ABOUT THE ACADEMY OF INTERACTIVE ARTS & SCIENCES

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts its annual awards show, the D.I.C.E. Awards, to celebrate and honor creative accomplishments in the field. To further enhance awareness of the Academy’s vision, the organization created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit in 2002, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. In 2013 the Academy launched D.I.C.E. Europe to cater to the European games market. We have more than 30,000+ members, including Microsoft, Sony, Nintendo, Wargaming, Bethesda Game Studios, Ubisoft, Valve Software, Supergiant Games, Gearbox Software, Activation Blizzard, and Insomniac Games, among others.

24TH ANNUAL DICE AWARDS VIRTUAL CELEBRATION

Since 1996, the D.I.C.E. Awards have recognized games, individuals and development teams that have contributed to the advancement of the multi-billion dollar worldwide entertainment software industry. The D.I.C.E. Awards are the most credible, respected and recognized awards for the interactive entertainment community with voting cast by members of the Academy’s 30,000+ membership base. The voting process is supervised and certified by Votenet Solutions, Inc. For more information on the D.I.C.E. Awards, please visit: www.interactive.org.

INTRODUCING D.I.C.E. CONVERSATIONS

D.I.C.E. Conversations are recurring events that will be comprised of two parts:

A recorded talk or panel discussion - Free to all
All virtual talks or panels will be available on our D.I.C.E. Conversations page (AIAS Membership required) as well as our AIAS YouTube Channel (free). They will cover topics and issues related to both the craft and the business of interactive entertainment.

Roundtable networking breakouts - AIAS Members Only
Inspired by our D.I.C.E. Summit roundtables, these roundtable breakouts will take place via Zoom and are limited to up to 10 attendees per “table.” In addition, they will not be recorded or attended by media. These networking roundtables are meant to be extended conversations on the topic presented in the preceding talk and will last approximately one hour.

AIAS GAME MAKER’S NOTEBOOK PODCAST

The AIAS Game Maker’s Notebook is a podcast series featuring in-depth, one-on-one conversations between game makers, providing thoughtful and intimate perspective on the business and craft of interactive entertainment from a variety of perspectives within the games industry.

The Game Maker’s Notebook has received over 330K downloads since its inception and has a worldwide audience including listeners from the United States, United Kingdom, Canada, Australia and Germany. Guests on the show include luminaries that have worked in all facets of the gaming industry such as Todd Howard, Neil Druckmann, Cory Barlog, and Jeff Kaplan with over 35 interviews thus far and growing. Listen to our podcast at https://www.interactive.org/Interviews/the_game-makers-notebook.asp and it is also available on all major podcast platforms.
20th Century Fox
2K Games
343 Industries
505 Games
Activision
Akamai
Amazon
Apple
Aspyr Media
AutoDesk
Avalanche Studios
Bad Robot
Bethesda
Bioware
Blizzard Entertainment
Capcom
CCP Games
Cisco
Creative Artists Agency
Curse
Dell
DeNA
Double Fine Productions
Dreamworks
EA Digital Illusions CE
EEDAR
Electronic Arts
Epic Games
ESA
Facebook
Gameforge
Gameloft
Gearbox Software
General Motors
Google
GoPro
GREE
Gunnar
Halfbrick Studios
Hansoft
Havok
High Moon Studios
High Voltage Software
Humble Bundle
IBM
Insomniac Games
Intel Corporation
Irrational Games
Jagex Ltd
Kabam
Kojima Productions
Konami
LEGO Group
Machinima
Microsoft
Mirada Studios/Del Toro Films
MLB Advanced Media
MTV Networks
Naughty Dog
NBC Universal
Nexon
Niantic Labs
Nickelodeon
Nike
Ninja Theory
Nintendo
Nokia
NVIDIA
OnLive
Obsidian Entertainment
Oculus VR
Penny Arcade
Playspan/Visa Inc.
Qualcomm Inc.
Ready at Dawn
Rebellion
Remedy Entertainment
Respawn Entertainment
Riot Games
Rockstar Games
Rovio Entertainment Ltd
Samsung
SEGA
Sledgehammer Games
Sony Computer Entertainment
Square Enix, Inc.
Sumo Digital Ltd.
SyFy
Take 2 Interactive
Telltale Games
Tencent
thatgamecompany
Treyarch
Triton
Turtle Beach
Ubisoft
United Talent Agency
Unity Technologies
Universal Pictures
Valve Corporation
Versus
Viacom
Visa Inc.
Wargaming
Warner Bros. IE
Wedbush Securities
Wizards of the Coast
WME/IMG
The Academy of Interactive Arts & Sciences (AIAS) has several strong marketing and promotional components that includes digital editorial coverage of our events, a robust social presence and a quick-growing and influential podcast series.

