



IndieCade: The International Festival of Independent Games  
2011 Sponsorship Opportunities

## SPONSORSHIP OVERVIEW

IndieCade's sponsorship tiers are specifically tailored to provide each sponsor with an individual experience that leverages our dynamic audience, our industry credibility, and our finger on the pulse of the newest and edgiest work across the game space. IndieCade's goal is to offer our sponsors the most outstanding access and visibility to our trend-setting attendees and other participants, as well as our far-reaching media impressions.

As always, IndieCade's sponsorship packages are a starting point for discussion and we look forward to customizing them to most effectively meet sponsors' unique needs.

### Sponsorship Menu:

#### Awards:

- Title Sponsor: Red Carpet Awards
- Red Carpet Awards After Party
- Individual Award Sponsorship

#### Game Creator Focused:

- Title Sponsor: Gamemaker House
- Title Sponsor: Creator's Lounge
- Conference Sessions w/Coffee Reception

#### Public & Hobbyist Focused:

- Title Sponsor: Play Space
- Title Sponsor: Festival Arcade
- Title Sponsor: Big Games
- Night Games
- Game U Workshops

#### Receptions & Social Events:

- <sup>a</sup> Opening Party & Preview
- Daily Happy Hour
- Afternoon Mixers
- Night Games Party
- Closing Party

#### Comprehensive Brand Presence

- Presenting Sponsorship
- Supporting Sponsorship
- Friend of IndieCade

#### Sponsored Items

Lanyards, T-shirts, Conference Bags, VIP Red Carpet Gift Bags, Wristbands, Festival Map, Festival Program/Catalog

### **“The Sundance of the Video Game Industry” (—*L.A. Times*)**

Now in its fourth year, the annual IndieCade festival will once again take over the vibrant galleries and cafés of L.A.-adjacent downtown Culver City, filling the spaces with the newest and most cutting-edge work by independent gamemakers from around the world.

IndieCade 2011 is a traditional pedestrian-friendly multi-venue festival format modeled after the Sundance Film Festival in Park City, Utah, and the South-by-Southwest Festival in Austin, Texas.

Culver City Center is ten minutes from both Santa Monica and downtown Los Angeles. It's home to two major film studios, numerous digital media and entertainment-related businesses, and a dynamic collection of live theaters, multiplex cinemas, restaurants, and stores that attract thousands of regular visitors every week.

**Title Sponsor: IndieCade Red Carpet Awards \$45,000**

As the centerpiece of the IndieCade Festival, Title Sponsorship of IndieCade's Red Carpet Awards offer a unique and high profile spotlight for the brand associated with the event. The intimate and exclusive invitation-only Award Ceremony draws celebrities and executives as well as creators from the game and related industries.

**SOLD OUT**



The 2010 IndieCade Awards were hosted by LeVar Burton and covered by G4tv.com and other major media outlets.

*Awards Title Sponsorship benefits:*

- Title sponsor acknowledgment in all associations with and references to the Red Carpet Awards.
- Logo placement on Step and Repeat.
- Exclusive networking at pre-event reception.
- Opportunity to provide your own on-site signage.
- Inclusion of demonstrations or promotional reel.
- Partnership announcement in a national press release transmission.
- Full-page color ad in event print program (your company provides artwork).
- Premiere positioning of company name and logo in 2011 print, broadcast, and web advertisements for the RedCarpet Event.
- Dedicated table at IndieCade 2011 Awards
- Eight all-access VIP passes to IndieCade 2011



*... as well as the following Presenting sponsorship benefits:*

- Company name branding across all other 2011 IndieCade events.
- Company name, logo, and link on IndieCade website for 3 months.
- Company name and logo in select IndieCade print marketing for 3 months.
- Company name and logo in select IndieCade digital marketing for 3 months.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Logo on first page of all printed programs at all IndieCade 2011 events.
- Advertisements in all printed brochures at all IndieCade 2010 events.
- Recognition in two additional national press release transmissions.





## Title Sponsor: Creator's Lounge \$40,000

Set in the heart of IndieCade's central indoor/outdoor "village" area, IndieCade will offer an inaugural Creator's Lounge as a focal point for game creators and conference attendees. This special area will serve as a unique branded location for this exclusive crowd.

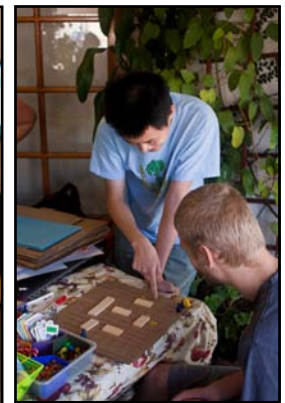
This sponsorship package includes high level visibility and key networking opportunities, in addition to high-level marketing benefits to IndieCade's overall trend-setting audience and media impressions.

