

**2021**  
SPONSORSHIP DECK



ACADEMY  
— OF —  
INTERACTIVE ARTS & SCIENCES



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**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, Activision 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](http://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](https://www.interactive.org/Interviews/the_game_makers_notebook.asp) and it is also available on all major podcast platforms.



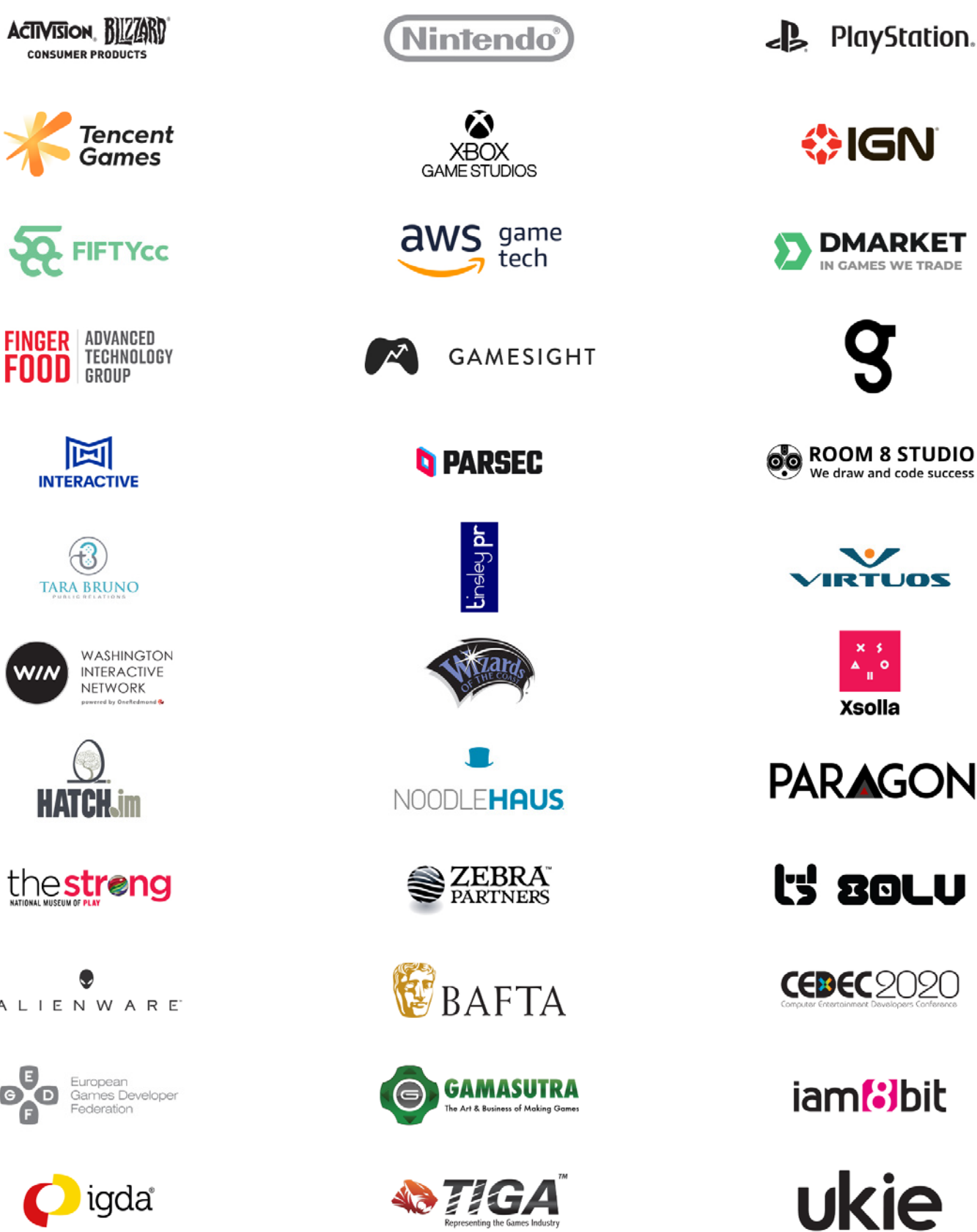


NOTABLE PAST ATTENDING COMPANIES

20th Century Fox	Gunnar	Qualcomm Inc.
2K Games	Halfbrick Studios	Ready at Dawn
343 Industries	Hansoft	Rebellion
505 Games	Havok	Remedy Entertainment
Activision	High Moon Studios	Respawn Entertainment
Akamai	High Voltage Software	Riot Games
Amazon	Humble Bundle	Rockstar Games
Apple	IBM	Rovio Entertainment Ltd
Aspyr Media	IGDA	Samsung
AutoDesk	Insomniac Games	SEGA
Avalanche Studios	Intel Corporation	Sledgehammer Games
Bad Robot	Irrational Games	Sony Computer Entertainment
Bethesda	Jagex Ltd	Square Enix, Inc.
Bioware	Kabam	Sumo Digital Ltd.
Blizzard Entertainment	Kojima Productions	SyFy
Capcom	Konami	Take 2 Interactive
CCP Games	LEGO Group	Telltale Games
Cisco	Machinima	Tencent
Creative Artists Agency	Microsoft	thatgamecompany
Curse	Mirada Studios/Del Toro Films	Treyarch
Dell	MLB Advanced Media	Triton
DeNA	MTV Networks	Turtle Beach
Double Fine Productions	Naughty Dog	Ubisoft
Dreamworks	NBC Universal	United Talent Agency
EA Digital Illusions CE	Nexon	Unity Technologies
EEDAR	Niantic Labs	Universal Pictures
Electronic Arts	Nickelodeon	Valve Corporation
Epic Games	Nike	Versus
ESA	Ninja Theory	Viacom
Facebook	Nintendo	Visa Inc.
Gameforge	Nokia	Wargaming
Gameloft	NVIDIA	Warner Bros. IE
Gearbox Software	OnLive	Wedbush Securities
General Motors	Obsidian Entertainment	Wizards of the Coast
Google	Oculus VR	WME/IMG
GoPro	Penny Arcade	
GREE	Playspan/Visa Inc.	



2020 SPONSORS AND PARTNERS







GABE NEWELL  
VALVE SOFTWARE



MEDIA AND ENGAGEMENT

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.

NATIONAL CONSUMER PRESS

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

GAMING MEDIA

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

HIGHLIGHTS FROM 2020

EPIC GAMES' TIM SWEENEY  
2020 D.I.C.E. SUMMIT KEYNOTE



42mm Press Impressions  
2,700 Social Interactions



CONNIE BOOTH  
2020 HALL OF FAME RECIPIENT

Reported in 270 press outlets with 230mm  
press impressions  
67,200 Social Interactions



XBOX'S PHIL SPENCER ON THE GAME MAKER'S NOTEBOOK PODCAST

Reported in 270 outlets with 100mm press impressions  
12,290 Social Interactions





**GENE PARK** WASHINGTON POST  
**VINCE ZAMPELLA** RESPAWN ENTERTAINMENT  
**JADE RAYMOND** STADIA GAMES & ENTERTAINMENT  
**TED PRICE** INSOMNIAC GAMES  
**PATRICIA VANCE** ESRB  
**JASON RUBIN** FACEBOOK



**NEIL DRUCKMANN** NAUGHTY DOG



**TIM SWEENEY** EPIC GAMES



**ZA/UM** DISCO ELYSIUM



## 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

## ADDITIONAL SPONSORSHIPS 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](http://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.



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