

GAYMING

AWARDS 2024

**PALM SPRINGS
APRIL 7, 2024**



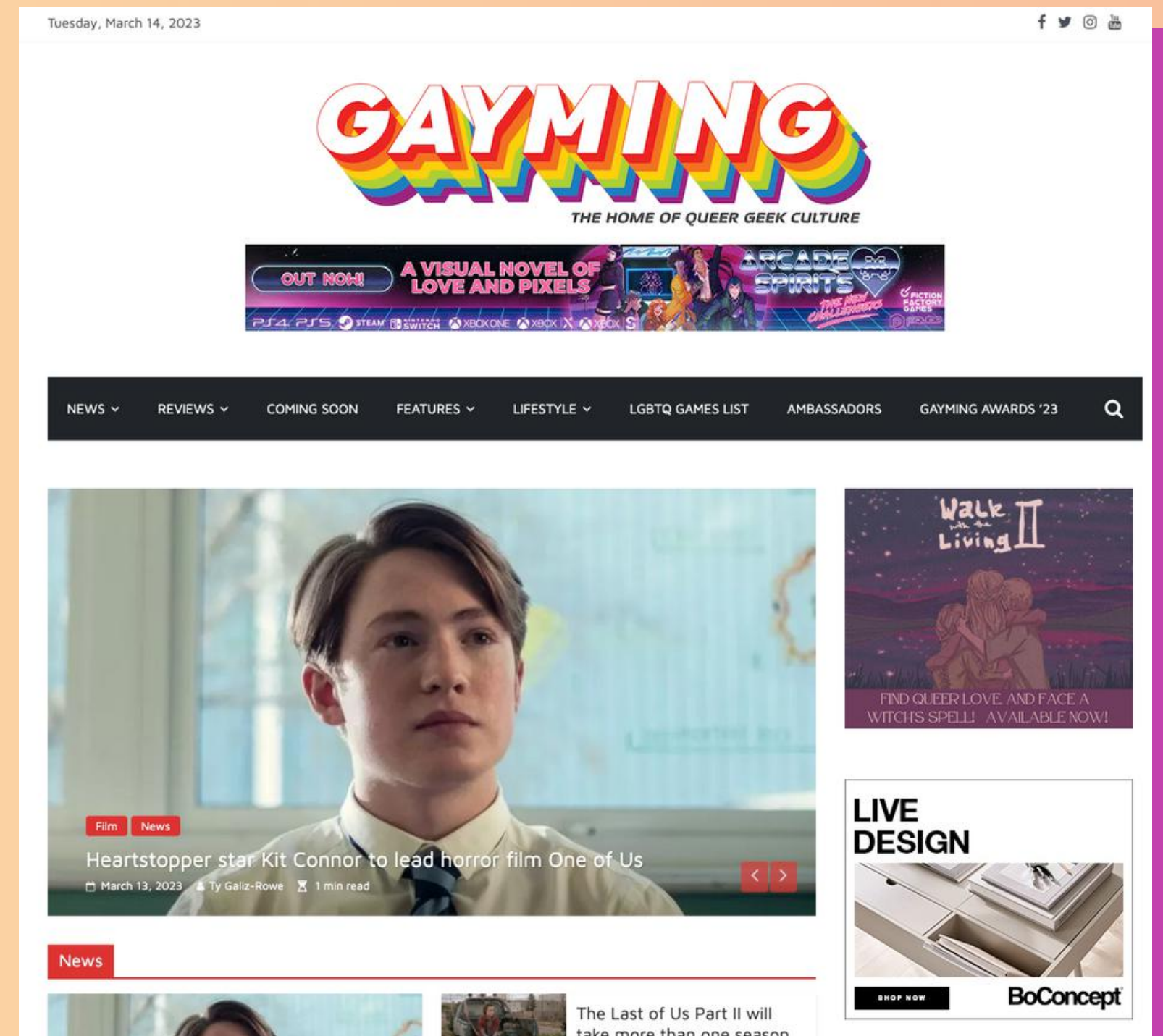
OVERVIEW

- Launched in 2021 to a huge reception, the Gayming Awards are the world's only LGBTQ video game awards
- The Awards set out to celebrate the achievements of the global gaming industry in representing and championing the LGBTQ world through video games
- Viewership numbers have rapidly grown from 150,000 in year one to over half a million in year 3
- After relocating to the US in 2023, the 2024 Awards will be moving even closer to the beating heart of the games industry
- Palm Springs is the perfect destination to enable us to continue to support LGBTQ destinations
- The campaign for the 2024 Awards will commence in October 2023 when nominations open



