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CAROLINA GAMES
SUMMIT
EVENT PROSPECTUS



Table of Contents

Sponsorship Descriptions..... 3
 Title Sponsorship 3
 Sponsored Session 3
 Tournament Sponsor 4
 Official Product Recognition 4
 Hospitality Room Sponsorship 3
 Event Partner 4
 Networking Social Sponsor 4
Exhibition Hall Opportunities..... 5
Exhibition Room Opportunities 6
Food Vendor Opportunities..... 7
Outdoor Marketing Opportunities..... 8
Takeaway Sponsorship Opportunities 9
 Bag Sponsorship 9
 Bag Inserts 9
 Lanyard Sponsor 9
 Badge Holder Sponsorship 9
 Program Advertising 9
Summary Of 2008 Event 10
 Event Feedback 10
 Press Release Distribution 11
 Media Campaign 12
 Exhibitor & Sponsor Profile..... 14
 Conclusion 14

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Goldsboro, NC 27534



SPONSORSHIP DESCRIPTIONS

Associate your organization's name with our conference and extend your reach to over 1,400 attendees, partners, and associates.

Platinum Sponsorship [Exclusive]

Price: \$2,500

The pinnacle of sponsorship opportunities allows your company logo and/or name to be included alongside Carolina Games Summit in all possible publications, including the website, program, and all press releases.

Includes:

- Complimentary Event Passes
- Premium Placement in Exhibition Hall
- Special mention in TV and Radio spots
- Advertising on Promotional Flyers
- Special Listing in Event Program with Company Logo
- Single Use of Attendee Database for Post-Event Distribution
- Website Skin on CarolinaGamesSummit.com
- Advertising on CarolinaGamesSummit.com

Hospitality Room Sponsorship [Exclusive]

Price: \$1,500

Sponsor the hospitality room and market directly to our speakers, exhibitors, partners, and volunteers. Literature distribution opportunities are available, sponsor must provide literature. Sponsorship includes catering for both setup night on February 5th and the main day of the event February 6th.

Includes:

- Complimentary Event Passes
- Hospitality Room Sponsorship Listing in Program
- Single Use of Attendee Database for Post-Event Distribution
- Website Advertising on CarolinaGamesSummit.com

Official Product Recognition

Price: \$1,000

Get the recognition your product or service deserves while obtaining exclusive rights within your product category. For example the official energy drink of the 2009 event enjoyed exclusive exhibition and sales rights within the energy drink category. Some restrictions do apply; contact event staff for business segment availability.

Includes:

- Complimentary Event Passes
- Complimentary Space in Exhibition Hall
- Official Product Recognition in Program
- Single Use of Attendee Database for Post-Event Distribution
- Website Advertising on CarolinaGamesSummit.com



SPONSORSHIP DESCRIPTIONS CONTINUED

Sponsored Session

Price: \$750

Numerous opportunities for sponsored sessions are available including seminar room and auditorium presentations. All sessions, and their sponsors, receive special pre-event marketing and integration into our website if desired.

Includes

- Special Session Sponsor Listing in Program
- Complimentary Table in Exhibition Hall
- Session Sponsor Signage and/or Electronic Logo Display
- Website Advertising on CarolinaGamesSummit.com

Tournament Sponsor

Price: \$350

Electronic Sports (eSports) and competitive gaming continue to grow in popularity. Take advantage of this phenomenon by sponsoring a videogame tournament at this year's Carolina Games Summit. Custom made plaques, medals, and other prizes for the top three places are included with this sponsorship.

Includes:

- Complimentary Event Passes
- Room Branding (if desired)
- Sponsor Recognition During Awards Ceremony
- Website Advertising on CarolinaGamesSummit.com

Event Partner

Price: \$250

Show your organizations support by becoming an event partner.

Includes:

- Complimentary Event Passes
- Complimentary Table in Exhibition Hall
- Partner Company Listing in Program
- Website Advertising on CarolinaGamesSummit.com

Networking Social Sponsor [Pricing Upon Request]

Sponsor a fully authorized social event before or after the summit. Use this opportunity to network with attendees in a less formal environment. Authorized socials will be promoted to attendees via event website, pre-event notifications, and reminder emails.