### *Creator's Lounge Title Sponsorship benefits:*

- Unique branding opportunity across lounge; including on-site signage (self-standing), branded furniture, hardware placement, product, and swag.
- Opportunity to host lounge reception or happy hour.
- Inclusion of demonstrations or promotional reel at all IndieCade events.
- Targeted email blast promoting the Title Sponsor's Game Creator Lounge.
- Recognition in three national press release transmissions over 3-month period.
- Full-page color ad in event print program (your company)
- Creator's lounge identified on festival map and in festival
- Logo placement on festival map.
- Company name and logo in all 2011 print, broadcast, and
- ments.
- Eight VIP passes to IndieCade 2011 Awards & Conference

### *.. as well as the following Presenting sponsorship benefits:*

- Company name branding across all other 2011 IndieCade
- Company name, logo, and link on IndieCade website for 3 months.
- Company name and logo in select IndieCade print marketing for 3 months.
- Company name and logo in select IndieCade digital marketing for 3 months.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Logo on first page of all printed programs at all IndieCade 2011 events.
- Advertisements in all printed brochures at all IndieCade 2010 events.



## Title Sponsor: Play Space **\$25,000**

A central place to play and network, a dedicated Play Space located in IndieCade's central indoor/outdoor "village." This coveted Play Space will offer a unique branded opportunity to host IndieCade's broad public festival attendees.

The Play Space is designed to draw IndieCade's trend setting audience to do what they like to do best, play games and talk about them. With opportunities for gamemaker appearances and fun contests this Play Space is a dynamic and engaging destination.



### *Play Space Title Sponsorship benefits:*

- Unique branding opportunity across lounge; opportunity for on-site signage (self-standing), branded furniture, hardware placement, product, and swag.
- Opportunity to place sponsors games or products.
- Opportunity for contests and guest appearances.
- Targeted email blast promoting the Title Sponsor's Play Space.
- Recognition in three national press release transmissions over 3-month period.
- Full-page color ad in event print program (your company provides artwork).
- Play Space identified on festival map and in festival program.
- Logo placement on festival map.
- Company name and logo in all 2011 print, broadcast, and web advertisements.
- Six VIP passes to IndieCade 2011 Awards & Conference

### *.. as well as the following Presenting sponsorship benefits:*

- Company name branding across all other 2011 IndieCade events.
- Company name, logo, and link on IndieCade website for 3 months.
- Company name and logo in select IndieCade print marketing for 3 months.
- Company name and logo in select IndieCade digital marketing for 3 months.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Logo on first page of all printed programs at all IndieCade 2011 events.
- Advertisements in all printed brochures at all IndieCade 2010 events.

## Presenting Sponsor **\$20,000**

The Presenting Sponsorship level provides top-level branding and networking opportunities to IndieCade's trend-setting audience.

Presenting Sponsors have a ubiquitous presence across the entire IndieCade festival, in addition to prime preview and networking opportunities. Customized networking events will be set up specifically to meet a broad span of needs from targeting the public eye to delivering invaluable cred in the heart of the gamemaking and independent communities.

### *Presenting-Level benefits include:*

- “Co-host” status of VIP opening party.
- Preview look at games prior to festival.
- Networking with gamemakers & artists prior to IndieCade events (non-exclusive).
- Premiere recognition in two national press release transmissions over three-months (non-exclusive).
- Half-page color ad in event print program (your company provides artwork).
- Logo placement on festival map.
- Key positioning of company name and logo in select 2011 print, broadcast, and web advertisements.
- Four all-access passes to IndieCade 2011 (includes VIP parties).

### *... as well as the following basic benefits:*

- Company name, logo, and link on IndieCade website for 3 months.
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.
- Company name branding across all other 2011 IndieCade events.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Logo on first page of all printed programs at all IndieCade 2011 events.





## Title Sponsor: Festival Arcade \$20,000

Over the weekend of the event IndieCade throws open its doors to the public, across multiple locations in downtown Culver City, drawing thousands from the local Los Angeles community, fans, and related industries to the Festival Arcade. For the second year, this Festival Arcade will provide an opportunity to see these top cutting-edge finalist independent games before they hit mainstream distribution, and some games that can only be played on-site.

Title sponsorship of this Festival Arcade provides a powerful opportunity to align your brand with IndieCade's dynamic Festival audience.

