



## ----- Sponsorship Information -----

As the video gaming industry grows around the Midwest, so does the tournament scene in Iowa. As an Iowa-based company that manages the video game community on [www.GatheringofGamers.com](http://www.GatheringofGamers.com) and offers video game event management around the country, Jet Set Studio has once again connected with AllPlay and will be hosting The 2<sup>nd</sup> ANNUAL Iowa Pro Gaming Challenge, March 18-20, 2011.

We've developed a dedicated website for this event ([www.IowaProGamingChallenge.com](http://www.IowaProGamingChallenge.com)) and with the amazing turn out from the inaugural 2010 event, we're planning to double the event's attendance, gaming stations, sponsors, and prize packages! Our goal is to raise \$10,000 in cash/prizes.

With your support, we'll distribute exciting prize packages to the winners within three separate game divisions. This prize money will gain a lot of regional attention and with connections to the pro gaming community; we also plan to bring pro gamers to Iowa for the first time!

Jet Set Studio has the event development experience to continue making this an annual and highly anticipated event for gamers all around the country. We are also eager to present your brand as a trusted and valued partner. Please respond so we're able to organize the details and bring your organization into the spotlight at The Iowa Pro Gaming Challenge!

### LATEST ANNOUCEMENTS



#### **9/29/10 – TIPGC TV FRAMES**

Our TIPGC sponsors will look great and sit directly in front of players as they compete, with high-gloss and custom designed TV frames for all tournament gaming stations.



#### **1/15/11 – OVER 50 GAMING STATIONS AT TIPGC**

With a powerful connection to Focus Fire, a Wisconsin-based organization, we're expanding the gaming station amount at TIPGC 2011 to over 50 gaming stations.



#### **1/20/11 – TIPGC WILL BE LIVE STREAMED**

By live streaming the entire event and the tournament's biggest matches online, we will exponentially expand the reach of TIPGC. We plan to have 10,000-15,000 viewers tune in before, during, and after the TIPGC weekend.



#### **1/22/11 – TIPGC MAIN STAGE**

A big enhancement to TIPGC 2011, will be a raised main stage. Theater seating will be in place and the live stream will focus on these matches with live commentary.



#### **1/22/11 – ONLINE REGISTRATION OPENS**

With early registration discounts and only 32 teams allowed in each of our three game divisions, online registration opened and we saw immediate activity. Getting involved now means you'll benefit from the push we're making to share this big news.

----- AVAILABLE SPONSORSHIP PACKAGES -----

## PLATINUM EVENT SPONSORSHIP

\$1,600 in cash/prizes

**1/2 AVAILABLE**

Showcased as a market exclusive partner  
Company booth at event  
Signage at the event  
Banner on [www.IowaProGamingChallenge.com](http://www.IowaProGamingChallenge.com)  
Logo highlighted in event highlight media  
Banner ads and powerful inbound links on [www.GatheringofGamers.com](http://www.GatheringofGamers.com)  
Marketing material distributed to attendees  
Social media posts and links  
Repetitive mentions on the stream  
Includes "Gaming Station Sponsorship"

## GOLD EVENT SPONSORSHIP

\$800 in cash/prizes

**1/4 AVAILABLE**

Signage at the event  
Banner on [www.IowaProGamingChallenge.com](http://www.IowaProGamingChallenge.com)  
Logo highlighted in event highlight media  
Banner ads and powerful inbound links on [www.GatheringofGamers.com](http://www.GatheringofGamers.com)  
Marketing material distributed to attendees  
Social media posts and links  
Frequent mentions on live stream  
Includes "Gaming Station Sponsorship"

## GAMING STATION SPONSORSHIP

\$400 in cash/prizes

**3/8 AVAILABLE**

Signage at a set of four gaming stations during the tournament  
Powerful inbound links on [www.GatheringofGamers.com](http://www.GatheringofGamers.com)  
Occasional mentions on live stream

### CURRENT SPONSORS



Entertainment  
Consumers  
Association



**CONTACT US TODAY!**  
**[BEN@GatheringofGamers.com](mailto:BEN@GatheringofGamers.com)**  
**515-554-9732**



## ----- ABOUT US -----

Jet Set Studio LLC was developed to support the 2007 launch of a social network just for video gamers, called [GatheringofGamers.com](http://GatheringofGamers.com). Since then and with the support of our video game community, our company has also found great success developing video game events all around the United States.

Ben McDougal, President of Jet Set Studio, has been in web development since receiving his Computer Science degree in 2004. After being in California and considering a career in video game development, "BEN" fell into the Internet and is now the [Sales Manager at Global Reach](#). He has experience with serious website design, programming, and SEO in hundreds of different business markets. This has allowed the GoG video game community and all our online outlets to truly thrive.

Jet Set Studio's professional "Video Game Event Management" spawned from BEN's first entrepreneurial experience in 2006. [The Iowa 3v3 Soccer Challenge](#) is an outdoor 3v3 soccer event that has ran for the past six years and was sold to the Waukee Soccer Club in 2008. Managing over 2,000 attendees during this weekend event is a great example of our company's ability to manage a large event, while still focusing on unmatched quality.

Since Jet Set Studio was developed, we have connected with businesses around the world to develop support for [GatheringofGamers.com](http://GatheringofGamers.com), but we have also worked to develop unique video gaming events and full-sized tournaments with organizations around the country. This Video Game Event Management is what really sets our company apart. We hosted [The Inaugural Gathering of Gamers IMAX Tournament](#) at The Science Center of Iowa, which was a huge success in 2007. We also ran local gaming events for [KidsFest](#) and [Boston's Pizza Restaurant](#) in 2008, 2009, and 2010.

On a nationwide level, we attended Microsoft Tech-Ed in Florida and ran the video gaming element for [Brocade](#) in 2008. Brocade's booth was by far one of the most exciting partnering booths and had some of the highest traffic at the convention. We later developed an awesome Guitar Hero tournament for [Massive Inc.](#). Massive Inc. is a full subsidiary of Microsoft, who develops dynamic advertising in video games. This one night event was in NYC's Times Square and truly video games on the big stage! During 2008, we also attended [MLG Dallas 08](#) and [E3 2008 in Los Angeles](#) to further network the company, share "The GoG", and continue to polish our professional video game event management.

In 2009, the lagging economy slowed down live events, but Jet Set Studio still helped to manage [Blackberry's IBM Lotusphere 2009 Event](#) and attended many industry events such as [MLG Meadowlands 09](#), [Midwest Gaming Classic](#), [E3 2009](#), and [MLG Dallas 09](#).

2010 began as we hosted the all-night [GoG 5,000 Party](#) in January, managed a [Microsoft VIP Party](#) in Baltimore, unveiled a huge video game tournament called [The Iowa Pro Gaming Challenge](#), and helped manage [Gamers For Giving](#), which was a non-profit gaming event in Michigan. We brought a seven-person media team to cover [E3 2010](#) for the GoG community, in August we managed a college orientation event for [Central Michigan University](#). The year ended as we attending [MLG Dallas 10](#) and worked alongside organizers for [Focus Fire 2010](#). 2011 is already looking great with a new website on [www.JetSetStudio.net](http://www.JetSetStudio.net), another year at Kidsfest, and The 2<sup>nd</sup> Annual Iowa Pro Gaming Challenge!

It's an exciting time for our company and we are eager to continue our growth by connecting with your organization. The Iowa Pro Gaming Challenge represents our company's goal of offering the most professional, unique, and fun video game event management services in the country.

