



# Battle Royale

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Sponsorship Package





## Battle Royale

November 6 & 7, 2010  
Carleton University, Ottawa, Ontario

To Whom It May Concern:

On behalf of the Battle Royale Organizing Committee in association with the IEEE student branches and other computer science and engineering student societies of Carleton University and University of Ottawa, we invite you to participate in the 4<sup>th</sup> annual Battle Royale Gaming Tournament. Our event will be held on November 6<sup>th</sup> and 7<sup>th</sup> at Carleton University, where over a hundred participants will come together to compete in different computer games.

Over the past 3 years, the Battle Royale event has grown in both attendance and recognition. We understand that the reason for the success of this event has been because of the support of all the generous sponsors and the commitment of the volunteers.

We appreciate you taking the time to look at our enclosed sponsorship package for the 4<sup>th</sup> annual Battle Royale Gaming Tournament. The package outlines the benefits to you at the various sponsorship levels, which can always be tailored to your company's individual needs. Thank you in advance for your consideration, and please do not hesitate to contact us if you need any further information. We look forward to hearing from you soon.

Sincerely,

Dan Godfrey  
Executive Director, Battle Royale 2010

# About Battle Royale



## The Event

Battle Royale is a local area network (LAN) event involving people coming together to play various computer games and gaming consoles. The competition last for a full 24-hours and the goal of the LAN event is to bring together all the future engineers, computer scientists, and anyone with an interest in gaming from across the City of Ottawa to share their passion in a relaxed environment.

This event will provide great opportunities for companies to meet their potential employees or even potential customers.

Battle Royale offers a unique opportunity to companies to expose themselves to over a hundred engineering and computer science students from Algonquin College, Carleton University, and the University of Ottawa. It had been a huge success over the past years. This is its fourth year and we are excited to see the event has been growing and changing every year.

## Child's Play

This year Battle Royale will be hosting a Mario Marathon in support of Child's Play at the Children's Hospital of Eastern Ontario. Child's Play is a community based charity grown and nurtured from the game culture and industry. They have raised over 5 million dollars since 2003 in donations of toys, games, books and cash for sick kids in children's hospitals across North America.

The Battle Royale Mario Marathon will have a select group of gamers will be spending the entire 24hrs of the LAN playing through the Mario games. This marathon will be broadcast live for the entire 24hr period on Battle Royale's website. We will be collecting donations during the event and

online.





## Sponsorship Benefits & Visibility

Battle Royale offers a unique opportunity to companies to expose themselves to over a hundred engineering and computer science students from both the University of Ottawa and Carleton University.

### Monetary Sponsorship

This event gives sponsors the opportunity to have exposure to the participants as well as the large campus and city community.

There are many areas that will provide exposure for the sponsors. They range from being prominently featured in the introductory showcase presentation to having their logo on the flyers and website.

### Product Sponsorship

We will also be awarding door prizes during the event for the participants.

If your company cannot become a monetary sponsorship at this time, but would still like to get involved in Battle Royale – then why not donate your company's products or gift certificates to our door prizes? This is an ideal way for small local businesses to raise awareness about their company's products by advertising to a large audience for a minimal monetary cost. One of the most popular options is to participate in our swag bag.

### Past Sponsors



## Sponsorship Levels

	Platinum	Gold	Silver	Bronze	Patron
Introductory Presentation	★				
Banner or Signage (primer location)	★	★			
Banner or Signage			★	★	
Booth at Event	★	★			
Recognition by MC	★	★	★	★	
Advertisement in Program	Full Page	½ Page	½ Page	Small	Mention
Mention in Program	★	★	★	★	★
Logo on Posters	★	★			
Advertisement on Website	★	★	★	★	★
<b>Amount</b>	\$500	\$300	\$200	\$100	\$50

## Sponsorship Budget

### Estimated Revenue

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Sponsorship	\$1,000
Student Associations	\$3,100
Ticket Sales	\$1,200
<b>Total Revenue</b>	<b>\$5,300</b>

### Budgeted Expenses

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Venue Rental	\$1,200
Advertising	\$200
Prizes	\$1,000
Equipment Rental	\$1,500
Food	\$1,000
Miscellaneous Expenses	\$400
<b>Total Expense</b>	<b>\$5,300</b>

Please note that these numbers are estimates based on last year

# Sign Us Up

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Province: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
 Email: \_\_\_\_\_ Business/Organization Personal

Name of Committee member with whom you were in contact with: \_\_\_\_\_

Sponsor Authorized Signature: \_\_\_\_\_

**Please sign us up for:**

Title Sponsorship (\$500)

Gold Sponsorship (\$300)

Silver Sponsorship (\$200)

Bronze (\$100)

Patron (\$50)

Other Monetary Amount: \_\_\_\_\_

Our Company would like to donate a Product/Service for the Door Prizes:

Product/Service (please provide detailed description)	Retail Value	Quantity

NOTE: For all product contributions to our swag bag a minimum of 150 products will be required.

**Please send your “Sign Us Up” information by email to:  
 external@ieeuottawa.ca**

**Please make Cheques out to:  
 IEEE U of O**



## Contact Us

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