### *Festival Arcade Title Sponsorship benefits:*

- Unique branding opportunity to provide your own on-site signage.
- Inclusion of demonstrations, products, or promotional reel at all IndieCade events.
- Recognition in 3 press release transmissions over 3-month period.
- Half-page color ad in event print program (your company provides artwork).
- Logo placement on festival map and festival program.
- Premiere positioning of company name and logo in 2011 print, broadcast, and web advertisements of Festival Arcade.
- Five all-access passes to IndieCade 2011 (includes VIP parties).

### *... as well as the following basic Presenting Sponsorship benefits:*

- Company name, logo, and link on IndieCade website for 3 months.
- Company name and logo in all IndieCade print marketing for 3 months.
- Company name and logo in all IndieCade digital marketing for 3 months.
- Company name branding across all other 2011 IndieCade events.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Logo on first page of all printed programs at all IndieCade 2011 events.
- Advertisements in all printed brochures at all IndieCade 2010 events.



## Title Sponsor: Gamemaker House \$15,000 (two available)

This special Title Sponsorship offers naming rights to a communal house where IndieCade's top creators and participants, from around the globe will stay throughout IndieCade. As a requirement for staying in this coveted residence, these cutting-edge developers will provide their international fan base with ongoing blog posts and social media alerts about their experiences and recognition of the title sponsor.



Title sponsor of to this venue will receive sustained integrated social media activation, in tandem to brand visibility reaching IndieCade's trend-setting developer, industry, and consumer audience. Additionally, this special sponsorship provides hands-on relationship building with this vast community.

### *Gamemaker House Title Sponsorship Benefits include:*

- Naming rights to a communal house for IndieCade's top finalists.
- Daily blog posts and social media alerts from each resident.
- Opportunity to provide branded signage and/or products for the house.
- A featured public spectacle big game team event with house residents; promoted as a mini-event within IndieCade.
- Recognition in two national press release transmissions over three-month period.
- Half-page color ad in event print program (your company provides artwork).
- Four all-access passes to IndieCade 2011 (includes VIP parties).
- Key positioning of company name and logo in select 2011 print, broadcast, and web advertisements.

### *... as well as the following Presenting Sponsorship benefits:*

- Company name, logo and link on IndieCade website for 3 months.
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months
- Company name branding across all other 2011 IndieCade events.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Logo on first page of all printed programs at all IndieCade 2011 events.



## Individual Award Sponsor **\$7,500**

Individual award sponsorship provides branded recognition aligned with specific awards. Award categories can be selected from IndieCade's repertoire or additional award categories can be tailored to a sponsor's interests.

At the ceremony, awardees are presented an original, artist-created award.

*Benefits include:*

- Opportunity to present an award at the award ceremony.
- Opportunity to provide a juror for the first round.
- Recognition of your brand/company in association with all mentions of the award category in pre-festival materials.
- Recognition of your brand/company in association with award category and awardee in all post-festival materials.
- Four all-access passes to IndieCade 2011 (includes VIP parties).
- 1/4 page color ad in event print program (your company provides artwork).

*... as well as the following Contributing Sponsorship benefits:*

- Company name, logo, and link on IndieCade website for 3 months.
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.
- Company name branding across all other 2011 IndieCade events.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Recognition in two press release transmissions over 3-month period.



### AWARD PROGRAM ADVERTISEMENTS

**\$1,000** (full page)

**\$500** (half-page)

Congratulate finalists and awardees  
on this special night in  
IndieCade's full-color program guide.



## Title Sponsor: Big Games \$7,500

IndieCade's outdoor gameplay and big games takes place across downtown Culver City, a pedestrian-friendly area with thousands of visitors daily. The big games headquarters are in the center of the festival and the hot spot for all festival participants. The Big Games Title Sponsorship provides key visibility.



IndieCade's big games program offers a wide variety of active and engaging gameplay. With their public visibility and targeted activities, big games are an ideal way to promote your brand presence at IndieCade in a seamless, fun, and compelling way.

Big Games are open to all throughout the festival arcade.

### *Benefits include:*

- Opportunity for signage (max 3x6') located at big games headquarters throughout festival.
- One customized (brand-based) mission conducted at peak hours.
- Specific acknowledgment in national media release transmission.
- Featured in official printed and online program and schedule of events.
- Opportunity to supply branded big games wristbands for all participants.
- Opportunity to distribute literature or swag to all big games participants.

### *And the following contributing sponsorship benefits:*

- 1/4-page color ad in event print program (your company provides artwork).
- Company name, logo, and link on IndieCade website for 3 months.
- Two all-access passes to International Festival of Independent Games 2011 (includes VIP parties).
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.