Media and Engagement
The Academy of Interactive Arts & Sciences (AIAS), D.I.C.E. Summit and D.I.C.E. Awards enjoyed editorial coverage in these local, regional and international media outlets. We also amplify our news stories and conference across our social media channels on Facebook, Twitter, Instagram and LinkedIn with over 105K followers.

Our press outreach garnered 646 press articles and 1.58 billion press impressions.

With our media partner, IGN, the D.I.C.E. Summit and Awards livestreamed across six major platforms (+ OTT and apps) with approximately 2 million video views.

REPORTED IN 270 OUTLETS WITH 100MM PRESS IMPRESSIONS

XBOX'S PHIL SPENCER ON THE GAME MAKER'S NOTEBOOK PODCAST
Reported in 270 outlets with 100mm press impressions
12,290 Social Interactions

CONNIE BOOTH
2020 HALL OF FAME RECIPIENT
Reported in 270 press outlets with 230mm press impressions
67,200 Social Interactions

HIGHLIGHTS FROM 2020
EPIC GAMES' TIM SWEENEY
2020 D.I.C.E. SUMMIT KEYNOTE
42mm Press Impressions
2,700 Social Interactions

NATIONAL CONSUMER PRESS
All Things D
Associated Press
CNET
Digital Trends
Engadget
Forbes
Hollywood Reporter
Las Vegas Review-Journal
Nerdist Industries
The Los Angeles Times
Reuters
Time
Univision
USA Today
Variety
VentureBeat
The Verge
Wall Street Journal
Wired

GAMING MEDIA
Ars Technica
Curse
Destructoid
EDGE Magazine
Electric Playground, The
(Greedy Prod.)
Electronic Gaing Monthly
(EGM)
Escapist Magazine
Gamasutra
Game Daily
Game Developer Magazine
Game Fly / Shacknews
Game Informer Magazine
Games Industry.biz
Game Revolution
GameSpot.com
Giant Bomb
IGN.com
Igromania
Joystiq
Killscreen
Kotaku
Pelaaja
PC Gamer
Polygon
The Penny Arcade Report
Rock, Paper Shotgun
USGamer
VG247
Yahoo!

REPORTED IN 270 OUTLETS WITH 230MM PRESS IMPRESSIONS

MEDIA AND ENGAGEMENT HIGHLIGHTS FROM 2020
XBOX'S PHIL SPENCER ON THE GAME MAKER'S NOTEBOOK PODCAST
Reported in 270 outlets with 100mm press impressions
12,290 Social Interactions
AIAS SPONSORSHIPS

OFFICIAL PREMIER SPONSOR
$65,000 USD

- PREMIER ACADEMY OF INTERACTIVE ARTS & SCIENCES SPONSORSHIP TO INCLUDE:
  - 30 Individual AIAS Memberships to be given away at sponsor discretion (example: given
to indie devs or packaged in diversity & inclusion programs) – Individuals must meet
AIAS membership qualifications
  - Logo linked to Sponsor site on interactive.org, dicesummit.org, and diceeurope.org
  - 4 AIAS Newsletter sponsorships to include sponsor messaging to AIAS members
    (30,000+)
  - Listing as Official Supporter of AIAS Foundation Scholar Program
  - Sponsor mention in social media posts regarding Academy initiatives including D.I.C.E.
    Conversations and the 24th Annual D.I.C.E. Awards

- PREMIER SPONSORSHIP OF THE 24TH ANNUAL D.I.C.E. AWARDS TO INCLUDE:
  - One video showcase (trailer, reveal, walkthrough) placement during the 24th Annual
    D.I.C.E. Awards (content and time restrictions may apply)
  - Branding and host sponsor mention during virtual awards presentation
  - Branding included in all marketing messaging for virtual awards presentation

- PREMIER SPONSORSHIP OF D.I.C.E. CONVERSATIONS TO INCLUDE:
  - Branding on all D.I.C.E. Conversations talk/panel videos located on both the official AIAS
    YouTube channel as well as the AIAS Members homepage. D.I.C.E. Conversations is a
    continuing series of presentations that will be free to view. They will be accompanied by
    virtual roundtable discussions exclusive to Academy members.
  - Branding in all marketing material for D.I.C.E. Conversations
  - Opportunity to host a D.I.C.E Conversations networking roundtable
  - Opportunity to present ONE Sponsored D.I.C.E. Conversation talk or panel (pending
    topic approval by AIAS)

- INCLUDES DISCOUNTS ON ADDITIONAL OPPORTUNITIES:
  - 50% discount on Game Maker’s Notebook podcast sponsorships
  - 50% discount on 24th Annual D.I.C.E. Awards virtual gift sponsorships

OFFICIAL GOLD SPONSOR
$30,000 USD

- GOLD SPONSORSHIP OF THE ACADEMY OF INTERACTIVE ARTS & SCIENCES TO INCLUDE:
  - 10 Individual AIAS Memberships to be given away at sponsor discretion (example: given
to indie devs or packaged in diversity & inclusion programs) – Individuals must meet
AIAS membership qualifications
  - Logo linked to Sponsor site on interactive.org, dicesummit.org, and diceeurope.org
  - 2 AIAS Newsletter sponsorships to include sponsor messaging to AIAS members
    (30,000+)