EXHIBITION HALL OPPORTUNITIES

The first floor will include an exhibition hall where game developers, college recruiters, industry supporters/promoters, local businesses, and community organizations/clubs can meet face to face with thousands of attendees, speakers, and other partners. Attendees are able to explore future career opportunities while trying the latest products and services from our partners/exhibitors.

Tabletop Display

10' x 10' Booth

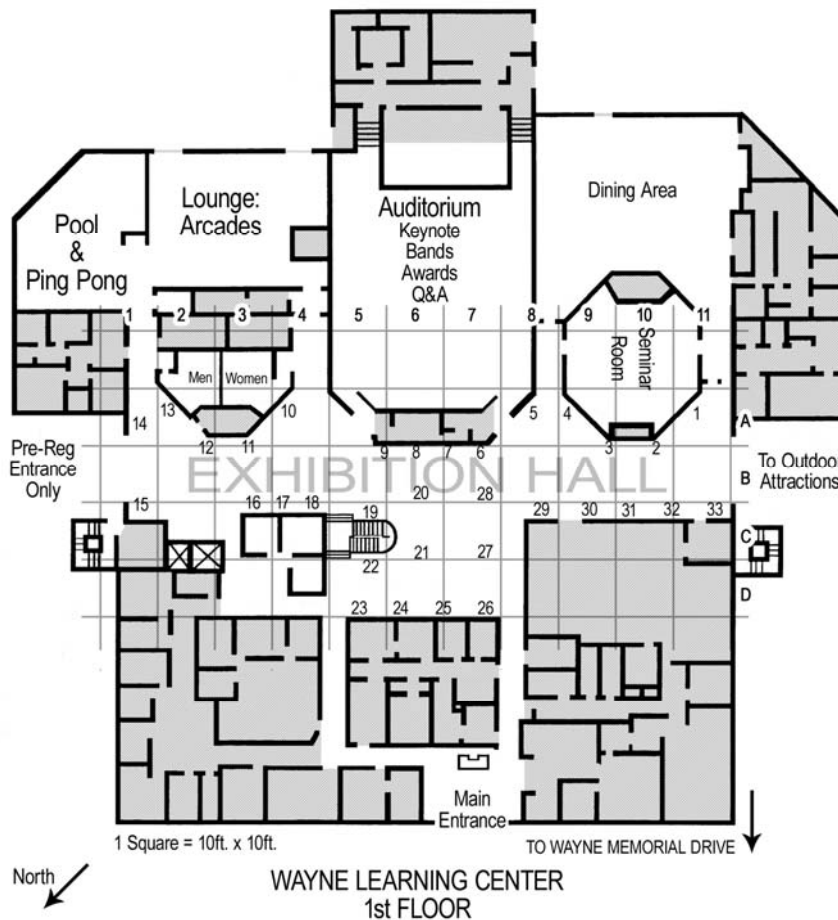
Price: \$150

Price: \$300

Reserve your spot on our exhibition room floor! All attendees must walk through the exhibition area upon entering the event, don't miss this chance to interact directly with our attendees.

Includes

- Exhibitor Listing in Program
- 8' x 3' Table and Two Chairs (optional when purchasing booth)
- The right to distribute giveaways at the table or within booth footprint
- Website Advertising on CarolinaGamesSummit.com



EXHIBITION ROOM OPPORTUNITIES

The second floor hosts tournaments and free play rooms where attendees can test their skills against other gamers face to face or simply try out the latest games and consoles. Companies and organizations can host free play rooms or run officially sanctioned tournaments during our event.