## Night Games Sponsor **\$5,000**

The IndieCade Night Games carry on the spirit of the festival into the after-hours darkness — a truly unique opportunity to play dynamic, sometimes physically demanding, group-interactive, and always memorable games outdoors and under the stars. Night games are open to all.

### *Benefits include:*

- Opportunity for signage (max 3x6') during Night Games
- One customized (brand-based) mission conducted at peak hours.
- Included in official schedule of events in the program.
- Opportunity to provide swag or literature to all night games participants.
- Recognition in one press release transmission.

### *And the following contributing sponsorship benefits:*

- 1/4-page color ad in event print program (your company provides artwork).
- Company name, logo, and link on IndieCade website for 3 months.
- Two all-access passes to International Festival of Independent Games 2011 (includes VIP parties).
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.



### — Also Available — **CUSTOMIZED MISSION \$2,000**

Sponsor an individual mission or naming rights to an individual big game. This activation will be customized to most meet the needs of your brand, at peak hours. Mission will be publicized online and in the festival program.

**SOLD OUT**





**Reception Sponsorships \$15,000 (awards), 7,500 (exclusive) \$5,000 (non-exclusive)**

(Individual Event Sponsorships)

IndieCade offers a full range of social events across the festival, each targeting the key individuals you want to reach. The following receptions are currently available for sponsorship:



**SOLD OUT**  
Gallery Preview and Opening VIP / Media Reception  
*Host this special opening event! Guest list includes VIPs, media, finalist gamemakers, conference attendees, and more.*

Red Carpet Awards Reception (co-host only)  
*IndieCade's Red Carpet Awards are an intimate gathering of invited and ticketed VIPs, media, gamemakers, and special invited guests.*

Red Carpet Awards After-Party  
*IndieCade's Red Carpet Awards After-Parties are a blast. Open up the invite list!*

Daily Happy Hour / Mixer  
*Hold a happy hour at a Game Gallery or Café. This can be targeted exclusively to conference attendees or just to gamemakers, or can be open to the broader public. You choose.*

Night Games Party  
*Host a party in conjunction with the Wildly Popular Night Games.*

Closing Reception  
*Not only a party, but a time to celebrate a great event and find out who won any prizes from drawings held at the festival.*

*Reception Sponsorship benefits:*

- Targeted event marketing by official schedule, personal invitation, a customized plan, or all of the above.
- Inclusive event coordination.
- Prime locations for signage, swag, and marketing materials (company provides all materials).
- Opportunity for product or game/computer displays (company provides all hardware, software, team).
- Opportunity for an introduction and/or give-aways.

*...as well as the following contributing benefits:*

- 1/4-page color ad in event print program (your company provides artwork).
- Company name, logo, and link on IndieCade website for 3 months.
- Two all-access passes to International Festival of Independent Games 2011 (includes VIP parties).
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.



## Conference Sponsorships **\$5,000** (limited availability)

(Individual Event Sponsorship)

IndieCade's professional three-day conference draws key creative minds in the game creation industry and luminaries of the independent spirit.

The reputation of IndieCade's conference precedes itself. It is prominent, but strategically intimate in order to promote the best possible networking, connections, and attention.

A limited number of sponsored conference sessions are available. Please inquire separately about opportunities to host a programmed keynote.

*Sponsorship of these sessions includes the following benefits:*

- A one-hour conference session in the main conference program.
- Sponsored sessions are exclusive to their given time slot. (They do not run against anything else.)
- Sponsored sessions will be specifically identified in any printed and online schedule.
- IndieCade Conference chairs will work with you to customize your session to best target our audience.
- Sponsored sessions are preceded by a coffee and refreshments break.



*...as well as the following Contributing benefits:*

- 1/4-page color ad in event print program (your company provides artwork).
- Company name, logo, and link on IndieCade website for 3 months.
- Two all-access passes to International Festival of Independent Games 2011 (includes VIP parties).
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Logo on first page of all printed programs at all IndieCade 2011 events.
- Advertisements in all printed brochures at all IndieCade 2011 events (minimum 2 events).
- Recognition in one press release transmission over 3-month period.



## Branded Items Sponsorships



### Lanyards \$2,500

Lanyards and different badges are worn by all. Put your brand around the neck of all conference attendees. We can customize this either as an insert into our badge holder or as a lanyard (you print) that will be distributed with all of the badges.

1,000 lanyards will be distributed accordingly; 500 VIP conference badges and first 500 registered festival attendees.

Sponsorship does not include providing lanyards or printing costs.

