

# Ragnarocktoberfest

2024

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Thank you for showing interest in sponsoring Ragnarocktoberfest 2024.

Ragnarocktoberfest is a yearly event held in the Bay Area and this year it will be held at Independence High School in San Jose, California from October 11 to 13. It is attended by people in the hobby from all around America and internationally.

Each day hosts a different and unique element.

Friday afternoon and evening will be the Blaster Expo and Mod Party. The expo attracts a variety of businesses and exhibitors. As a sponsor this can be a great opportunity to exhibit current and upcoming products, and connect with the community.

Saturday is the centerpiece event: The Stalking Dead. This year will have a cyberpunk theme. The Stalking Dead involves teams of humans completing various objectives whilst fending off other teams and the hordes of the undead, building up to a monumental boss fight.

Sunday hosts the competitive 5 v 5 Tournament where two teams of 5 players compete in a King of the Hill format. Each year has seen a steady increase in competitors. Last year we were able to reach a wider audience by livestreaming the event which we plan on continuing again this year as well. As a sponsor, this is an opportunity for your brand to reach a wide and dedicated audience.

We hope you will be able to help us in making sure that this event can live up to its full potential

NOTE: For the sake of transparency, no sponsor has ever, or will ever have, any creative control or influence on how we run any aspect of our event. That said, we welcome any and all feedback and we feel that the perks and advertisement of our tiers provide excellent value to both sponsors and attendees. Thank you for your consideration in sponsoring.

**All sponsorships that require any form of printing for their rewards will be required by August 14th 2024. Please contact [Ragsponsor@gmail.com](mailto:Ragsponsor@gmail.com) for sponsorship openings and payment methods. After this date we cannot guarantee that your name/logo will be printed on shirts, banners, barricades, etc.**

## Main Event Sponsorships:

### Premier Sponsorship: (Limited to 1 slot)

We will be more than happy to tailor this to suit your needs, please send an email to [Ragsponsor@gmail.com](mailto:Ragsponsor@gmail.com) so we can discuss further. Examples of what could be included in this tier include:

- “Presented by” title on all signage and Bandana
- Showcase location at Blaster Expo in the middle of the hall with up to 4 complimentary tables
- Media Package - Commercial Use of any footage/photos collected by the Ragfest Organization
- Logo on all event signage around the campus (20+ signs)
- Opportunity for your promotional material and goods to be given out to attendees on arrival (Keychain, Patch, Pin, Items/pamphlets/coupons)
- Your brand Stickers on RFID tags for Stalking Dead game mode
- Six tickets for admission to The Stalking Dead
- Sponsor pack

### Partner Sponsorship: (Limited to 4 slots and offered to previous sponsors first)

- Large Logo on main banner
- Complementary table in Blaster Expo with first choice of location, and discount on additional tables
- Logo on corner of Stalking Dead Bandana
- Large logo on Staff t-shirts
- Personalized post for your organization thanking you for your support
- Four tickets for admission to The Stalking Dead
- Sponsor pack

### Supporter Sponsorship:

- Small Logo on main banner
- Small Logo on T-shirts
- Complementary table at Blaster Expo and priority location selection, after partner sponsor
- Credit in sponsor post on Facebook page (combined post with all sponsors from this tier)
- Two tickets for admission to The Stalking Dead
- Sponsor pack

## BTA 5v5 Tournament Sponsorships:

Please click on this link to see footage from last year’s stream:

<https://youtu.be/A0-hHsKVhl8?t=10339>

Preparations are still underway and these are just the initial features being offered with sponsorship; we hope to have further developments closer to the event.

#### Champion level Sponsorship (Limit 1):

As a champion sponsor we want to make sure that this suits your needs, please email [Ragsponsor@gmail.com](mailto:Ragsponsor@gmail.com) so we can customize this tier further for you. In addition to the Champion Sponsor Pack, potential examples include:

- “Presented by,” “Brought to you by,” or some other title attached to tournament logo
- Prime booth location at Blaster Expo in the middle of the hall with up to 4 complementary tables
- Repeated mentions on the live stream/recording as our champion sponsor
- Pending feasibility, your logo displayed prominently on the livestream
- Thank you message at the beginning of, and end of, stream/recording for being our Champion level sponsor

#### Challenger level Sponsorship:

- Larger Logo on Tournament Ref shirts (listed as "prizes provided by")
- Large Logo on Tournament Banner
- Logo on Tournament cover pieces, with at least one piece of cover per field with at least 2ftx2ft logo in a prime spot for the cameras to see (Larger if we can).
- Smaller logo on at least 4 cover pieces.
- One corner of the field will be named after the sponsor with either signs displayed on the sidelines facing upward so they are visible in drone footage, or facing inward for cameras (Whichever makes sense for better coverage in the event we cannot do drones).
- Logos on the tournament online pages
- Personalized post for your organization thanking you for your support
- Sponsor Pack

#### Contender level Sponsorship:

- Small logo on Tournament Ref Shirts (listed as “prizes provided by”)
- Small logo on Tournament banner
- Smaller logos on at least 4 cover pieces.
- Logos on the Tournament online pages
- Mention in sponsor post on Facebook page (combined post with all sponsors from this tier)
- Sponsor Pack