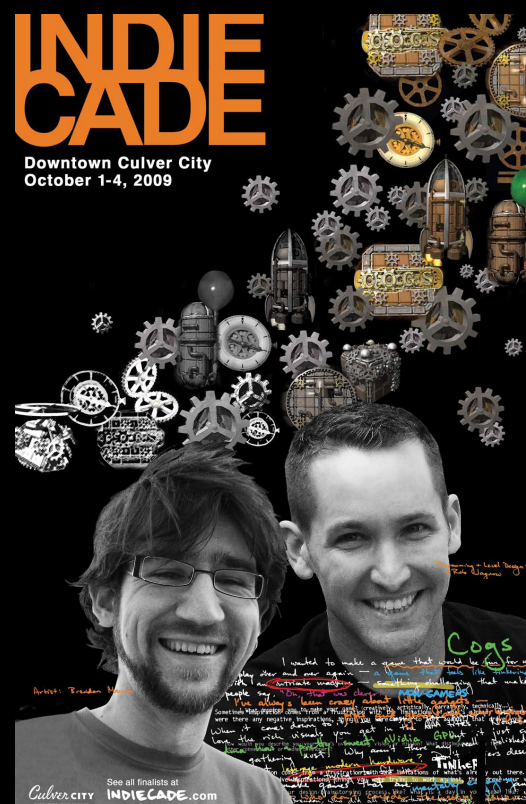


MEETING DATE: May 3, 2010

AGENDA ITEM: Consideration of (1) the Purchase of a \$10,000 Marketing Sponsorship Package as part of The International Festivals of Independent Games 2010 (IndieCade) and (2) Designation of IndieCade as an Agency-Sponsored Event.

ATTACHMENTS

	<u>Pages</u>
1. Wrap-up presentation from IndieCade 2009	1-7
2. IndieCade Sponsorship package	8-17
3. Culver City Value Added IndieCade Sponsorship package.	18



Contact: central@indiecade.com



INDIE CADE 2009

"IndieCade, the video game industry's Sundance." *Los Angeles Times*, Oct. 1, 2009

"... this year's IndieCade, even more than in previous years, felt like a film festival. Indeed, Culver City felt just a bit like a reduction of Park City, Utah, as groups of game developers and fans made beelines between art galleries and theaters to see and hear everything that these independent games and their creators had to say." *Gamasutra*, Oct. 5, 2009

IndieCade 2009:

Selections and Events	2
Award Gala	3
Workshops & Talks	4
Moments of Gameplay	5
Sponsors & Partners	6

"Film festivals have launched the careers of many little-known directors and producers. Now video game festivals are doing the same for indie game developers."
Forbes, Oct. 12, 2009

The annual IndieCade 2009 Festival included more than 3,000 dedicated participants playing games and attending events across nine venues in downtown Culver City.

Save the date... IndieCade 2010: Oct. 8, 9, & 10

Festival 2009

"The IndieCade festival billed itself as the 'video game Sundance' and lived up to this reputation ..."

Joystiq,
October 5, 2009

IndieCade 2009 celebrated the year's best indie games, highlighting 30 finalists selected from hundreds of submissions by an international panel of renowned judges.

Games and creators came from around the world — Asia, Scandinavia, Central Europe, Eastern Europe, South America, North America, and Canada.

The audience consisted of more than 3,000 engaged executives, industry professionals, artists, musicians, film and video professionals, fans, and enthusiasts.

IndieCade 2009 was a defining moment for the independent game community.



