

# 2024

**SPONSORSHIP DECK**

**D.I.C.E. SUMMIT & D.I.C.E. AWARDS**

**FEBRUARY 13 - 15, 2024**

**ARIA RESORT & CASINO, LAS VEGAS**



ACADEMY  
— OF —  
INTERACTIVE ARTS & SCIENCES

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## **ABOUT THE ACADEMY OF INTERACTIVE ARTS & SCIENCES**

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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.

## **D.I.C.E. SUMMIT 2024**

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The D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit® is an exclusive, high-level gathering of the brightest and most creative minds across many industries to discuss the trends and the future of the interactive entertainment industry. Attendees include all of the major publishers and developers. The three-day event will be held in the Aria Resort & Casino on February 13-15, 2024. More information on D.I.C.E. Summit® can be found at [www.dicesummit.org](http://www.dicesummit.org).

## **27<sup>TH</sup> ANNUAL D.I.C.E. AWARDS**

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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).



**GUILLERMO DEL TORO**  
FILM MAKER

**HIDEO KOJIMA**  
KOJIMA PRODUCTIONS

**GEOFF KEIGHLEY**  
JOURNALIST



## NOTABLE PAST ATTENDING COMPANIES

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  
IGDA  
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  
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 Interactive  
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



Electronic Arts



facebook



Google

IBM



Microsoft

NAUGHTY DOG



oculus



Respawn ENTERTAINMENT



SEGA

SQUARE ENIX



VISA

VALVE



## 2023 SPONSORS

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## MEDIA AND ENGAGEMENT

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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 coverage across our social media channels on Facebook, Twitter, Instagram, Threads, YouTube, TikTok, and LinkedIn with over 118K+ followers. Our press outreach garnered 300+ articles and 720+ million impressions.

With our media partner, IGN, the 26th Annual D.I.C.E. Awards livestreamed across six major platforms (+ OTT and apps) with approximately 10 million views across our social platforms.

### Gaming Media

80 Level	IGN.com
Ars Technica	Igromania
Curse	Joystiq
Destructoid	Killscreen
EDGE Magazine	Kinda Funny
Electric Playground, The (Greedy Prod.)	Kotaku
Electronic Gaming Monthly (EGM)	Pelaaja
Escapist Magazine	PC Gamer
Game Daily	Polygon
Game Developer	The Penny Arcade Report
Game Informer Magazine	Rock, Paper Shotgun
Games Industry.biz	Shacknews
Game Revolution	VG247
GameSpot.com	
Giant Bomb	
Hop Hop Gamer	

### National Consumer Press

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





**JJ ABRAMS**  
BAD ROBOT

**GABE NEWELL**  
VALVE



# 2024 SPONSORSHIP PROGRAM AND RATES

	<b>D.I.C.E. Summit</b>	<b>Rate</b>
pg.10	Presenting Sponsor	\$150,000
pg.12	Premier Sponsor	\$ 65,000
pg.12	Speaker/Sponsor VIP Reception	\$ 25,000

	<b>D.I.C.E. Awards</b>	
pg.14	D.I.C.E. Awards After-Party	\$ 95,000
pg.14	Pre-D.I.C.E. Awards Reception	\$ 35,000
pg.14	D.I.C.E. Awards Table Centerpiece	\$ 12,000

	<b>Networking Activities</b>	
pg.16	Go-Karting Tournament	\$ 35,000
pg.16	Poker Tournament	\$ 20,000
pg.17	Dan Winters Memorial Golf Tournament	prices vary
pg.18	Magic: The Gathering Tournament	\$ 15,000
pg.18	Dungeons & Dragons Game Night	\$ 15,000

	<b>Summit Events</b>	
pg.19	Roundtable Experience	\$ 30,000
pg.19	D.I.C.E. Direct	\$ 30,000

	<b>Food &amp; Beverage</b>	
pg.20	D.I.C.E. Arcade	\$ 25,000
pg.20	Opening Night Party	\$ 50,000
pg.22	Barista Bar	\$ 30,000

	<b>Food and Beverage Cont.</b>	<b>Rate</b>
pg.22	Networking Breaks	\$20,000
pg.22	Tuesday Happy Hour	\$ 15,000
pg.23	Breakfast Sponsor	\$20,000
pg.23	Lunch Sponsor	\$20,000