*Additional benefits include:*

- Customized logo/graphic on all branded items.
- Company name, logo, and link on IndieCade website for 3 months.
- 1/8 page color ad in event print program (your company provides artwork).

### Festival Guide & Map \$5,000

Everyone at the IndieCade festival needs a map/guide to access events. Put your brand on the back of the most turned-to item in the festival! The map and guide handed to thousands of festival attendees.

IndieCade will provide design & printing of the guide/map.

*Additional benefits include:*

- Prime logo placement and acknowledgment on the back of the festival guide/map.
- Company name, logo, and link on IndieCade website for 3 months.
- 1/8 page color ad in event print program (your company provides artwork).



### Conference Bag \$3,500

IndieCade's high-quality bags are designed for use year-round. You choose the bag and we will ensure that each conference attendee and game finalist receives one. Let your message live beyond the event itself.

Sponsorship does not include providing bags or printing.

*Additional benefits include:*

- Full-color logo on all branded items.
- Company name, logo, and link on IndieCade website for 3 months.
- 1/8 page color ad in event print program (your company provides artwork).



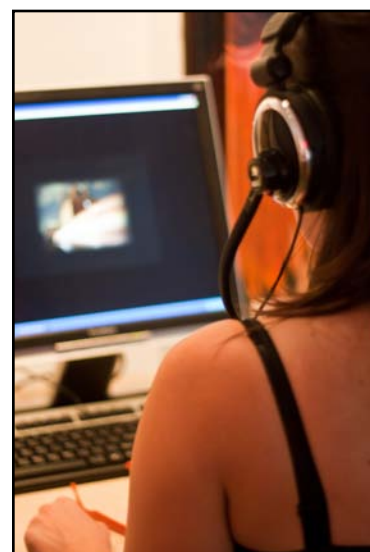
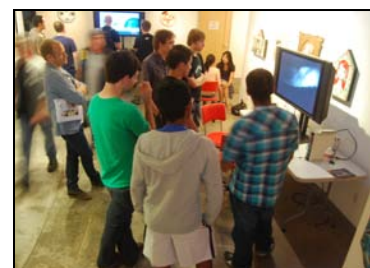


Supporting Sponsorships provide significant visibility and excellent return on investment for your sponsorship dollar. Brands will be visible across the festival, its event guides, and its promotional materials, and organizational representatives can be present across the days and venues.

## Supporting Sponsor \$4,000

### *Benefits:*

- Recognition at VIP Preview/Opening. or Closing Party.
- Opportunity to appoint a first-round IndieCade juror.
- Opportunity to place materials and representative at IndieCade café.
- Membership or employee discount.
- 1/4-page color ad in event print program (your company provides artwork).
- Company name, logo and link on IndieCade website for 3 months.
- Two all-access passes to IndieCade Festival 2011 (includes VIP parties).
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.
- IndieCade attendee bag insert (your company provides 500 insert items).



## Contributing Sponsor \$2,500

### *Benefits:*

- Recognition at VIP Preview/Opening. or Closing Party.
- Opportunity to appoint a first-round IndieCade juror.
- Opportunity to place materials and representative at IndieCade café.
- Membership or employee discount.
- 1/4-page color ad in event print program (your company provides artwork).
- Company name, logo and link on IndieCade website for 3 months.
- Two all-access passes to IndieCade Festival 2011 (includes VIP parties).
- Company name and logo in selected IndieCade print marketing for 3 months.
- Company name and logo in selected IndieCade digital marketing for 3 months.
- IndieCade attendee bag insert (your company provides 500 insert items).

## Friend \$750

(Nonprofits and Selected Small Companies)

### *Benefits include:*

- One conference passes to IndieCade 2011.
- Membership discount.
- Individual or company name, logo, and link on IndieCade website for six weeks.
- Individual or company name and logo in selected IndieCade digital marketing for six weeks.
- IndieCade attendee bag insert (your company provides 500 insert items).
- 1/8-page ad in event print program (your company provides artwork).

## INDIECADE METRICS: PROMOTIONS & IMPRESSIONS

### 2010 Impressions:

**Print:** Approximately 300,000

**Outdoor:** 5 million +

**Online Advertising:** 7 million +

**Blogs:** 150,000 +

**Eblasts:** 145,000 +

**Twitter:** 1.6 million

**Guerilla Marketing:** 20,000 +

Major 2010 cross promotional media partners included; G4tv.com, Shacknews, LA Weekly, IGDA, and many more.