IndieCade Award Gala 2009

Jury Award:

Moon Stories by Daniel Benmergui

Gameplay Innovation:

Closure by Tyler Glaiel and Jon Shubbe

World/Story:

Dear Esther by The Chinese Room

Auteur:

Eliss by Steph Thirion

Vanguard:

Train by Brenda Brathwaite

Fun/Compelling:

Osmos by Hemisphere Games

Sublime Experience:

Tuning by Jonatan "Cactus" Söderström

Finalist/Audience Choice Winner:

Minor Battle by Peanut Gallery

Finalist / Audience Choice First Runner-Up:

Deep Sleep Initiative by ARx

Honorable Mention:

Papermint by Avaloop,
Aether by Edmund McMillen & Tyler Glaiel,
Spectre by The Vaguely Spectacular Team

Best in Show Presented by EA Partners:

Osmos by Hemisphere Games



IndieCade's
award
ceremony,
hosted by
Sony Pictures
Entertainment,
celebrated the
finalists and
awardees.



Talks, Workshops, & Salons

An annual event not to be missed!

"Indiecade ended up being a far more intense and inspiring event than I thought was possible..." — Erin Robinson

"This was the most amazing game developer gathering we have ever been at. Looking forward to next year!" — Broken Rules

I have a whole new appreciation for indie games. I am proud to have been a sponsor."
— Karla Berry



"When a handful of artists can create a game that makes you ponder your own existence, the effects of water pollution, or the nature of an argument between lovers, it's an altogether fresh experience..."

"Games Grow Up at IndieCade Festival," **Yahoo!**

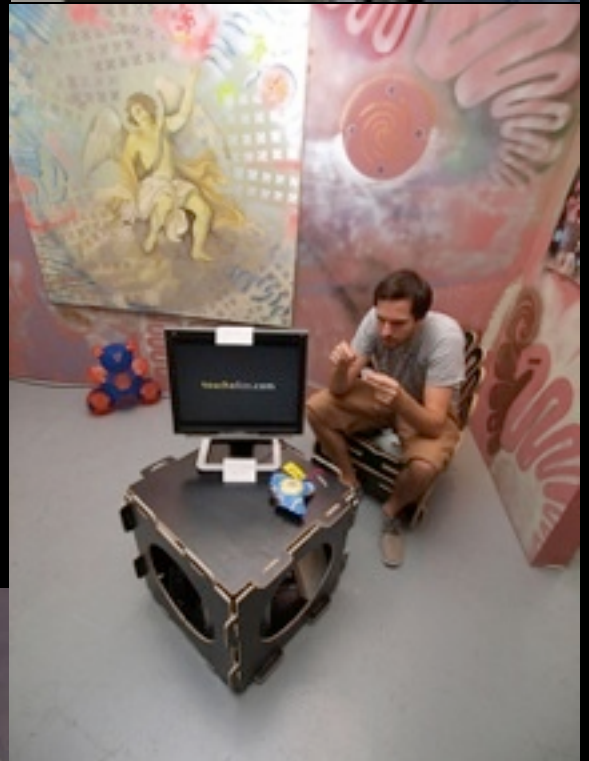
"The games were a great selection of fun, thought-provoking, wacky, and sublime. All indie of course. The talks and discussions were varied and interesting. And the people... The people. I fell in love with the people. And for so many of them to be in the same place at the same time, and not diluted within the structure of a larger event, well... I've never seen anything like it.

"A cozy little corner of Culver City became a magical place. I'm somehow reminded of the words of Hunter S. Thompson:

'San Francisco in the middle sixties was a very special time and place to be a part of.no explanation, no mix of words or music or memories can touch that sense of knowing that you were there and alive in that corner of time and the world. You could strike sparks anywhere... we were riding the crest of a high and beautiful wave.'

"For those who were there, IndieCade was a grand and inspiring experience; and for a time, Culver City became an indie celebration and a joyous community."

