



SPONSORSHIP INFORMATION

After establishing a new precedent as the largest and most exciting video game event in Iowa, Jet Set Studio is excited to announce The 3rd Annual Iowa Pro Gaming Challenge, March 16-18, 2012.

In 2011, TIPGC set records for online traffic, live event attendance, and overall prizeing. With your support, we have a proven plan to maintain this unique momentum and break records again!

With overall visibility records about to be shattered, TIPGC 2012 has very exciting opportunities for our sponsors. This document highlights our standard options, while additional collaboration is encouraged for more customized integration.

Jet Set Studio and our network of support from around the country, has established TIPGC as a true destination for competitive gaming. We are excited to showcase your brand within TIPGC 2012.

LATEST ANNOUNCEMENTS



11/16/11 – TIPGC Renews Partnership with Twitch.TV

The Twitch.TV partnership is one of the most exciting elements of TIPGC 2012. As a full subsidiary of Justin.TV, who was our live streaming partner for TIPGC 2011 and who helped host 134,000+ viewers within our single day event, Twitch.TV is the largest live streaming platform worldwide. We've been told to anticipate 300,000+ viewers for TIPGC 2012, with a chance of hitting 1,000,000 viewers in only two days!



11/22/11 – TIPGC Renews Partnership with Focus Fire

With our powerful Focus Fire affiliation, we will once again offer 50+ gaming stations, more experienced staff, and a professionally produced live stream for viewers to enjoy.



12/1/11 – TIPGC MOBILE

A mobile version of the tournament website will allow users to quickly check out tournament brackets, tune into the Twitch.TV live stream, or connect to Event Resources on their mobile phones. Dedicated banner space is available now: <http://m.TIPGC.com>



SPONSORSHIP PACKAGES

TITLE SPONSORSHIP

\$5,000

Showcased as a market exclusive partner
Repetitive mentions on the live stream
Eligible for Live Stream Guarantee **
Banner on www.lowaProGamingChallenge.com
Powerful inbound links on www.GatheringofGamers.com
Aggressive social media strategy
Signage and company booth at event
Marketing material distributed to attendees
Product placement into prize packages *
Logo highlighted in event highlight media

PLATINUM SPONSORSHIP

\$2,500

Frequent mentions on the live stream
Eligible for Live Stream Guarantee **
Signage and company booth at event
Banner on www.lowaProGamingChallenge.com
Powerful inbound links on www.GatheringofGamers.com
Marketing material distributed to attendees
Product placement into prize packages *
Logo highlighted in event highlight media

GOLD SPONSORSHIP

\$1,500

Signage at the event
Occasional mentions on live stream
Banner on www.lowaProGamingChallenge.com
Marketing material distributed to attendees
Product placement into prize packages *
Logo highlighted in event highlight media

PRODUCT PLACEMENT ONLY

\$500

Signage at the event
Product placement into prize packages *
Marketing material distributed to attendees

* **Product Placement Note:** TIPGC would not be as exciting without the generous contributions from our sponsors. With the unique and added visibility TIPGC 2012 is able to guarantee, product-only sponsorships must be accompanied with a sponsorship package.

** **Live Stream Guarantee:** If live stream visibility is a part of your sponsorship package, we may offer a partial refund if quoted visibility is not accomplished with a given timeline. Contact us for more details, as we're very excited about the number we're confidently guaranteeing!

CURRENT SPONSORS

The updated list of our current sponsors can be found at www.lowaProGamingChallenge.com.

ABOUT JET SET STUDIO



Jet Set Studio was established in 2007, to support the launch of a social network just for gamers, called 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 McDougal'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, 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 included a new website on www.JetSetStudio.net, collaborating with [Des Moines Community College](#), hosting another gaming element at Kidsfest, [The 2nd Annual Iowa Pro Gaming Challenge](#), a new event in Minneapolis called [Combo Breaker](#), Gamers For Giving in Michigan again, and yet another unique gaming event at Central Michigan University! Looking forward to 2012, we are especially excited for TIPGC 2012 and the opportunity to renew past partnerships, while developing new connections within the industry as well.



TIPGC represents one of the most professional, unique and fun video game events in the country.

Join the excitement as we push for 1,000,000 viewers!