### Media Highlights:

Independent gamemakers, their games, and their art offer unique and compelling stories. A primary goal of IndieCade's festival and its lead-up campaigns is to garner major media attention for the event, its participants, and its sponsors. Aggressive traditional and innovative promotional plans ensure that your brand benefits from this landmark event.

The following is a brief overview of the formal international press IndieCade has received ranging from key features in large media outlets with audiences in the tens of millions to international print and television coverage, significant game industry press, and blogs (not included below). PDF/hard copies are available.

*"The Sundance of the Game Industry,"* Los Angeles Times

*"Indie Games Take Off,"* Forbes

*"Indie Games Gone Wild!"* Yahoo

*"A Highly Successful Event,"* Gamasutra (series)

*"When has a video game ever made you cry?"* MSNBC

*"Independent Games Take Flight,"* The Washington Post

*"IndieCade Recruiting Artists, Gamemakers,"* Wired

*"Driving Indie Games from Margin to Center,"* Edge Magazine

*"IndieCade 2010,"* IFC (series)

*"IndieCade Festival,"* Game Trailers TV

*"IndieCade Has Begun,"* G4tv.com

*"LeVar Burton presents IndieCade Awards,"* G4tv.com

*"Gaming Creativity: Games Grow Up At Last"* BBC

*"The Games of IndieCade,"* PC Magazine

*"Gaming with Indie Style,"* Gamer Magazine

*"Pick of the Week,"* Brand X & LA Weekly

*"The Sundance of Video Games Opens,"* NBC

*"Everyone's nominated,"* Joystiq

and many more ...

Features:

Los Angeles Times

The Washington Post

BBC

MSNBC

YAHOO!

WIRED

IFC

Forbes

le Parisien

ign.com

GAMASUTRA  
The Art & Business of Making Games

EDGE

GAMESPOT

joystiq

LA WEEKLY

G4

## INDIECADE METRICS: DEMOGRAPHIC & ATTENDANCE

**2011 anticipates a 15% increase in IndieCade's public festival attendance and professional conference.**

### IndieCade 2010

IndieCade Festival: 6,000+  
IndieCade Showcase @ E3: 30,000  
IndieCade Europe @ GameCity: 10,000

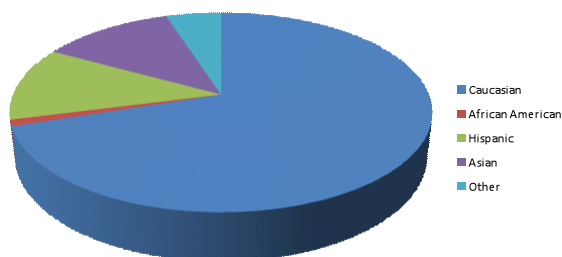
### IndieCade 2009

IndieCade Festival: 3,000+  
IndieCade Showcase @ E3: 25,000  
IndieCade Europe @ GameCity: 10,000

### IndieCade 2008

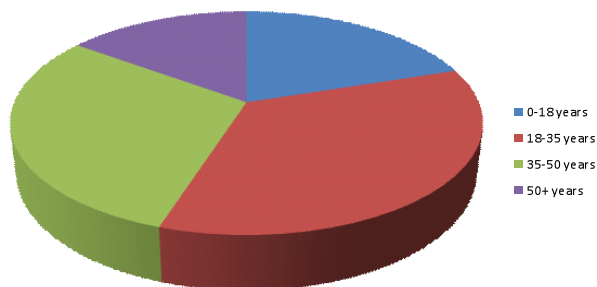
IndieCade Festival: 1,500 +  
IndieCade Showcase @ E3: 6,500  
IndieCade Showcase @ E for All: 15,000  
IndieCade Europe @ GameCity: 10,000

**Ethnic Breakdown**

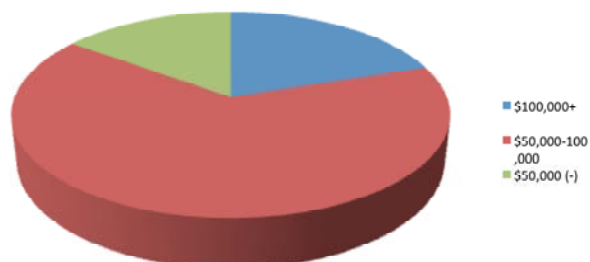


IndieCade draws a largely affluent audience with disposable income and occupations in the digital media and related industries. This audience has a tendency toward early adoption of technology and the promotion and determination of cultural trends.