	<b>Additional Sponsor Opportunities</b>	
pg.24	Phone App	\$ 15,000
pg.24	Hotel Key Card	\$25,000
pg.24	Wi-Fi	\$40,000
pg.24	Summit Lanyard	\$25,000
pg.25	Attendee Address Book	\$ 15,000
pg.25	Branded Facemasks	\$ 10,000
pg.25	Branded Hand Sanitizers	\$ 10,000
pg.25	Apparel Sponsor	prices vary
pg.25	VIP Room Drop	prices vary
pg.25	Private Meeting Room	prices vary

	<b>AIAS Foundation Charity</b>	
pg.26	AIAS Foundation Reception	\$20,000
pg.26	AIAS Foundation Scholars Workshop	\$ 1,000
pg.28	Game Maker's Sketchbook	\$ 15,000
pg.29	AIAS Game Maker's Notebook	prices vary

## Aria Resort & Casino Onsite-Marketing

\*prices vary

Escalator message carpets and runner  
Escalator Gobos and Clings  
Hanging Banners in public space  
Window clings in public space

Hanging Banners on conference floor  
Elevator Clings  
Surface mounted Pillar Clings  
Interactive Media Wall

In Room Channels  
Food and Beverage Hotel items



## **D.I.C.E. SUMMIT PRESENTING SPONSOR**

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There can be only one! Show your boundless love and support for the video game community (and the return of in-person events). Three days packed with unparalleled networking and events. This sponsorship is tailored to provide maximum brand exposure amongst your peers.

### **2024 Package Rate: \$150,000**

#### **Signage/On-site Marketing**

- Branded premiere signage throughout the conference area and in all relevant marketing as “D.I.C.E. Summit Presented by Your Company”
- Your logo placed prominently throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app
- Opportunity to participate in the industry town hall pending event management approval
- Customized in-room amenities for VIP guests (additional cost for production)

#### **Media**

- Presenting sponsor logo integrated into Keynote Speaker and Industry Town Hall title cards on streaming and VOD content

#### **Advertising**

- 2 newsletters sent to AIAS members
- 3 social media posts sent through official AIAS accounts

#### **Hospitality**

- 5 D.I.C.E. Summit & D.I.C.E. Awards registrations
  - Includes 5 passes to either the Go-Karting Tournament or Golf Tournament
- 8 additional tickets to the D.I.C.E. Awards show and After-Party
- 5 tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)



DICE 2020 SUMMIT



DICE

**TIM SWEENEY**  
EPIC GAMES

## D.I.C.E. SUMMIT PREMIER SPONSOR

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Our most popular sponsorship package. Join distinguished companies such as Nintendo, Tencent, Xbox, and PlayStation and highlight your brand as instrumental in the overall D.I.C.E. experience.

**2024 Package Rate: \$65,000**

### Signage/On-site Marketing

- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### Hospitality

- 4 D.I.C.E. Summit & D.I.C.E. Awards registrations
- 4 additional tickets to the awards show and after party
- 4 tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)

## SPEAKER + SPONSOR VIP RECEPTION

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Host a next level networking reception where you can connect with fellow sponsors, AIAS Board of Directors, Summit speakers/roundtable leaders, award show presenters, and all-around VIP guests in an intimate environment. Might just be the best bang for your buck.

**2024 Package Rate: \$25,000**

### Signage/On-site Marketing

- Your company logo throughout the reception venue.
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 5 tickets to the Speaker/Sponsor VIP Reception (must be D.I.C.E. Summit Pass holders)







**HIDETAKA MIYAZAKI**  
CREATIVE DIRECTOR, ELDEN RING



## **D.I.C.E. AWARDS AFTER-PARTY**

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Applaud the best in interactive entertainment and toast the nominees and winners in style. Celebrating the 27th Anniversary, the D.I.C.E. Awards is a livestreamed salute to the best in games and the many talented people who create them, followed by an after-party at Jewel Nightclub.

**2024 Package Rate: \$95,000**

### **Signage/On-site Marketing**

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app
- Sponsor branded napkins and cups
- Bars branded with your company logo
- Naming rights on drinks
- Exclusive VIP section with bottle service
- Branded wristbands
- Digital branding available at additional cost

### **Hospitality**

- 5 D.I.C.E. Summit & D.I.C.E. Awards passes
- Includes a choice of Go-Karting Tournament or Golf Tournament
- 10 additional tickets to the D.I.C.E. Awards show and After-Party
- Private board room for duration of event
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)

## **PRE-D.I.C.E. AWARDS RECEPTION**

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Kick-off the 27th Annual D.I.C.E. Awards evening of celebration by hosting the pre-awards reception with cocktails and appetizers as attendees mingle with friends, colleagues, and esteemed nominees before the big show.

