

ROBOGAMES

RoboGames 2012 Sponsorship Options

WHY: RoboGames 2012 (recognized by Guinness as the World's Largest Robot Competition), will attract 500+ competing roboticists (past RoboGames have brought teams from 39 countries.) 10,000+ attendees from around Northern California, and several million more interested people across the globe through our usual news coverage (NBC, CNN, ESPN, Wired, BoingBoing, etc.). Make sure your company benefits from this incredible opportunity!

WHEN/WHERE: The 9th annual International RoboGames will be held in the heart of Silicon Valley from April 20-22nd, 2012 as the crown jewel in the US's congressionally sanctioned National Robotics Week.

WHAT: Since RoboGames is an event unlike any other, your sponsorship package should be unlike any other! We create sponsor packages customized to meet your needs. All options include multi-channel marketing and promotion and the opportunity co-branded with all of the press coverage RoboGames typically receives. The below are a few of our packages, but all are customizable to reach the audience you need to interact with, at a price point that meets your budget. Options can be selected individually, adapted, or combined for maximum effect. All packages include public address and program acknowledgement as well as links from our websites.

Booths (24 available – only 10 booths remain): \$1750+

A 10x10 Booth is only \$1,750, or upgrade to a 10x20 for just \$3,000 (additional booth space is \$1,500 per 100 ft².) All booths include table, two chairs, pipe & drape, power drop, green room access, and admission to the Friday Night VIP Party (restricted to contestants, press, sponsors, and our VIPs.) [Combination booth and sponsorship discounts available]

Special Location Booths - Select the Special Booth option to gain maximum booth traffic, high visibility and guaranteed repeat impressions of your brand by all attendees. Quantities are limited.

- **Entryway 10x20 (one total) - \$6,000 SOLD** for the front-door booth – the first place attendees see.
- **Combat Corner (3 total – 2 remain): \$6,000** for 10x20 booth in this high traffic area



Opening Night Competitor and VIP Reception Sponsorship: \$4,500

Your brand acknowledged as a sponsor of the Opening Night Competitor and VIP Reception. Includes a large banner at the event, public announcement, program acknowledgement, and a link from our website as a sponsor. Speaking time available.

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Grand Entryway Sponsorship: \$3,000 SOLD

Your brand on a banner in the main entry hall, along with literature placement if desired. Includes public announcement, program acknowledgement, and a link from our website as a sponsor.

The ComBox: \$500-\$50,000

The ComBox is the large combat arena holding the combat robots – this is what most people are watching. No matter why they come to RoboGames, they see the ComBox. The Discovery Network's taping will focus on it so that's what most TV viewers will see. Includes public announcement, program acknowledgement, and a link from our website as a key sponsor.

- **Full ComBox floor coverage (1 total): \$15,000.** This would give you exclusive rights, and full painting (by hand, based on your example) of the floor for the whole of the event.
- **Outside arena banners (15 available – 10 remain): \$500 per 2x8 foot banner.** Best Audience coverage! Banners hang around the edge of the arena – banners end up in most people's arena photo!
- **Internal bumper coverage (36 available – 30 remain): \$1000 per 4 ft bumper.** Best TV coverage! Television cameras will see logos straight-on when filming combat action.
- **The Whole Shebang: \$50,000.** All of the above – including banners around all 3 sides of the outer arena and all 36 bumpers inside the arena.

Shuttle Bus Sponsorship (1 total): \$3,000

Your brand name, URL and a short text blurb on buses shuttling guests from our official hotel to the event site, along with your medium-sized logo link and an ad on our online bus info page.

Official Press, Competitor & VIP Green Room Sponsorship (1 total): \$3,000

Your brand acknowledged as a sponsor of the Press & VIP Reception. Includes banner/signage in the hospitality room and on hospitality web page. Features snacks and drinks for competitors, VIP's and Press.

Event Competition Sponsorship (8 available – 6 remain): \$3,000 - \$25,000 per event (varies by event)

Sponsor an adult or junior league event (See <http://www.robogames.net/events> for a sample of events and descriptions). Banner with your brand name, URL and, where space permits, a short text blurb on all promotional collateral and signage related to your sponsored event/events, along with your medium-sized logo and a medium-sized ad on the event web page.

Competitor, VIP and Staff T-Shirt: \$5,000 SOLD

Your brand on the back of the official and highly sought after RoboGames Competitor, Staff and VIP T-shirt or bag provides you with high visibility at the event and afterwards!

Special Sponsorship Packages:

We can custom tailor a sponsorship package based on your needs. Past custom packages have included a contestant lounge with bean bag chairs; A custom teaching area for product builds, and give-away booths for product samples. Call us with your idea!

Artist's Alley Table (5 available): \$250

Individual artists selling robot-oriented wares (static art, illustration, robot crafts, etc) may take advantage of a table in Artist's Alley. Artist Alley space is 4x8, and includes a table and chair.