Andy Neelan, Osmos



"Pick of the Week"

LA Weekly & Brand X

October 1, 2006

6

In Acknowledgement of Our Sponsors & Patrons

Presenting Sponsors:

Culver City Redevelopment Agency

Sony Pictures Entertainment

Wonderful World Art Gallery

Gregg Fleishman Gallery

Ivy Substation / Actors Gang

The Culver Hotel

Principal Sponsors:

EA Partners

EEDAR

One PR Studio

Royal T

Rush Street

Young & Rubicam

Contributing Sponsors:

ACM Siggraph

Best Buy

Gamecity

Westfield

XNA / Xbox Live Indie Games

Friends & Patrons:

Adobe

Eagle Sports and Awards

Garage Games

Georgia Institute of Technology

IT University of Copenhagen

Lost Moon Radio

National University

Parsons New School for Design

Psychic Bunny

"IndieCade was a hugely successful event. There were game developers from around the world showing off exciting and wonderful pieces of interaction to a receptive audience that showered them with praise for a long weekend. Fantastic..."

Gamasutra,
October 7, 2009



Jamie Lee Curtis

Jeff Roberts

Jon Burgerman

Jonathan BLOW

Sharon Sekhon

Promotional / Media Partners:

Gaming Angels

Mary Margaret Network

IDG World Expo

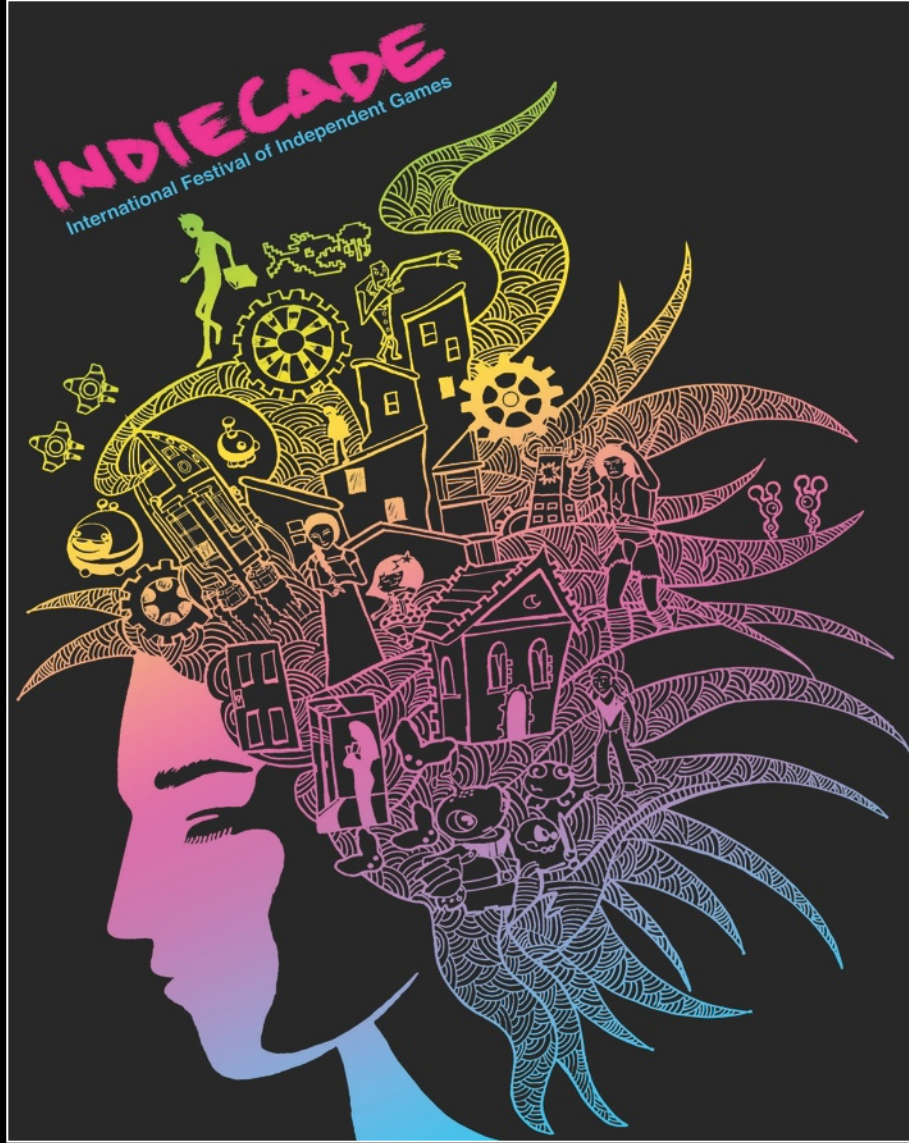
IGDA

LA Weekly

Prime Studios



IndieCade 2010 Sponsorship Opportunities



Now in its third year, the annual IndieCade festival will once again take over the vibrant galleries and cafés of downtown Culver City (Los Angeles) with the newest cutting-edge work by independent gamemakers from around the world.