- GOLD SPONSORSHIP OF THE 24TH ANNUAL D.I.C.E. AWARDS TO INCLUDE:
  - Branding recognition during virtual awards presentation
  - Branding included in some marketing messaging for virtual awards presentation

- GOLD SPONSORSHIP OF D.I.C.E. CONVERSATIONS TO INCLUDE:
  - Branding on all D.I.C.E. Conversations talk/panel videos located on both the official AIAS
    YouTube channel as well as the AIAS Members homepage. D.I.C.E Conversations is a
    continuing series of presentations that will be free to view. They will be accompanied by
    virtual roundtable discussions exclusive to Academy members.
  - Branding in all marketing material for D.I.C.E. Conversations

- INCLUDES DISCOUNTS ON ADDITIONAL OPPORTUNITIES:
  - 50% discount on one video showcase (trailer, reveal, walkthrough) placement during the
    24th Annual D.I.C.E. Awards (content and time restrictions may apply)
  - 50% discount on Game Maker’s Notebook podcast sponsorships
  - 50% discount on 24th Annual D.I.C.E. Awards virtual gift sponsorships
OFFICIAL SILVER SPONSOR
$10,000 USD

- **SILVER SPONSORSHIP OF THE ACADEMY OF INTERACTIVE ARTS & SCIENCES TO INCLUDE:**
  - 5 Individual AIAS Memberships to be given away at sponsor discretion (example: given to indie devs or packaged in diversity & inclusion programs) – Individuals must meet AIAS membership qualifications
  - Logo linked to Sponsor site on interactive.org, dicesummit.org, and diceeurope.org

- **SILVER SPONSORSHIP OF THE 24TH ANNUAL D.I.C.E. AWARDS TO INCLUDE:**
  - Branding recognition during virtual awards presentation

- **SILVER SPONSORSHIP OF D.I.C.E. CONVERSATIONS TO INCLUDE:**
  - Branding on all D.I.C.E. Conversations talk/panel videos located on both the official AIAS YouTube channel as well as the AIAS Members homepage. D.I.C.E Conversations is a continuing series of presentations that will be free to view. They will be accompanied by virtual roundtable discussions exclusive to Academy members.

- **INCLUDES DISCOUNTS ON ADDITIONAL OPPORTUNITIES:**
  - 25% discount on one video showcase (trailer, reveal, walkthrough) placement during the 24th Annual D.I.C.E. Awards (content and time restrictions may apply)
  - 25% discount on Game Maker’s Notebook podcast sponsorships
  - 25% discount on 24th Annual D.I.C.E. Awards virtual gift sponsorships

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**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**24TH ANNUAL D.I.C.E. AWARDS PARTNER VIDEO SHOWCASE**
*(PLEASE INQUIRE FOR PRICING; VARIES BASED ON RUNTIME)*

- Showcase videos to be premiered within the online award show.
- Unique opportunity to highlight upcoming games or content with reveals ranging from 30 second spots to 2 minute spots
- Content can be teasers, trailers, or brief walkthroughs
- Placement within show is at the Academy’s discretion

**24TH ANNUAL D.I.C.E. AWARDS VIRTUAL GIFT SPONSORSHIP**
*(PRICE VARIES BY GIFT)*

AIAS will send a virtual gift of your choice to select AIAS members
- Includes 24th Annual D.I.C.E. Awards nominees
- Includes 24th Annual D.I.C.E. Awards panelists who judge nominated titles
- Sample gifts
  - Online Gift Cards
  - Game Codes
  - Uber Eats, Postmates, Doordash, Grubhub Gift Certificates

**GAME MAKER’S NOTEBOOK PODCAST SPONSORSHIP**
*(PRICE Varies)*

See detailed information on these sponsorships here:
www.interactive.org/about/gmn_sponsorship.asp

**SPONSORED D.I.C.E. CONVERSATIONS**
*(INTRODUCTORY PRICING: $2500 FOR 30-MINUTES; $5000 FOR 60-MINUTES)*

- 30 or 60 minute pre-recorded talk or panel to be hosted on the Official Academy of Interactive Arts & Sciences YouTube channel (pending topic approval by AIAS), along with the editorially approved talks or panels. These will be free to watch.
- All Sponsored talks or panels will be labeled “Brought to you by <Sponsor>”
- Pre-recorded talk or panel can be produced by Sponsor or Academy.
- Includes newsletter message to AIAS members (30,000+)
- Includes social media messaging on all Academy channels.
- There will be an additional fee of $1500 to host a virtual networking roundtable following the scheduled launch of talk or panel. Virtual networking roundtables are available to Academy members only.