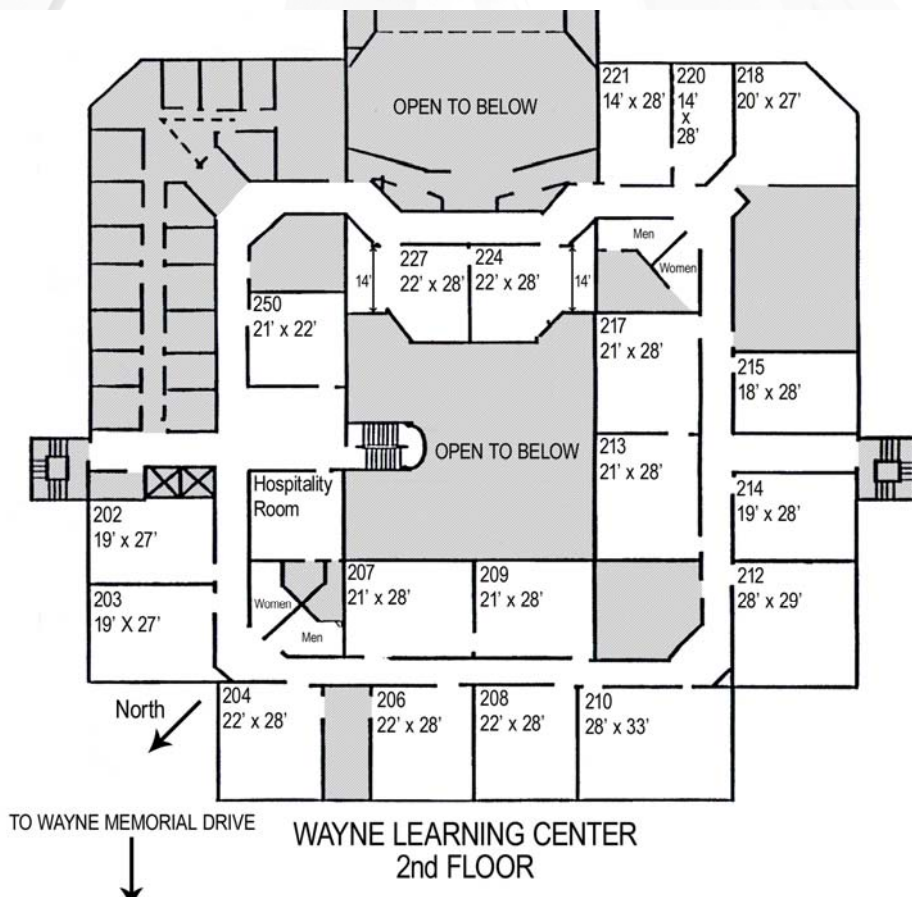
Exhibition Room

Price: \$500

Bring your own equipment, displays, representatives, and have exclusive rights to all room content, subject to staff approval.

Includes

- Special Room Listing in Program
- Pre-event Marketing (if desired)
- Website Advertising on CarolinaGamesSummit.com



FOOD VENDOR OPPORTUNITIES

Sell food and/or beverages direct to over 1,400 gamers, exhibitors, and staff. Items may be sold in the food court or from your mobile unit set up in a pre-approved designated location.

10' x 10' Booth: 10 a.m. to 2 p.m. or 2 p.m. to 8 p.m. (half day)

Price: \$200

10' x 10' Booth: 10 a.m. to 8 p.m. (full day)