IndieCade 2010 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.

Ten minutes from Santa Monica and downtown Los Angeles, Culver City Center is home to two major film studios, numerous digital media and entertainment-related businesses, as well as live theaters, multiplex cinemas, restaurants, and retail establishments that attract thousands of regular visitors per week.

IndieCade 2010
International Festival
of Independent Games
October 8, 9, & 10

SPONSORSHIPS

IndieCade's sponsorship tiers are specifically tailored to provide each sponsor with an individual experience that leverages IndieCade's dynamic audience, its industry credibility, and its finger on the pulse of the newest and edgiest work across the game space.

Our goal is to offer the most outstanding access and visibility for our sponsors to our more than 5,000-strong trend-setting attendees and other participants, and our far-reaching media impressions.

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

PRESENTING SPONSOR **\$10,000**

This top-level IndieCade sponsorship provides premium branding and networking opportunities.

Benefits include:

- Premiere positioning of company name, logo and link on IndieCade website for 4 months.
 - Premiere positioning of company name and logo in all IndieCade digital marketing for 4 months.
 - Premiere positioning of company name and logo in all IndieCade print marketing for 4 months.
 - Premiere recognition in 3 national press release transmissions over 4-month period.
 - Launch PR announcement as IndieCade sponsor during August 2010.
 - IndieCade attendee bag insert (your company provides 500 insert items).
 - Full-page color ad in event print program (your company provides artwork).
 - Opportunity to provide your own on-site signage (up to 8x8', in addition to inclusion in main event signage).
 - Eight all-access passes to International Festival of Independent Games 2010 (includes VIP parties).
 - "Co-host" status of VIP party (you can select or we can select party for you).
 - Networking with gamemakers & artists prior to IndieCade events (minimum 3 events).
 - Preview look at games prior to festival.
 - Company name branding across all other 2010 IndieCade events (minimum 3 events).
 - Inclusion of demonstrations or promotional reel at all IndieCade events (minimum 3).
- 
- 
- Logo placement on first page of all printed programs at all IndieCade 2010 events (minimum 3 events).
 - Advertisements in all printed brochures at all IndieCade 2010 events (minimum 3 events).
 - Premiere positioning of company name and logo in all 2010 print, broadcast, and web advertisements.
 - Logo placement on festival t-shirt and map.

IndieCade: The International festival of Independent Games

IndieCade sponsorships are designed to provide maximum impact, whether you want to reach 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.

AWARD SPONSOR **\$5,000** & an award in value of not less than **\$3,000**

IndieCade 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. The sponsorship also provides for the original artist-made award.



Benefits include:

- Company name, logo, and link on IndieCade website for 4 months.
- Company name and logo in all IndieCade digital marketing for 4 months.
- Company name and logo in all IndieCade print marketing for 4 months.
- Recognition in two (2) regional/local press release transmissions over 4-month period.
- IndieCade attendee bag insert (your company provides 500 insert items).
- 1/2 page color ad in event print program (your company provides artwork).
- Opportunity to provide your own on-site signage (up to 4x4', in addition to inclusion in main event signage).
- Four all-access passes to International Festival of Independent Games 2010 (includes VIP parties).
- Logo placement on first page of all printed programs at all IndieCade 2010 events (minimum 2 events)
- Advertisements in all printed brochures at all IndieCade 2010 events (minimum 2 events)
- Company name and logo in all 2010 print, broadcast, and web advertisements.
- Name branding rights to selected award/category
- Recognition of named award/category in all 2010 IndieCade materials
- Acknowledgement in all announcements of finalists
- Logo placement in festival brochure
- Inclusion of brand in promotion of awards
- Opportunity to attend IndieCade VIP networking events

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.

