

MEETING DATE: April 11, 2011

AGENDA ITEM: **Consideration of (1) the Purchase of a \$10,000 Marketing Sponsorship Package as Part of The International Festival of Independent Games 2011 (IndieCade) and (2) the Designation of IndieCade as a City and Agency-Sponsored Event.**

ATTACHMENTS

	<u>Pages</u>
1. IndieCade \$10,000 Sponsorship package for 2011 and Wrap-up presentation from IndieCade 2010.	1-8

ATTACHMENT 1



**The City of Culver City Presenting Sponsorship
IndieCade 2011**

PRESENTING SPONSOR ~~\$15,000~~ \$10,000

This Presenting Sponsorship has been custom-designed for the City of Culver City to provide top-level branding and networking opportunities to IndieCade's trend-setting audience.

IndieCade's Presenting Sponsorship is designed to provide maximum impact, reaching out to IndieCade's worldwide network of key professionals and companies actively engaged in the independent game space; its highly engaged consumer game-playing public hungry for the newest gameplay experiences; aspiring game-makers young and old; and individuals, professionals, and companies from related fields eager to be the first to know about the cutting edge of the interactive media industry and see it first-hand in Culver City.

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 credibility in the heart of the gamemaking and independent communities.



Presenting-Level benefits include:

- "Co-host" status of VIP party (you can select or we can select party for you).
- Networking event with gamemakers & artists at IndieCade events (non-exclusive).
- Networking event with key sponsors and VIPs (non-exclusive).
- Recognition in three national press release transmissions (non-exclusive).
- Full-page color ad in event print program (your company provides artwork).
- Logo placement on festival map.
- Key positioning of company name and logo in all 2011 print, broadcast, and web advertisements.
- Advertisements in all printed brochures at all IndieCade 2011 events (minimum 2 events).
- 6 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 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 2011 events.

INDIECADE 2010 SPONSORSHIP: WRAP-UP

The following wrap-up report is based on The City of Culver City / Culver City Redevelopment Agency's Presenting Sponsorship package for IndieCade: The International Festival of Independent Games, held October 8-10, 2010 at a variety of venues across Downtown Culver City.

Objectives:

- The primary objective of this customized marketing sponsorship was to promote Culver City as the location of choice to the game industry.
- Additional objectives included promoting Culver City to the public (both local and international) as *the* destination to play and learn about the most cutting-edge independent games of the year.

Implementation:

- Through targeted marketing, this Presenting Sponsorship specifically reached out to industry, game creators, and companies with potential interest in locating in or relocating to Culver City.
- By offering an international platform for Culver City's brand presence, this sponsorship offered prime visibility and presence to major industry leaders from throughout the world at high-profile key digital media events, namely E3 (the Entertainment Expo trade event) and GameCity UK.
- A carefully designed promotional campaign over the course of many months, through standard and social media, enhanced Culver City's reputation and emphasized its key role in the international independent game community and marketplace.
- Strategic marketing in this sponsorship package included direct marketing and networking opportunities with other key festival sponsors, further legitimizing Culver City's role as well as attracting corporate sponsors poised to invest their own marketing dollars across the City.
- Invitations for specifically designated events were personally extended to key media and VIPs, such as the Red Carpet Awards Show, the Iron Game Design Challenge, media previews, closing parties, among others, all of which offered opportunities for face-to-face networking, media coverage, and the firsthand experience of Culver City.
- As an enhancement to this Presenting Sponsorship and in support of Culver City-based businesses, IndieCade specifically promoted all festival-related hosts and venues. In addition, wherever possible IndieCade prioritized patronizing local Culver City businesses for all purchases necessary for running the festival.

By all accounts, IndieCade 2010 was an extremely successful event. The following pages outline an overview of the festival metrics.

INDIECADE 2010 METRICS: DEMOGRAPHIC & ATTENDANCE

2010's festival / gamewalk and professional conference attendance doubled from the previous year. 2011 anticipates a 15% increase.