Price: \$350

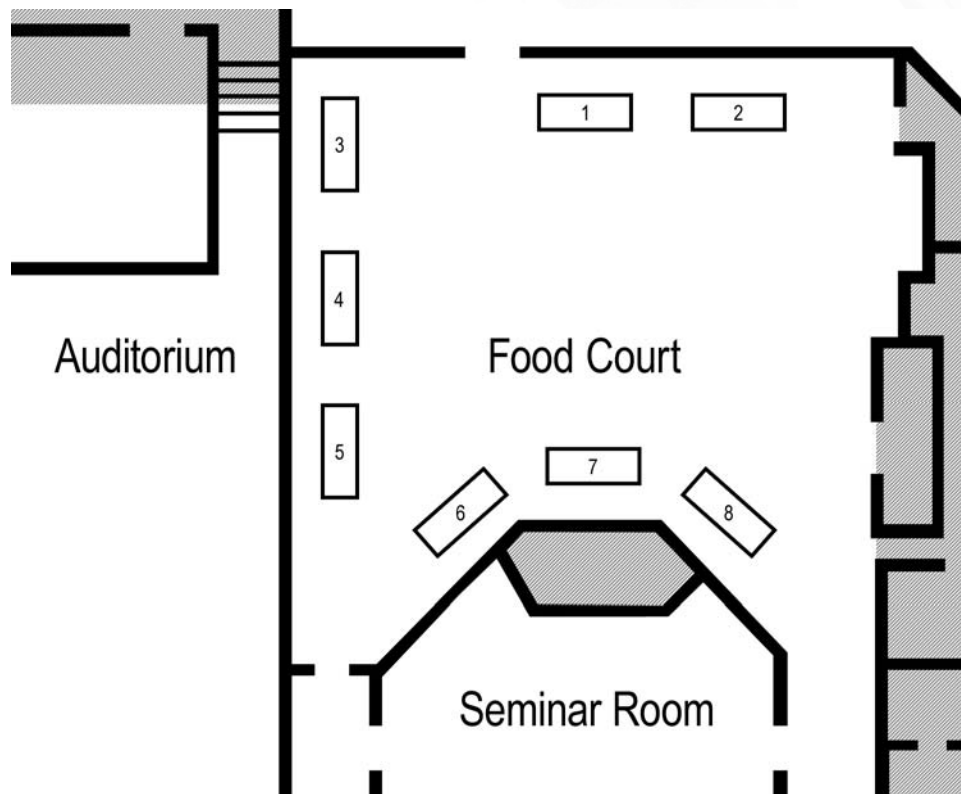
Mobile Kitchen

Price: \$350

For large scale mobile kitchens space will be allocated in our outdoor attractions area (see page 4) or other approved campus location. Food may be sold directly from the mobile kitchens and/or transported to a 10' x 10' booth in the food court for distribution.

All of the above Includes:

- Vendor Listing in Program
- 8' x 3' Table and Two Chairs (optional)
- Website Advertising on CarolinaGamesSummit.com



OUTDOOR MARKETING OPPORTUNITIES

Just outside the first floor exhibition hall attendees can see large scale outdoor attractions such as the US Army's "Adventure Van" 18-Wheeler. Also on site are radio stations, food vendors, and other attractions.

