



## 2013 SPONSORSHIP DECK

Jet Set Studio is proud to announce The 4<sup>th</sup> Annual Iowa Pro Gaming Challenge will once again be held in Des Moines, Iowa next spring! Perhaps better known in the competitive gaming community as “TIPGC”, this professional-grade video game tournament has established a tradition of being the largest and most exciting video game event in Iowa. With such a unique event, comes a dynamic, affordable, and often underestimated opportunity to showcase your company as a lifestyle brand.

**This sponsorship deck highlights how YOU can get involved with TIPGC 2013.** We are still a ways out, but do not delay. The more time we have to collaborate, the more creative and prepared we will be in March of 2013, as TIPGC once again shatters expectations. With even more online traffic, increased attendance, and ballooning prize packages, TIPGC has become many gamers “go-to” event.

### WHY GET INVOLVED?

TIPGC 2012 DATA

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Most active demographic was **15-24** year old males

**569** total attendees representing over **15** different states

**554,928** total live stream views, peaking at over **5,600** concurrent viewers

In **3** months, [www.TIPGC.com](http://www.TIPGC.com) was visited **15,315** times, from visitors in all **50** states

#TIPGC was mentioned on Twitter an estimated **6,450** times

**\$10,750** in sponsor-donated cash and prizes

**1** keg of green beer (it was St. Patrick's Day after all!)

With a perfect blend of professional video game event management and personal connectivity with live attendees and online viewers, this marketing opportunity provides your company direct access to this hard-to-reach, yet endlessly loyal demographic. TIPGC is a proven formula that continues to generate meaningful visibility for our sponsors, while bringing people from all over the country to compete in a safe and exciting environment. We are excited to showcase your brand at TIPGC 2013!



For Immediate Release – October 1, 2012



## TITLE SPONSORSHIP

\$5,000

Showcased as market exclusive partner  
Repetitive mentions on the live stream  
Top Banner on [www.lowaProGamingChallenge.com](http://www.lowaProGamingChallenge.com)  
Banner Ad on [www.TournamentSeeker.com](http://www.TournamentSeeker.com)  
Powerful inbound links on [www.GatheringofGamers.com](http://www.GatheringofGamers.com)  
Aggressive digital marketing 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

\$3,500

Frequent mentions on the live stream  
Signage and company booth at event  
Middle Banner on [www.lowaProGamingChallenge.com](http://www.lowaProGamingChallenge.com)  
Powerful inbound links on [www.GatheringofGamers.com](http://www.GatheringofGamers.com)  
Marketing material distributed to attendees  
Product placement into prize packages \*  
Logo highlighted in event highlight media

## GOLD SPONSORSHIP

\$2,000

Signage at the event  
Occasional mentions on live stream  
Lower Banner on [www.lowaProGamingChallenge.com](http://www.lowaProGamingChallenge.com)  
Product placement into prize packages \*  
Logo highlighted in event highlight media

## PRODUCT PLACEMENT ONLY

\$500

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

## ABOUT JET SET STUDIO



Jet Set Studio was established in 2007 to support the launch of a social network just for gamers, at [www.GatheringofGamers.com](http://www.GatheringofGamers.com). To connect this online community with live events, Jet Set Studio offers professional Video Game Event Management around North America and in September 2012, launched the all-new search engine for video game events worldwide, at [www.TournamentSeeker.com](http://www.TournamentSeeker.com).

For more information on Jet Set Studio, please visit [www.JetSetStudio.net](http://www.JetSetStudio.net).

For more details on The Iowa Pro Gaming Challenge, please visit [www.lowaProGamingChallenge.com](http://www.lowaProGamingChallenge.com).

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