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

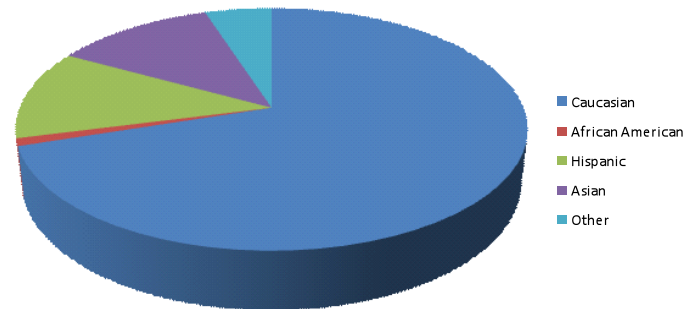
IndieCade Festival: 1,500 +

IndieCade Showcase @ E3: 6,500

IndieCade Showcase @ E for All: 15,000

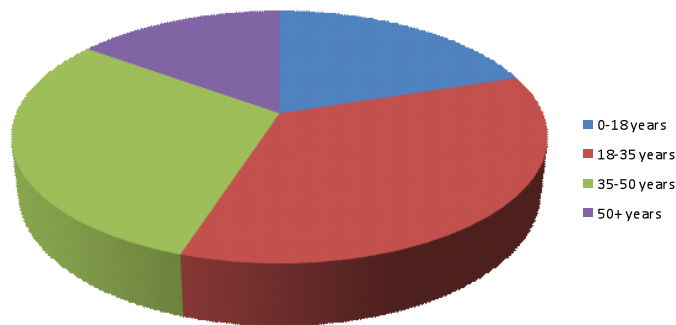
IndieCade Europe @ GameCity: 10,000

Ethnic Breakdown

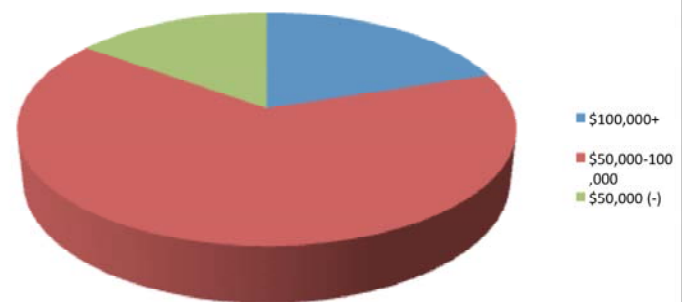


IndieCade draws a largely affluent audience with disposable income and occupations in the digital media and related industries. This audience has a tendency toward early adoption of technology and the promotion and determination of cultural trends.

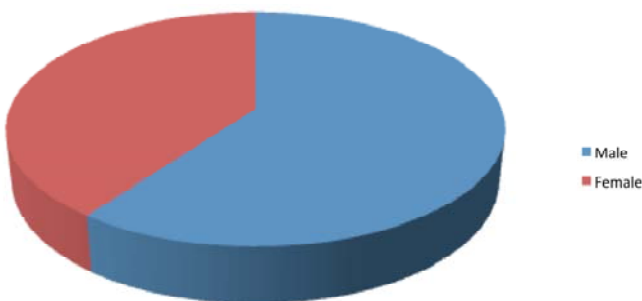
Age Breakdown



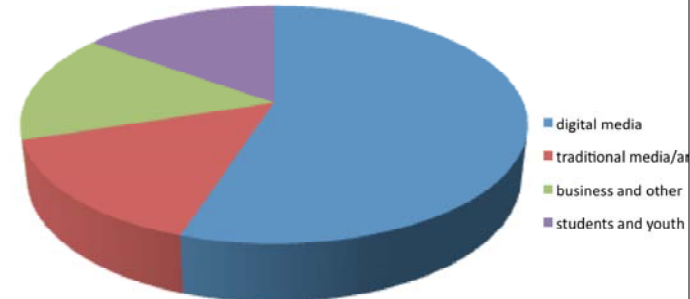
Income Breakdown



Gender Breakdown



Occupation



INDIECADE 2010 METRICS: PROMOTIONS

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 2010 METRICS: SPONSORSHIP

PRESENTING SPONSORS:

