



SPONSORSHIP INFORMATION

What is the Southern-Fried Gaming Expo?

The Southern-Fried Gaming Expo (SFGE) continues to be one of the premiere events for gaming enthusiasts in the Southeast. The annual event boasts more than 250 classic pinball and arcade machines, a large selection of console systems, 14,000 square feet of tabletop gaming, a film festival, live music, wrestling, vendors, and SO MUCH MORE, all under one roof. SFGE brings collectors and casual fans together to enjoy the games of the past and present while building friendships and memories for the future. Our sixth-annual event has expanded beyond our Renaissance Waverly host hotel and includes a large exhibit hall in the attached Cobb Galleria Centre to boost a larger attendance than ever before, and we hope you will consider partnering with us to support our continued growth.

There are a variety of ways your business can become part of SFGE2019:

- You can **apply to be a vendor** by downloading and completing the application/contract on our website at <http://www.southernfriedgameroomexpo.com/vendors>. Because this is the only show of its kind in Georgia, we are confident that it will be a great opportunity for you to meet and sell to the Southeast's active, growing community of gaming enthusiasts. Georgia and our neighboring states make up an exciting geographic area for hobbyists and collectors!
- For additional exposure, you can sign up for one of our **sponsorship levels**. Your sponsorship is mutually beneficial. It ensures that we can deliver a great show, and the more successful we are, the more visibility you will gain with your target market. SFGE offers various levels of sponsorships, so let us help find a sponsorship that works for you. (Included with this letter is the Sponsorship Registration form. Please complete the form and send it back to us via email or standard mail, along with your sponsor level payment and logo artwork.)
- Promote by donating products/giveaways even if you're unable to join us as a vendor or sponsor of the Southern-Fried Gaming Expo! Can't make it to the show? Don't worry, you can still gain valuable visibility and promote to all of our attendees by donating products for raffles and giveaways throughout the weekend.

Donated items can include pinball machines, arcade games, console game systems, translites, marquees, promotional posters, gaming related products like DVDs and t-shirts, gift certificates, etc. When you donate items to be awarded in our drawings, you will:

- receive a thank you listing on our website
- receive a thank you listing in our Expo Program
- receive a shout out during the event over the public address system
- be mentioned in at least one email promotion
- receive a shout out on our social media channels
- be able to send promotional flyers to us that we will happily have available for our attendees

What are the sponsor levels?

We have three predefined sponsor levels that are detailed below. If none of these feel like a good fit for your business, please contact us and we will work with you to develop a customized sponsorship package.

Bronze Level (\$500)

- Your logo placed on a minimum of 2 banners near the Expo Hall
- Your logo w/ link included on the sponsor page of the event website <http://www.gameatl.com>
- Your logo included on the rotating slides in our Breakout Room
- Listed as sponsor in our Full Color Expo Program
- Social media plug
- Priority booth selection (if also purchasing a booth at the same time)
- Sponsor flyers/promotional material may be placed on a marketing table located near the entrance to the show.
- Two (2) 3-Day Weekend Passes to the 2018 Southern-Fried Gaming Expo

Silver Level (\$750)

- Everything in the Bronze Sponsorship
- Custom half-page ad featured in our Expo Program (Full Color / Half Page Ad)
- Ad (designed by you or our artists) in one of our SFGE Emails prior to the EXPO
- 5-minute Featured Sponsor Time immediately preceding a large Media Room event
- Three (3) 3-Day Weekend Passes (instead of 2) to the 2019 Southern-Fried Gaming Expo
- Admission for Two (2) to our VIP Event

Gold Sponsor (\$1250) – Includes Naming Rights

- Everything in the Silver Sponsorship
- One of distinguished gaming areas can be renamed and advertised as "The <Your Company Name> Gaming Room" or something similar with the approval of SFGE management.
- Place up to four 4x8 banners in visible locations in the named gaming room (provided by sponsor)
- Three shout-outs (one each day) over the PA system during the event
- Receive two social media shout-outs prior to the event
- One premium vendor hall double-booth space in a prime location
- Any of our Copper Level sponsor benefits not otherwise listed

How do I get started?

Just contact Shannon DeWitt at 404-932-7562 or via email at info@southernfriedgameroomexpo.com.

We look forward to partnering with you!