Entertainment Assets

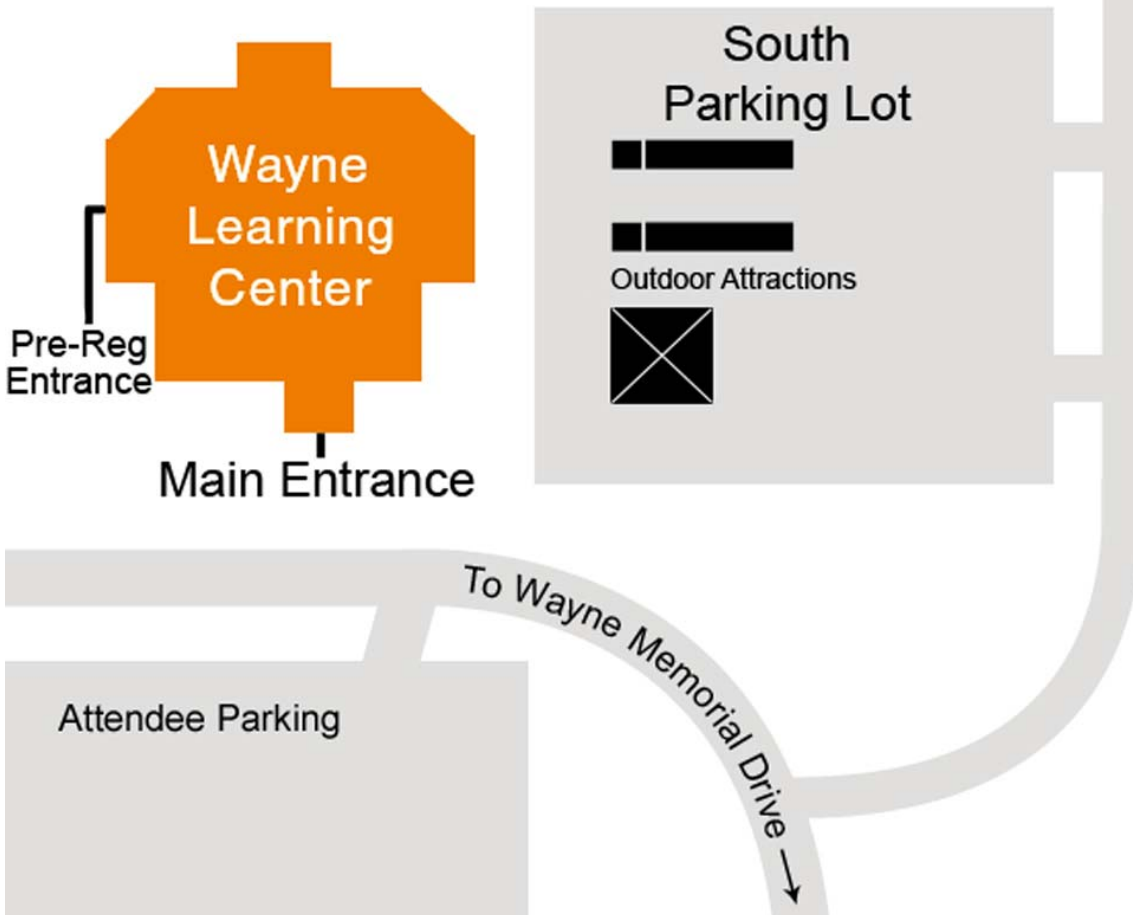
Price: FREE

Outdoor assets which add value to our event by entertaining or educating our attendees in a "fun" way will not be charged any fees from the conference itself. All assets are subject to staff approval.

Purely Marketing/Sales Only Assets

Price: \$250

The majority of outdoor displays will qualify as entertainment assets but for companies looking to show off their latest products not directly related to simulations or videogames you can still capitalize on our event. Examples include, cars, motorcycles, ATVs, or other large scale non-food related product marketing/sales displays.



TAKEAWAY SPONSORSHIP OPPORTUNITIES

Takeaway items are perfect for extending your organization's influence past the actual summit dates. Every attendee will receive our high quality conference materials for use throughout the event. Many of these items will remain in our attendee's possession for years to come.

Bag Sponsorship [Exclusive]

Price: FREE

Become the official bag sponsor and we will distribute paper, plastic, or canvas bags branded with your company logo to every attendee. 1,500 High quality bags to be supplied by sponsor two weeks prior to the event. This sponsorship also comes with one free bag insert sponsorship (see below)

Bag Inserts

Price: \$100

Include a promotional flyer, booklet, or coupon within every attendee bag. Event management must approve all inserts prior to inclusion in show bags. Sponsor is responsible for supplying and delivering literature at least one week prior to the event.

Lanyard Sponsor [Exclusive]

Price: FREE

Hang your organizations name/logo on every attendee, speaker, representative, and staff member at ALT Summit. Lanyards are an extremely visible and popular sponsorship opportunity. 1,500 Lanyards to be supplied by sponsor two weeks prior to the event.

Badge Holder Sponsorship [Exclusive]

Price: \$250

Placed behind every attendee badge, inserts are a unique opportunity to advertise your company or special promotion. Printing Included. Sponsor is responsible for providing corporate logo to event staff one month prior to the event.

All exclusive sponsorships include right of first refusal for 2011 summit.



SUMMARY OF 2009 EVENT

The fourth annual Carolina Games Summit built on the success of previous years to increase the number of exhibitors, speakers, and sponsors. Expectations for attendance, marketing potential, and consumer satisfaction were exceeded across the board.