PREMIERE:



AWARD SPONSORS:



PRINCIPAL SPONSORS:



CONTRIBUTING SPONSORS & PATRONS:

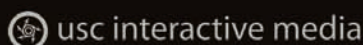


INDIVIDUAL PATRONS:

Jonathan Blow

Jeff Roberts

ACADEMIC SPONSORS:



INDIECADE 2010: QUALITATIVE OVERVIEW

- Attendees from around the world came to Culver City to stay for the weekend and attend IndieCade, including a wide variety of countries throughout Europe, Scandinavia, China, Japan, Korea, Australia, New Zealand, and South America, as well as from all over the United States and Canada.
- Festival attendees filled up the Culver Hotel (reduced rate rooms were sold out months prior to the festival), and overflowed into the Four Points Sheraton and the Ramada Inn.
- All official parties were held in Culver City venues with a range in budget from a minimum of \$2k to more than \$15k. Most parties were also attributed to a sponsor host including the Awards @ Sony Pictures Entertainment via Wolfgang Puck, The Awards After Party @ The Culver Hotel, The Night Games Party @ Kay n' Daves, The Conference VIP Mixer @ Haro, and the Closing Party @ Rush Street.
- All IndieCade VIP meetings, lunches, dinners, receptions, and coffee breaks were held at Culver City restaurants or catered by Culver City Restaurants including M Café, Grand Casino, Starbucks, Mezza Mediterranean Food, Daphne's Lunch, Kay N' Daves, Rush Street, and Akasha. Additionally all staff water and snacks were purchased at the local Trader Joes.
- Many Culver City businesses have been extremely generous to IndieCade. IndieCade has and will remain loyal to those venues and has made a point of bringing business (i.e. parties) back to each of those venues in the second year, as well as radically increasing the amount paid to all of its venue for rent. On average IndieCade increased its rent by more than fourfold, as well as making a point to bring business to its supporters. An example of this is the Ivy. In Year 1, the rent paid for the weekend was \$450. In year two, rent paid for the weekend was \$3,000 as well as scheduling around the play in the theater and sending out blasts to our email lists promoting their plays. Other examples are Rush Street and Kay n' Daves, where IndieCade held a couple of sessions at each location and in turn brought large official parties to each respective venue.
- IndieCade's staff and volunteers promoted and specifically directed festival attendees to the following businesses which offered IndieCade attendees discounts: Bottlerock, Chipolte, Coldstone Creamery, The Culver Hotel, Daphne's, Kay n' Daves Cantina, M Café, Mezza Grill, Novecento Pasta, Royal-T, Rush Street, Sporteve, Ugo, and Wellness Spa. IndieCade also advertised performances at the Kirk Douglas and Ivy theaters. Large groups of conference and festival attendees were seen eating lunch and dinner all over the downtown area.
- IndieCade received emails, phone calls, and had conversations with the following businesses expressing their pleasure in participation and reporting increased traffic: Kay n' Daves, M Café, Grand Casino, Lunch, La Ballona, Lunch, Gregg Fleishman, Chipotle, Daphne's, and Trader Joe's.
- IndieCade continues to patronize variety of restaurants and establishments in downtown Culver City throughout the year. A group named Peg LA was established at IndieCade to play Big Games; they hold their monthly meetings at the Grand Casino. Additionally, IndieCade's weekly staff and monthly volunteer and sales meetings are held throughout the year at the Grand Casino, Rush Street, and Kay n' Daves.
- IndieCade is also among game companies, including Thatgamecompany and the Odd Gentlemen, that have a plan in motion to join forces in order to move to Culver City this fall.

Thank you for the opportunity to work with you on this project!

IndieCade: The International Festival of Independent Games

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