

**\$13,000**



- Your company logo on the badge-holder lanyard which every DICE attendee will receive
- HALF Page Ad in DICE Program
- HALF Page Ad in AWARDS Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press linked to sponsor site

**SOLD**

## Official DICE Message Board

**\$5,000**

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

**SOLD**



## Official DICE Padholder

**\$15,000**

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

# Official DICE Attendee Address Book



**\$10,000**

- Your ad in the directory of DICE attendee contact information
- HALF Page Ad in DICE Program
- HALF Page Ad in AWARDS Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Logo on DICE website linked to sponsor site

# Official DICE Water Bottle

**\$15,000**

Every DICE attendee will receive one of these sporty water bottles!

- Your logo on the official water bottles
- HALF Page Ad in DICE Program
- FULL Page Ad in AWARDS Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Logo on DICE website linked to sponsor site



# Official DICE Embroidered Blanket

**\$18,000**

Every DICE attendee will receive a high-quality embroidered blanket!



- Your logo on the official blankets which will go in every DICE attendee's swag bag
- FULL Page Ad in DICE Program
- FULL Page Ad in AWARDS Program
- Branded signage throughout the conference, in all peripheral materials, and in all relevant press
- Logo on DICE website linked to sponsor site

# Official DICE Program and Interactive Achievement Award Program Ad Space



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**\$5,000**

**FULL-PAGE FULL-COLOR AD**

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**\$2,500**

**HALF-PAGE FULL-COLOR AD**

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- Your ad in either the DICE program or the Interactive Achievement Awards Show program.
- Logo signage throughout the conference, in all peripheral materials, and in all relevant press
- Logo on DICE website linked to sponsor site

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