PRINCIPAL SPONSOR \$5,000

Benefits include:

- Company name, logo, and link on IndieCade website for 4 months.
 - Company name and logo in all IndieCade digital marketing for 4 months.
 - Company name and logo in all IndieCade print marketing for 4 months.
 - Recognition in two (2) national press release transmissions over 4-month period.
 - IndieCade attendee bag insert (your company provides 500 insert items).
 - 1/2-page color ad in event print program (your company provides artwork).
 - Opportunity to provide your own on-site signage (up to 6x6', in addition to inclusion in main event signage).
 - Six all-access passes to International Festival of Independent Games 2010 (includes VIP parties).
 - Networking with gamemakers and artists prior to IndieCade events (minimum 2 events).
 - Company name branding across all other 2010 IndieCade events (minimum 2 events).
 - Inclusion of demonstrations or promotional reel at all IndieCade events (minimum 2 events).
- Logo placement on first page of all printed programs at IndieCade 2010 events (minimum 2 events).
 - Advertisements in all printed brochures at IndieCade 2010 events (minimum 2 events).
 - Company name and logo in all 2010 print, broadcast, and web advertisements.



CONTRIBUTING SPONSOR \$2,500

Benefits include:

- Company name, logo, and link on IndieCade website for 4 months.
- Company name and logo in all IndieCade digital marketing for 4 months.
- Company name and logo in all IndieCade print marketing for 4 months.
- Recognition in 2 regional/local press release transmissions over a 4-month period.
- IndieCade attendee bag insert (your company provides 500 insert items).
- 1/2-page B&W ad in event print program (your company provides artwork).
- Opportunity to provide your own on-site signage (up to 4 x4', in addition to inclusion in main event signage).
- Four all-access passes to International Festival of Independent Games 2010 (includes VIP parties).
- Logo placement on first page of all printed programs at IndieCade 2010 events (minimum 2 events).
- Advertisements in all printed brochures at all IndieCade 2010 events (minimum 2 events).
- Company name and logo in all 2010 print, broadcast, and web advertisements.

EVENT-SPECIFIC SPONSORSHIPS

For more information on each of these Event-Specific Sponsorships, please review our Event Sponsorship Insert for promotional opportunities, networking, presentation, and branding benefits.



ASPIRING GAMEMAKER & FAMILY DAY

\$5,000 - \$1,000

IndieCade draws a vast audience of aspiring gamemakers, both young and old. The Sunday of the Festival is dedicated to specific workshops, demonstrations, tours, and events for these yet-to-be professionals.

Building upon that successful program, IndieCade 2010 is also adding a slate of family-friendly gameplay and workshop events.



RECEPTION SPONSORSHIPS

\$5,000 - \$1000

IndieCade Reception Sponsorship opportunities are available for social events, receptions, and mixers throughout IndieCade.

Events include: Opening Night VIP and Media Receptions, Invitation-Only Awards Reception, Daily Happy Hours, Daily Afternoon and Breakfast Salons, Audience-Choice Award and Public Closing Party, and a variety of mixers.

CONFERENCE SPONSORSHIPS

\$5,000 - \$1,000

IndieCade Conference sponsorships are available for branding and hosting an entire conference track, an individual conference session, a panel, a keynote, a sponsored tool session, or an artist talk.



OUTDOOR GAMEPLAY (Big Games)

\$5,000 - \$1000

IndieCade's outdoor gameplay and big games are held across downtown Culver City, a pedestrian-friendly area with thousands of visitors daily.

Based on last year's reception, IndieCade will be expanding this component of the program and opportunities are available for hosting the gameplay, promotional marketing within the games, as well as specifically commissioned games.