2009 Date: Saturday, February 7th

Venue: Wayne Community College, Goldsboro, NC

Format: Our mission is to increase awareness of the North Carolina videogame industry by bringing the technology and people behind video games face to face with gamers of all ages.

We mix game development speakers and exhibitors with equal amounts of game tournaments and free play stations so that every attendee has something to enjoy.

Attendees researched their future gaming careers by speaking with Universities, Schools and Game Developers then fraggged their friends in one of eighteen gaming tournaments.

EVENT FEEDBACK

"It is a great way to meet people who are playing games, and people who are really involved in game development, and it's a great way for everyone who has an interest in games in North Carolina to meet under one roof." **Chad Dezern**, Studio Director - Insomniac Games

"We have performed at over thirty events and this is one of the most organized we have seen, with attendees representing a friendly and engaged gaming community." **Chris Baines**, Lead Guitarist - Entertainment System

"It's Great! It draws in a lot of people from out of state! Kids that are in school get to talk to companies and find out what they really need to be studying to get a job in the industry." **John Mason**, Red Storm Entertainment

"This is really cool! We want the best talent coming into the games industry and this is a great place to encourage it." **Michael Capps**, President - Epic Games



PRESS RELEASE DISTRIBUTION

Prior to our event we utilize a PR Firm to distribute our press releases to the following media outlets plus numerous others. In addition our volunteers follow up directly with journalists to increase the pickup rate of our releases.

Print	Online	Radio	Television
Associated Press	360voice.com	Public Radio East	Fox 8/Fox 14 TV
Carteret Co. News-Times	bevnet.com	WAGO radio	News 14
Cary News	dbusinessnews.com	WGBR radio	PACC 10
Clayton News-Star	devmaster.net	WRNS radio	WCTI TV
Cleveland Post	dpfiles.com	WFMC radio	WFXI TV
Dunn Daily Record	eggxpert.com	WKIX radio	WITN TV
Duplin Times	gamasutra.com		WNCT TV
Four Oaks-Benson	gamebotonline.com		WRAL TV
Farmville Enterprise	gamecareerguide.com		WTVD TV
Fayetteville Observer	gamecheck.org		
Fuquay-Varina Independent	gameconventions.net		
Goldboro News Argus	gamedev.net		
Greenville Daily Reflector	gamedevkicks.com		
Grifton Times Leader	gamegirl.com		
Harnett County News	gamershell.com		
Jacksonville Daily News	gamespress.com		
Kenly News	gamesindustry.biz		
Kinston Free Press	gamingangels.com		
La Grange Weekly Gazette	gamingnexus.com		
Metro Magazine	gatheringofgamers.com		
Mount Olive Tribune	gdse.com		
New Bern Sun Journal	glitchgear.com		
Benson News-In-Review	myfoxraleigh.com		
News & Observer	play.tm		
Princeton News Leader	pmsclan.com		
Rocky Mount Telegraph	popmatters.com		
Sampson Independent	raleighdurham.com		
Sanford Herald	remaininplay.com		
Selma News	shoryuken.com		
Smithfield Herald	speeple.com		
Standard Laconic	theeca.com		
The Apex Herald	thewolfweb.com		
The Times Leader	trianglegameinitiative.org		
Wallace Enterprise	ugspro.com		
Wayne Co. Chamber of Commerce Calendar	videogamesinfowyre.com		
Wayne-Wilson News Leader	xplanazine.com		
Williamston Enterprise			
Wilmington Star-News			
Wilson Daily Times			
Wright Times			

Much of our publicity is generated through the press release distribution campaign.



MEDIA CAMPAIGN

Television

Time Warner Cable's 2009 Media Partnership included 60 second ads airing February 4th – 7th across multiple TV networks within the Raleigh, Durham, Fayetteville, Lumberton, and Southern Pines subscriber footprint.

Net Reach: 95,000

Print

Computer Power User Magazine's Media Partnership included placing our Summit on the upcoming events page of all issues distributed from April 2008 through February 2009. A article covering the event is usually published soon after the Summit.