**2024 Package Rate: \$35,000**

Celebrate the D.I.C.E. Awards finalists with cocktails and appetizers.

### **Signage/On-site Marketing**

- Sponsor branding at D.I.C.E. Awards Bar
- Sponsor branding in the Awards press lounge
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### **Hospitality**

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

## **D.I.C.E. AWARDS TABLE CENTERPIECE SPONSOR**

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**2024 Package Rate: \$12,000**

Centerpiece item to be produced and provided by sponsor with final approval by show management

### **Signage/On-site Marketing**

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### **Hospitality**

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception





**TIMS SCHAFER**  
DOUBLE FINE PRODUCTIONS



**ED BOON**  
NETHERREALM STUDIOS



**PHIL SPENCER**  
XBOX

## NETWORKING ACTIVITIES

Incredible opportunities to mix work and play -- what could be better? Sponsor one of our networking activities and foster friendly competition with varied games of skill and chance.

### D.I.C.E. GO-KARTING SPONSOR

**2024 Package Rate: \$35,000**

#### Signage/On-site Marketing

- Full branded signage around race track, start line, and winner's area
- Option for branded team racing items (to be provided by sponsor)
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 entries to the Go-Karting Tournament
- 2 tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)



### D.I.C.E. POKER TOURNAMENT SPONSOR

**2024 Package Rate: \$20,000**

#### Signage/On-site Marketing

- Branded poker signage at event
- Optional sponsor branded item (to be provided by sponsor)
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 entries to the Poker Tournament (does not include buy-in)
- 2 tickets to the Speaker/Sponsor VIP Reception





## DAN WINTERS MEMORIAL GOLF TOURNAMENT

**2024 Package Rate: contact for pricing**

### Package includes:

- Event naming rights, including on trophies
- Sponsor branding at event, including signage
- Sleeve of branded golf balls + optional items (sponsor provided)
- 4 passes to tournament
- Option to attend awards ceremony happy hour
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app
- Logo prominently placed throughout the D.I.C.E. Summit venue for the length of the conference

### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 additional tickets to the D.I.C.E. Awards show and After-Party
- 2 Tickets to the Speaker/Sponsor VIP Reception



## MAGIC: THE GATHERING TOURNAMENT

**2024 Package Rate: \$15,000**

### Signage/On-site Marketing

- Sponsor branding around tournament area
- Sponsor branded snack area
- Option for branded item of table (to be provided by sponsor)
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. app

### Hospitality

- 1 D.I.C.E. Summit and D.I.C.E. Awards pass
- 2 entries to Magic: the Gathering Tournament
- 2 tickets to the Speaker/Sponsor VIP Reception



## DUNGEONS & DRAGONS GAME NIGHT

**2024 Package Rate: \$15,000**

### Signage/On-site Marketing

- Sponsor branding around tournament area
- Sponsor branded snack area
- Option for branded item of table (to be provided by sponsor)
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. app

### Hospitality

- 1 D.I.C.E. Summit and D.I.C.E. Awards pass
- 2 entries to Dungeons & Dragons Game Night
- 2 tickets to the Speaker/Sponsor VIP Reception





## SUMMIT EVENTS

Core networking opportunities designed to create lasting connections, foster big ideas, and provide lasting takeaways.

### D.I.C.E. SUMMIT ROUNDTABLE EXPERIENCE

One of our most popular events, Roundtables take place all day on Thursday and provide intimate and candid discussion opportunities on the most important topics of our time.

**2024 Package Rate: \$30,000**

#### Signage/On-site Marketing

- Branded table numbers at every roundtable
- Branded room and directional signage
- Option for branded materials for each table such as notebooks and pens (to be provided by sponsor)
- Opportunity to emcee roundtable experience (time and script to be approved by show management)
- Your logo prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)



### D.I.C.E. DIRECT

Meet as many D.I.C.E. Summit attendees as possible in our speed-matchmaking experience.

**2024 Package Rate: \$30,000**

#### Signage/On-site Marketing

- Branded table numbers at every table
- Branded room and directional signage
- Option for branded materials for each table such as notebooks and pens (to be provided by sponsor)
- Opportunity to emcee matchmaking experience (time and script to be approved by show management)
- Your logo prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 Tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)



### ARCADE SPONSORSHIP

A customizable gathering space that is the true center of the conference.