IndieCade: The International festival of Independent Games

BRANDED ITEMS



FESTIVAL STREET BANNERS

\$10,000 - \$5,000

Put your brand on the exterior street signs across Downtown Culver City and the vicinity.

Banners can be placed across three major intersections bordering Culver City, as well as on light posts along streets throughout the city.

Your brand will be clearly visible on either the reverse or on each side of the banner and will be customized depending upon the selections of banners you which to hang.

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!

T-SHIRTS

\$5,000 - \$2,500

IndieCade produces high-quality limited edition t-shirts each year.

Put your brand on one of these top-design t-shirts (exclusive).



LANYARDS / BADGES

\$2,500

Lanyards and different badges are worn by all. Put your brand around the neck of all conference attendees



CONFERENCE BAG

\$5,000 - \$2,500

IndieCade creates high-quality bags designed for use all 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.

BRANDED ITEMS

Additional Benefits include:

- Company name, logo and link on IndieCade website for 4 months.
- 1/2 page color ad in event print program (your company provides artwork).
- Logo placement on printed programs and posters

SPONSORSHIPS

FRIEND OF INDIECADE

(Small Companies, Non-Profits, Academic Institutions, and Individuals)
\$1,000

Benefits include:

- Individual or company name, logo, and link on IndieCade website for 4 months.
- Individual or company name and logo in all IndieCade digital marketing for 4 months.
- Individual or company name and logo in all IndieCade print marketing for 4 months.
- Recognition in 1 regional/local press release transmission over 4-month period.
- IndieCade attendee bag insert (your company provides 500 insert items).
- 1/4-page B&W ad in event print program (your company provides artwork).
- Two all-access passes to International Festival of Independent Games 2010 (includes VIP parties).
- Logo placement on first page of all printed programs at all IndieCade 2010 events (minimum 2 events).
- Advertisements in all printed brochures at all IndieCade 2010 events (minimum 2 events).
- For academic institutions and membership organizations, includes a faculty and student or membership discount.



PATRON OF INDIECADE

(Small Companies, Non-Profits, and Individuals)
\$500



Benefits include:

- Individual or company name, logo, and link on IndieCade website for 4 months.
- Individual or company name and logo in all IndieCade digital marketing for 4 months.
- Recognition in 1 regional/local press release transmission over 4-month period.
- IndieCade attendee bag insert (your company provides 500 insert items).
- 1/4-page B&W ad in event print program (your company provides artwork).
- All-access pass to International Festival of Independent Games 2010 (includes VIP parties).

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.

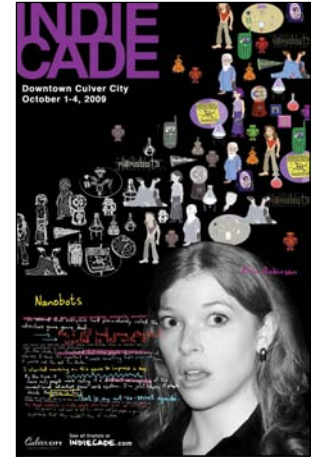
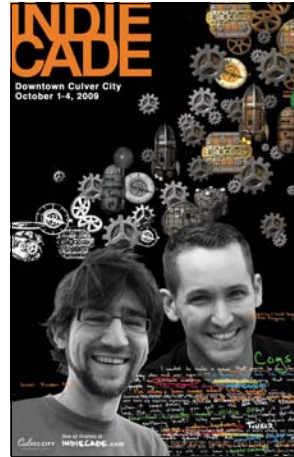
IndieCade has become **increasingly influential** on the independent game scene. Independent developers consider IndieCade a **target** for preparing their new projects. The industry considers IndieCade a **“must see.”** And IndieCade is the only independent games festival open to the public. Submissions 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 2010 screenings, interactive displays, open gameplay, and conference programs are expected to draw at least **5,000 individuals** 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**.



2009 in a Nutshell

(October 1-4, 2009)

“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 3,000 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...

