

TheGXL: TITAN 2015 – Event Sponsorship Proposal – October 16th-18th



Thank you for considering sponsorship of TheGXL, one of the largest LAN party events in the US. This year's event, *TheGXL: Titan*, is scheduled for **October 16th-18th** at **The Greater Philadelphia Expo Center** in Oaks, PA.

On February 27th, 2004, TheGXL was created from a collection of local gaming clans and organizations from the DE, NJ, and PA area. These groups sought to combine decades of LAN party experience into one goal: create the largest and most exciting LAN parties on the US East Coast. Since that day in 2004, **the average attendance has grown to over 400 gamers** with the largest event seating near 700.

TheGXL thrives off these gamers' excitement for events like Titan. Their interests and experiences drive them to return each and every year to GXL LAN parties and tournaments. Our goal is to maintain that excitement for many years to come by offering a variety of contests, tournaments, free play gaming, and raffles during the event.

The majority of GXL attendees are PC gamers and enthusiasts. They work tirelessly, perfecting their machine with the newest components and accessories and they look to their fellow gamers for recommendations on the hottest new products. **This is where you come in.** TheGXL is looking to partner with your company and add you to the excitement of *TheGXL: Titan*. In exchange for various advertising opportunities with us, we ask for cash and prizes so that the gamers may win them across tournaments, contests, and raffles. Each night, at our Midnight Madness Event, the gaming chairs empty as attendees flock to the main stage to see what new products they might get their hands on.

We offer a variety of sponsorship opportunities. Please review the attached packages to see which may be best for your organization. To coordinate your sponsorship and answer any questions, or to work out a custom sponsorship package, please contact Mike Koltz at sponsorship@thegxl.com.

Thank you for helping to make *TheGXL: Titan* the best LAN party we have ever had.

Sincerely,
Kyle Turk
Founder and Director

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EVENT PHOTOS



Above: Gamers showing off their custom computers and decorate their space at the event.



Above: A gamer displaying his custom liquid cooling installation, one of many throughout the event.

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Above: Intense concentration from professional Counter-Strike team Cloud 9, as they take on team iBUYPOWER in the CEVO-P final match!



Above: Our shout casters live on Twitch.tv. Over 300,000 gamers viewed the event with an average concurrent viewership of over 50,000!

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GXL TITAN 2015 SPONSORSHIP LEVELS

Swag - \$0

- Free distribution⁶ of flyers, toys, pens, stickers, posters, magazines, hats, t-shirts, etc.

Bronze - \$100 in cash and/or prizes

- Company Logo include in an email blast to our 3,000+ member mailing list
- A static link to your website on our sponsorship page
- Single poster (any size) to hang on our sponsorship wall at the event

Silver - \$250 in cash and/or prizes

- Dedicated announcement of your company's sponsorship on our website and social media
- Banner placement (any size) at the entrance to event hall

Gold - \$750 in cash and/or prizes

- Rotating ad placement on our website's main page
- Banner placement on the main stage of the event
- Tournament/Contest Branding
 - Ex: "Hearthstone Tournament: Sponsored by [Company Name]"

Platinum - \$1250 in cash and/or prizes

- Email blast – Specific announcement of your company's sponsorship sent to our 3,000+ member mailing list
- Your logo included on all digital projection at the event
- Premium Tournament Branding
 - Ex: "DOTA2/CS:GO Tournament: Sponsored by [Company Name]"

Adamantium - \$3500 in cash and/or prizes (1 available)

- Dedicated, full sidebar ad space on the main page of our website
- Pro-Series Tournament Branding – Our premier event
 - Ex: "The [Company Name] Team Fortress 2 Tournament"
 - Live-streamed via twitch.tv/teamfortrestv with on-site shout casters

Custom Sponsorship - \$Custom

- TheGXL can work with your company to create a sponsorship package that best suits your needs. Please contact us to discuss available options.

1. Each sponsorship level includes the benefits of all lower sponsorship levels.
2. For every \$250 in prizes, your company will receive a special sponsorship badge to the event.
3. Sponsors are permitted to give away unused badges as a part of social media contests.
4. Sponsorship package levels are based on fair-market value of provided prizes.
5. Sponsors must provide all banners and posters to be hung at the event.
6. The nature of swag distribution is at the discretion of the GXL.

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“A LA CARTE” SPONSORSHIP ITEMS

Booth Space: The GXL has 7 booths available. See the attached diagram below for booth placements.

- \$500 per booth space near hall entrance
- \$750 per booth space near main stage

Badge Sponsorship: Your company’s logo on every attendee's badge. All attendees must carry their badges at all times.

- Cost: \$250
- Must be coordinated by October 1st
- Included in Platinum level sponsorship

T-Shirt Sponsorship: Your companys logo on the back of every official GXL: Titan t-shirt.

- Cost: \$500
- Must be coordinated by September 15th
- Included in Adamantium level sponsorship

Lanyard Sponsorship: Provide the GXL lanyards to be handed out with every attendee's badge. All attendees must carry their badges (and lanyards) at all times.

- Cost: \$500 and 500 lanyards
- Only one sponsor may provide this. To be awarded on a first come, first serve basis.



Above: The crowd gathers as Midnight Madness begins!

We hope to see you at TheGXL: Titan in October!

GXL TITAN 2015 FLOOR PLAN