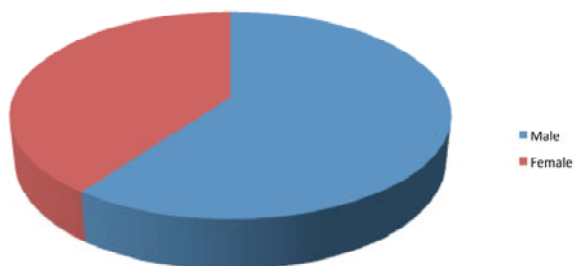
**Age Breakdown**



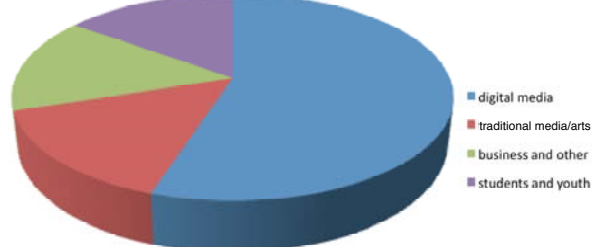
**Income Breakdown**



**Gender Breakdown**



**Occupation**





**INDIECADE METRICS:  
2010 SPONSORSHIP**

PREMIERE  
SPONSOR:



PRESENTING  
SPONSORS:



AWARD  
SPONSORS:



PRINCIPAL  
SPONSORS:



CONTRIBUTING  
SPONSORS &  
PATRONS:

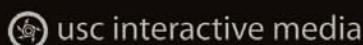


INDIVIDUAL  
PATRONS:

Jonathan Blow

Jeff Roberts

ACADEMIC  
SPONSORS:



## INDIECADE BASIC FACTS:

**IndieCade reflects and represents the broad independent videogame community.** Its reach is **global** and includes producers in Asia, Europe, Australia, and anywhere else independent games are made and played.

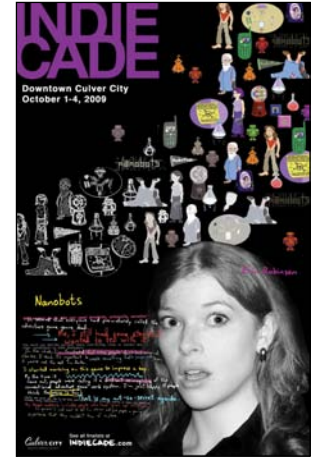
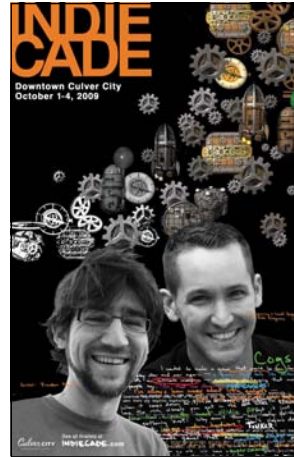
IndieCade has become **increasingly influential** on the independent game scene. Independent developers consider IndieCade a **target** for preparing their new projects. The industry considers IndieCade a **“must see.”** And IndieCade is the only independent games festival open to the public. Submissions and attendance have doubled each year.

As it builds toward its culminating annual festival, **throughout the year**, IndieCade reaches out to the community and represents independent games. For the past four years, IndieCade has been invited to create the independent game showcase for **E3**, hold **IndieCade Europe @ GameCity Nottingham**, and is the only interactive media festival to be invited to join the **International Cooperation of Festivals**. Each event brings an increasing number of developers and notoriety.

IndieCade’s jury selects **the most remarkable games** and finalists and awardees go on to successful **publishing deals**, with offerings on platforms such as **Nintendo Wii, Xbox Live Arcade, Sony PSN**, as well as in **museums** around the world. IndieCade finalists and awardees continue receive awards and recognition in the mainstream and related industries.

**IndieCade’s 2011** screenings, interactive displays, open gameplay, and conference programs are expected to **increase by 15%** and conference attendees. Its public programming and grassroots social events will reach **thousands more**.

IndieCade attracts **a dedicated audience** of **savvy industry executives and professionals** interested in the cutting edge of digital media; **game developers, game creators, and artists**; and **aspiring gamemakers and enthusiasts of all ages**.



### 2010 in a Nutshell (October 8-10, 2010)

*“The Sundance of the Video Game Industry”*  
Los Angeles Times

*“Indie Games Take Off”*  
Forbes

*“A Hugely Successful Event”*  
Gamasutra

*“Pick of the Week”*  
Brand X & LA Weekly

More than 6,000 attendees came from around the world, including Asia & the Pacific Rim, North America (U.S. & Canada), South America, Europe, Eastern Europe, the UK, and Scandinavia.