MEDIA AND PROMOTIONS

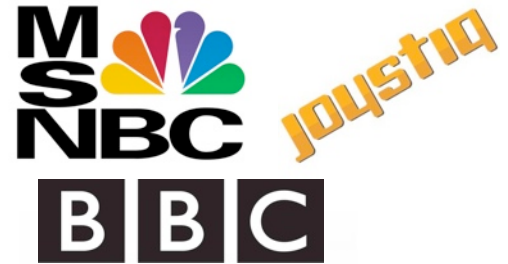
Independent gamemakers, as well as their games and their art, offer unique and compelling stories. A primary goal of IndieCade's festival and its lead-up showcases is to garner major media attention for the event and its sponsors.

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 over the past year, 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). PDFs and hard copies are available.

Media Highlights:

- **Yahoo! Entertainment.** Front-page feature, "Indie Games gone Wild!" (estimated 20 million readers daily)
- **Gamasutra.** Features series covering "IndieCade 2009."
- **MSNBC.** Feature, Citizen Gamer, "When has a video game ever made you cry?"
- **The Washington Post.** Feature: "Independent Games Take Flight."
- **Edge Magazine.** Editorial: "Driving Indie Games from Margin to Center."
- **Game Trailers TV.** Exclusive coverage and interviews from throughout IndieCade 2010.
- **BBC and The Collective.** Feature, "Gaming Creativity: Games Grow Up At Last."
- **Gamer Magazine.** Featured six-page spread in Latin America's largest print game publication.
- **PC Magazine.** Featured six-page spread: Games of IndieCade.
- **Los Angeles Times.** Feature, "The Video Game Industry's Sundance"
- **Brand X.** "Pick of the Week."
- **LA Weekly.** "Pick of the Week."
- **Forbes.** "Indie Game Developers Take Off."



The Washington Post



Los Angeles Times



and more ...



VITALS

In grateful acknowledgement:

Presenting Sponsors:

Culver City Redevelopment Agency • Sony Pictures Entertainment
• Wonderful World Art Gallery • Gregg Fleishman Gallery • Ivy
Substation/ Actors Gang • The Culver Hotel

Principal Sponsors:

EA Partners • EEDAR • One PR Studio • Royal T • Rush Street •
Young & Rubicam

Contributing Sponsors:

ACM Siggraph • Best Buy • Gamecity • Westfield • XNA/XBox
Live Indie Games

Supporting Sponsors:

Adobe • Eagle Sports and Awards • Garage Games • Georgia
Institute of Technology • Her Interactive • IT University of
Copenhagen • National University • Parsons New School for
Design • Psychic Bunny • Stone Brewing • Thatgamecompany •
The Hollywood Hill • ThemePark Studio • Two Chairs, LLC •
Walt Disney Animation • USC Interactive Media Division • UCLA
Design Media Arts •

Private Patrons:

Jamie Lee Curtis • Jeff Roberts • Jon Burgerman • Jonathan Blow •
Sharon Sekhon • Keith Brodsky

Promotional / Media Partners:

Gaming Angels • Frag Dolls • Mary Margaret Network • IDG
World Expo • IGDA • LA Weekly

Mission: IndieCade supports independent game development and organizes a series of international showcases and festivals for the future of independent games. It 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, its advisory board includes luminaries and rebels like Dave Perry, Will Wright, Neil Young, and Keita Takahashi.

4 out of 10 Americans play electronic games. IndieCade actively reaches the standard demographic and beyond.

Here is more information on the IndieCade audience:

Fact: The average gamer is 33.

IndieCade: 65% between 18-34 and 25% are 40+

Fact: 62% of gamers are male, 38% are female.

IndieCade: 58% male, 42% female

IndieCade: With occupations in the digital media and related industries, the audience determines cultural trends:

55% digital media

15% traditional media/arts

15% business and other

15% students and youth

IndieCade: A largely affluent audience with disposable incomes and a tendency toward the early adoption of technology and other trends.