**2024 Package Rate: \$25,000**

**Extra production costs may apply to custom installations depending on level of build and integration.**

#### Signage/On-site Marketing

- Sponsor branding at the D.I.C.E. Arcade bar
- Branded signage around lounge area
- Branded napkins
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

### OPENING NIGHT PARTY

Welcome all D.I.C.E. attendees, speakers, & sponsors at the official kickoff party

**2024 Package Rate: \$50,000**

**Extra production costs may apply to custom installations depending on level of build and integration.**

#### Signage/On-site Marketing

- Specialty drinks with naming rights
- Branded napkins
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 4 D.I.C.E. Summit & D.I.C.E. Awards passes
- 4 tickets to the Speaker/Sponsor VIP Reception









## BARISTA BAR

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**2024 Package Rate: \$30,000**

### Signage/On-site Marketing

- Sponsor branded coffee cup sleeves and napkins
- Sponsor signage around barista bar
- Naming right on drinks

### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

## NETWORKING BREAKS

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**2024 Package Rate: \$20,000**

**Includes a minimum of 4 breaks throughout the conference.**

### Signage/On-site Marketing

- Sponsor branded table tops signage during networking breaks

### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

## TUESDAY HAPPY HOUR

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**2024 Package Rate: \$15,000**

### Signage/On-site Marketing

- Sponsor signage around Happy Hour venue during event
- Naming right on drinks

### Hospitality

- 1 D.I.C.E. Summit & D.I.C.E. Awards passes
- 1 tickets to the Speaker/Sponsor VIP Reception



## D.I.C.E. SUMMIT BREAKFAST SPONSOR

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**2024 Package Rate: \$20,000**

### **Signage/On-site Marketing**

- Branded table tents at breakfast tables
- Branded signage in breakfast area
- Opportunity to place marketing handouts on tables (to be provided by sponsor)
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### **Hospitality**

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)



## D.I.C.E. SUMMIT LUNCH SPONSOR

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**2024 Package Rate: \$20,000**

### **Signage/On-site Marketing**

- Branded table tents at lunch tables
- Branded signage in lunch area
- Opportunity to place marketing handouts on tables (to be provided by sponsor)
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### **Hospitality**

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

A plethora of additional, unique opportunities to properly highlight your brand.

### D.I.C.E. SUMMIT PHONE APP

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**2024 Package Rate: \$10,000**

#### In App Advertising

- Banner ad throughout the app
- In app icon leading to personalized info page and website link
- Logo on first screen splash page during app load

#### Signage/On-site Marketing

- Your logos prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

### WI-FI

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**2024 Package Rate: \$40,000**

#### Signage/On-site Marketing

- Sponsor branding on on-site wi-fi username and password
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

### HOTEL KEY CARD

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**2024 Package Rate: \$25,000**

Your company logo on every hotel key card, the official conference hotel for the Summit and Award.

#### Signage/On-site Marketing

- Your company logo on every hotel key card for guests staying at the Aria Resort & Casino.
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

### D.I.C.E. SUMMIT LANYARD

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**2024 Package Rate: \$25,000**

#### Signage/On-site Marketing

- Logo placement on the official D.I.C.E. lanyard given to all attendees
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception



## VIP ROOM DROP

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**2024 Package Rate: Cost varies by item. Please inquire for pricing (average cost is \$35,000).**

### **Sponsorship details:**

- Potential items include: Wine, apparel, gift bags.
- Sponsor may provide items to be distributed (show management reserves the right of final approval on items)

### **Signage/On-site Marketing**

- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### **Hospitality**

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

## D.I.C.E. APPAREL SPONSOR

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**2024 Package Rate: Cost varies by item. Please inquire for pricing.**

### **Sponsorship details:**

- Your company logo on apparel given to all D.I.C.E. attendees
- Potential items include: t-shirt, sweater, hats, etc.
- Apparel can be provided by sponsor or produced by show management (for a fee)

### **Signage/On-site Marketing**

- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### **Hospitality**

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

## D.I.C.E. SUMMIT ATTENDEE ADDRESS BOOK

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**2024 Package Rate: \$15,000**

### **Advertising**

- Logo on front cover of address book given to all D.I.C.E. Summit attendees
- Ad placement on inside front and back cover of address book

### **Signage/On-site Marketing**

- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

### **Hospitality**

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception

## BRANDED HAND SANITIZERS

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**2024 Package Rate: \$10,000**

- Logo on hand sanitizers given to each attendee and available at registration

## PRIVATE MEETING ROOM

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Cost varies by room and number of days. Please inquire for pricing. Meeting rooms are located directly on conference floor.