Festivities occurred in multiple Culver City locations: The Culver Hotel, Grand Casino Café, Gregg Fleishman Gallery, Ivy Substation/Actors Gang Theater, Media Park & Plaza, Royal-T, Rush Street, Sony Pictures Entertainment, Wonderful World Art Gallery.

Programs included: hands-on gameplay, interactive exhibits, screenings, salons, workshops, artist talks, performances, and previews, gala VIP, intimate social events, and city-wide gameplay, world-class keynotes, a robust conference, a spectacular awards ceremony, and more...

## IndieCade BACKGROUND:

Dubbed “*The Sundance of the Video Game Industry*,” by the Los Angeles *Times*, IndieCade reflects and represents the broad independent video game community. Its reach is global and includes producers in Asia, Europe, Australia, and anywhere else independent games are made and played. IndieCade has become increasingly influential on the independent game scene. Independent developers consider IndieCade a target for preparing their new projects and the industry considers IndieCade a “must see.”

Throughout the year, as it builds toward its culminating annual festival, IndieCade reaches out to the game community and represents independent games. For the past four years IndieCade has been invited to create the only independent game showcase for the world-renowned E3 and for GameCity, Europe, and is the only interactive media festival to be invited to join the International Cooperation of Festivals. Each event brings an increasing number of developers and notoriety.

IndieCade’s jury selects the most remarkable games and finalists and awardees go on to successful publishing deals, with offerings on platforms such as Nintendo Wii, Xbox Live Arcade, and Sony PSN, as well as in museums around the world. IndieCade finalists and awardees continue to receive awards and recognition in the mainstream and related industries.

**Mission:** IndieCade encourages, publicizes, and cultivates innovation and artistry in interactive media, helping to create a public perception of games as rich, diverse, and culturally significant. IndieCade was founded in 2005, by a group of industry professionals and rebels.

## INDIECADE: BOARD OF ADVISORS

• **Seamus Blackley**, Agent at **Creative Artists Agency (CAA)** • **Fiona Cherbak**, Director Business Development, Theme Park Studios • **Dr. Milton Chen**, Executive Director of The **George Lucas Educational Foundation (GLEF)** • **Jason Della Rocca**, former Executive Director of the **International Game Developers Association (IGDA)** • **Noah Falstein**, President of The Inspiracy • **Tracy Fullerton**, Professor at the USC School of Cinematic Arts and **Director of the Electronic Arts Game Innovation Lab** • **Megan Gaiser**, CEO **Her Interactive** • **Andy Gavin**, Co-founder **Naughty Dog** and Co-founder **Flektor** • **Carl Goodman**, Deputy Director and Director of Digital Media at the **Museum of the Moving Image** • **John Hight**, Director of Production and External Development for **Sony Computer Entertainment of America** • **Robin Hunicke**, thatgamecompany • **Henry Jenkins**, Director of Comparative Media Studies at **Massachusetts Institute of Technology (MIT)** • **Hal Josephson**, President of MediaSense Inc., • **Robert Khoo**, President Business Development **Penny Arcade Expo, Child’s Play** • **Douglas Lowenstein**, Founder and Former President of the **Entertainment Software Association (E3)** and President of the **Private Equity Council** • **Richard Lemarchand**, Game Designer **Naughty Dog** • **Lawrence Lessig**, Professor of Law at **Stanford Law School** and Founder and Executive Director of the **Creative Commons** • **Frans Mäyrä**, Professor at the University of Tampere, Finland and **DiGRA** President • **Jamil Moledina**, A & R **Electronic Arts (EA Partners)** • **Dr. Janet H. Murray**, Professor and Director of **Georgia Institute of Technology** Masters and PhD programs in Digital Media • **Panu Mustonen**, Mobile Strategist at Satama Interactive and Evangelist for **Finnish Neogames Center** • **Robert Nashak**, General Manager West Coast Region at **BBC** • **Dave Perry**, President and Founder of **Shiny Entertainment** and Founder **GameConsultants.com** • **Josh Resnick**, President and Co-Founder of **Pandemic Studios** • **Carolyn Rauch**, Vice-President of Event Development at **IDG World Expo** • **Katie Salen**, Executive Director of the **Gamelab Institute of Play**, and Associate Professor at Parsons the New School for Design • **Kellee Santiago**, Co-Founder and President of **thatgamecompany** • **Keita Takahashi**, Game Director at **Namco Bandai** • **Will Wright**, Game Designer and Co-Founder **Maxis** • **Neil Young**, General Manager of **ng:moco** • **Eric Zimmerman**, Co-Founder and CEO of **gameLab** •



Thank you for the opportunity to work with you!

IndieCade: The International Festival of Independent Games

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