25% - \$100,000 (+)

60% - \$50-100,000

15% - \$50,000(-)

IndieCade 2009 Attendance

IndieCade Festival: 3,000

SIGGRAPH: 25,000

E3: 35,000

GameCity: 15,000

IndieCade 2008 Attendance

CICAF/China: 480,000

E3: 6,500

PAX: 48,000

E for All: 15,000

GameCity: 10,000

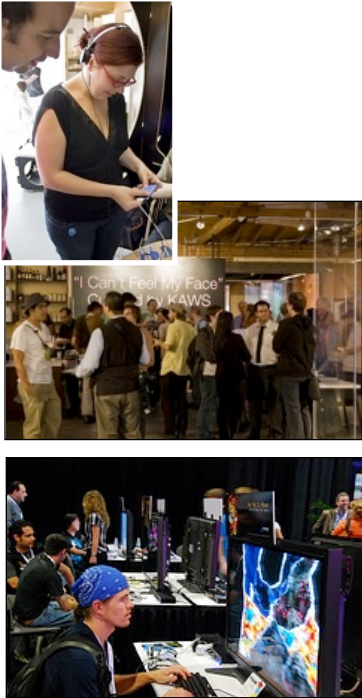
2009 sales, demographics, and usage data, ESA



IndieCade's Presenting Sponsorship package is specifically tailored to place the Culver City Redevelopment Agency at the core of the IndieCade festival and all of its marketing efforts. The Presenting Sponsorship offers outstanding access and visibility for Culver City to our trend-setting attendees, as well as our far-reaching media impressions. As Presenting Sponsors, the Culver City Redevelopment Agency would be directly visible and accessible to creatives, developers, and decision makers in the industry from around the world, as well as a significant public audience of fans, players, enthusiasts, and accompanying media.

Standard \$10,000 Presenting Sponsorship Benefits include:

- Premiere positioning of company name, logo and link on IndieCade website for 4 months.
- Premiere positioning of company name and logo in all IndieCade digital marketing for 4 months.
- Premiere positioning of company name and logo in all IndieCade print marketing for 4 months.
- Premiere recognition in 3 national press release transmissions over 4-month period.
- Launch PR announcement as IndieCade sponsor during August 2010.
- IndieCade attendee bag insert (your company provides 500 insert items).
- Full-page color ad in event print program (your company provides artwork).
- Opportunity to provide your own on-site signage (up to 6x3', in addition to inclusion in main event signage).
- Eight all-access passes to IndieCade 2010 (includes VIP parties).
- "Co-host" credit/status of a VIP party, or a component of the exhibition or conference (you can select or we can select for you).
- Culver City name branding across all other 2010 IndieCade events (minimum three events).
- Inclusion of demonstrations or promotional reel at all IndieCade events (minimum three events).
- Logo placement on first page of all printed programs at all IndieCade 2010 events (minimum three events).
- Premiere positioning of Culver City name and logo in all 2010 print, broadcast, and web advertisements.
- Logo placement on festival map.



Enhanced Sponsorship Benefits - Valued at \$2,500:

- Premiere positioning of company name and logo in all 2010 tv broadcast, radio, print, and web advertising.
- Extend the positioning of Culver City's name, logo, and link on IndieCade's website and digital marketing to six months. This will include our worldwide outreach and publicity for our 2010 international announcements and call for submissions.
- Opportunity for Culver City to provide an Open for Business conference session, as part of IndieCade and also open to the public, about opportunities bringing your business to Culver City.
- Opportunities for Culver City School District Students as first choice volunteers / docents / interns / public assistants for the event.
- IndieCade will extend a 20% discount on all conference admission to all city employees.
- Invitations to Opening Gala will be extended to all recommended city officials.

Media Coverage Update: IndieCade is pleased to announce G4 TV on-board as a 2010 media sponsor.

Newly Added Benefits: Positioning of Logo and Company name @ IndieCade's E3 booth.