Total Distribution: 270,000 (120,000 subscriber copies; 150,000 newsstand)

5,000 Full Color Double Sided 4" x 6" Flyers were distributed by over 50 GameStop stores and over 60 High Schools across Eastern North Carolina. High school counselors recruit student attendees directly and announced our event through their local school announcements, newspapers, or closed circuit television networks.

Radio

Bob (93.3 FM) Purchased 48 ads - 60 second each airing January 30th – February 7th
On-air ticket giveaways not included in estimated net reach.

<http://www.radio-locator.com/cgi-bin/finder?call=wero&sr=Y&s=C>

Net Reach: 62,681

Kiss FM (101.9 FM) Purchased 80 ads - 60 second each airing February 2nd – 8th
On-air ticket giveaways not included in estimated net reach.

<http://www.radio-locator.com/cgi-bin/finder?call=wbbb&sr=Y&s=C>

Net Reach: 70,325

99X (99.5 FM) Purchased 80 ads - 60 second each airing Feb 2nd – 8th
On-air ticket giveaways not included in estimated net reach.

<http://www.radio-locator.com/cgi-bin/finder?call=wxnr&sr=Y&s=C>

Net Reach: 48,412



ATTENDEE PROFILE

Press, Industry Experts, Educators, and over 1250 consumers including tech families, tweens, women, spectators and gamers (casual and hardcore) made up our attendance of over 1,400 people. The following statistics are based on 60% of our audience, **the hard core gamer**, who filled out this survey during their tournament registration.

- 87% Male
- 13% Female

- 2% under 12 years old
- 10% between the ages of 13-17
- 63% between the ages of 18-22
- 23% between the ages of 23-35
- 2% between the ages of 36-55

- 65% Caucasian
- 15% African American
- 4% Hispanic
- 3% Asian
- 13% Other

- 40% Some High School
- 12% Completed High School or GED
- 3% Trade/Technical School
- 30% Some College
- 8% Undergraduate Degree
- 7% Post Graduate Degree

- 37% \$25,000 or less
- 30% \$25,001 to \$50,000
- 16% \$50,001 to \$75,000
- 9% \$75,001 to \$100,000
- 3% \$100,001 to \$150,000
- 5% \$150,001 to \$250,000

- 90% Single
- 10% Couple

- 92% Have No Children
- 8% Have Children

- 10% Homeowners
- 90% Not Homeowners



EXHIBITOR & SPONSOR PROFILE

Companies, website operators, organizations, universities, and schools related to the gaming or technology industry. Local businesses and organizations were also in attendance.

1st Playable Productions
501st Legion
Ameriprise Financial
Applied Software
Applied Research Associates, Inc.
AT&T
Autodesk
Bawls
BFG Technologies
Cobalt Flux
Coca-Cola
CPU Magazine
Entertainment Consumers Association
Entertainment System
Epic Games
The Escapist Magazine
FSP Group
Gamestop
Glitch Gaming Apparel
Hampton Inn
Icarus Studios
Ignited Minds
Insomniac Games
Intel
NVIDIA

LockHeed Martin
Memories in Motion
Microsoft
North Carolina State University
Newegg.com
Penny Dreadful Productions
Piedmont Community College
Pitt Community College
Red Storm Entertainment
Rent-A-Center
School of Communication Arts
Select Start
Themis Group
Time Warner Cable
Triangle Games Initiative
U.S. Army
UNC Chapel Hill
UNC Charlotte
Vitamin Water (glacéau)
Vocoso
Volunteer Wayne/RSVP
Wake Tech Community College
Wayne Community College
Wal-Mart
Wireless Xpress

CONCLUSION

Consumers want to meet face to face. They want to speak with you, try out your products or services, and make use of all their senses to experience just what your company is all about.

Consider the impact of each and every face to face contact you have with Carolina Games Summit attendees and then think of the word of mouth reach these contacts will have. Also keep in mind that your monetary contributions are a donation to our 501(c)3 non-profit organization and may be fully tax deductible.