## AIAS FOUNDATION CHARITY SPONSORSHIP

### ABOUT THE ACADEMY OF INTERACTIVE ARTS & SCIENCES FOUNDATION

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The [AIAS Foundation](#) was established in 2010 as a 501(c)3 and supports the Academy scholarship programs and has sponsored hundreds of scholars and mentees, hosted educational summits, launched the first game industry 5k race, and built a growing database of mentors ready to help future generations of industry leaders.

For additional opportunities to support the charitable arm of the Academy, visit us at [www.aiasfoundation.org](http://www.aiasfoundation.org).

#### AIAS FOUNDATION RECEPTION

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Support emerging talent and bright young minds with this invite-only reception, where the sponsor can help curate the guest list.

2024 Package Rate: \$20,000

##### Signage/On-site Marketing

- Branding at the welcome reception for D.I.C.E. scholars and mentors
- Branding on scholar badges
- Your logo is prominently placed throughout the D.I.C.E. Summit venue for the length of the conference
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

##### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)

#### AIAS FOUNDATION SCHOLAR SPONSORED WORKSHOP

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Our AIAS Foundation programs support our talented students and young professionals who have gone on to impact the gaming industry in a variety of positive and inspirational ways. Check out a collection of their continued achievements [here](#).

2024 Package Rate: \$1,000

##### Signage/On-site Marketing

- Host a 1-hour talk or workshop with our 2020-2021 AIAS Foundation Scholars either at D.I.C.E. Summit or through a virtual Zoom session
- Talk or Workshop will be labeled “Brought to you by Sponsor”
- Branding on D.I.C.E. Summit Sponsorship page and social media cross-promotion
- Branding on AIAS Foundation page

##### Hospitality

- 2 complimentary tickets to AIAS Foundation Reception
- Option to put gift/promotional item in the D.I.C.E. VIP gift bag (quantity 100)





## GAME MAKER'S SKETCHBOOK GALLERY

Co-founded by the Academy of Interactive Arts & Sciences (AIAS), creative production company iam8bit, and communications firm, fortyseven (47), the Game Maker's Sketchbook was born from an industry-wide need and desire to better celebrate the visual arts in games, giving recognition to individuals who contribute incredible visual universes as well as simple joys and lasting impressions in interactive entertainment.

Not simply a showcase of key art and marketing imagery, this project delves deeper, aiming to highlight and celebrate all forms of art related to the craft of making games.



### 2024 Package Rate: \$15,000

#### Signage/On-site Marketing

- Branded area in D.I.C.E. Arcade
- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. phone app

#### Hospitality

- 2 D.I.C.E. Summit & D.I.C.E. Awards passes
- 2 tickets to the Speaker/Sponsor VIP Reception





## 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 a 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 1MM unique downloads since its inception and has a worldwide audience including listeners from the United States, United Kingdom, Canada, Australia and Germany.

The Game Maker's Notebook both features and reaches some of the brightest minds and biggest names in game development, as well as an intelligent and engaged gaming audience.

The podcast is available for download on all podcast platforms including Apple Podcasts and Spotify. View all of the episodes on our website: [www.gamemakersnotebook.com](http://www.gamemakersnotebook.com)

- **Bumper Ads:** Sponsor will be mentioned at the beginning of each new episode with the ability to provide a customized sponsor message (to be approved by AIAS).
- **Homepage Center Stage:** Designed to highlight the most important announcements, your brand will be featured on the AIAS homepage, announcing each new episode.
- **Show Page Center Stage:** Your brand will be highlighted on the Game Maker's Notebook show page that links to all released content.
- **Show Page Preferred Ad Placement:** In addition to being featured on top of the show page, ability for sponsor to feature a promo+link to featured content.

### Standalone Messaging

If your company is interested in standalone promotional content, The Game Maker's Notebook also supports pre-roll, mid-roll, and end-roll messaging. Rates start at \$150 for 30-second intervals. We are open to discussing more in detail about any special discount codes to package deals to make sure your messaging fits with the podcast interviews that would most interest your team.





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AGBO

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ACADEMY  
— OF —  
INTERACTIVE ARTS & SCIENCES