GAYMING MAGAZINE

- The Gayming Awards is an initiative from Gayming Magazine, the world's only LGBTQ video game magazine which launched in 2019 in the UK
- Gayming Magazine has rapidly grown to become the voice of LGBTQ gaming and is excited to be able to acknowledge and reward game developers, publishers and industry individuals for their work
- Gayming Magazine reaches over 1.5 million people per month across all its channels including Twitch and TikTok
- Gayming has cornered the market as 'the home of queer geek culture'
- 55% of readers are based in USA and 30% in Europe, while 80% of readers are 18-34



CAMPAIGN


- The Gayming Awards 2023 campaign kicks off in October 2023 with the following beats:
 - October – reveal Gayming Awards 2024, sponsors and nominations open for all categories
 - November – nominations close and judging begins
 - February – reveal of nominees
 - Early April – Awards ceremony
- At each beat, sponsors get full press mentions and inclusion
- The campaign will be managed by a highly experienced games/lifestyle PR agency
- Alongside professional staff and agencies, new for 2024 will be a Community Advisory Council to continue to build on the successes of driving and celebrating diversity in the industry



CEREMONY

- The Gayming Awards 2024 will be heading to the West Coast to the Margaritaville Resort - focusing the whole event under one roof
- The ceremony will see nominees, industry VIPs and LGBTQ celebrities gather in the desert oasis with networking brunch, red carpet reception and after party
- The ceremony will once again be hosted by a globally renowned presenter who will be joined by other notable guest presenters
- Alongside the awards themselves, the 2024 show will debut live performances and entertainment to make the show extra special and high energy
- Returning will be in-show trailers and promotional spots for sponsors






I'm so thrilled that the impact and reach of the Gayming Awards continue to grow, and this move to Palm Springs shows that we want to keep carving out our space in the global games industry as we come to its spiritual home in California.

Robin Gray - Founder, Gayming Awards





We are thrilled to have the opportunity to host the Gayming Awards at Margaritaville Resort Palm Springs. It aligns perfectly with our brand pillars of fun, escapism and inclusivity, and reflects our continued support of the LGBTQ community and the wonderful contribution it makes to the destination as an essential part of the Palm Springs DNA

**Kate Brown - Director of Sales & Marketing,
Margaritaville Resort Palm Springs**





We're excited to welcome the 2024 Gayming Awards to Palm Springs, and the beautiful Margaritaville Resort. We share your vision of inclusion and are excited to celebrate LGBTQ+ representation in the global games industry.

**Scott White - President & CEO of Visit
Greater Palm Springs**



STREAMS & SOCIALS

Alongside the in-person Awards ceremony, the Gayming Awards will activate in a number of ways across partner platforms.

- Livestream of the ceremony on Twitch, TikTok, and other outlets (tbd)
- Nominee reveal show live on Twitch and TikTok in February 2024
- Live Winners' Lounge on TikTok
- Pre-show hype on TikTok with red carpet clips
- Social media cutdowns of ceremony segments and live reactions on TikTok
- Full rebroadcast with edited winner reactions on streaming network
- Editorial, social media and PR campaign commencing in Q4 2023



REACH

The Gayming Awards reaches a global audience in different and engaging ways:

- In-person attendance
 - **300** people on site in Palm Springs
 - Target **500+** people for watch parties
- Live stream audience (Awards and nominee reveal) - **500,000**
- Social media campaign - **1.5 million** people
- Awards-night specific social media (Winners' Lounge and after party) - **500,000+** people
- Post-event social cutdowns and edited broadcast - **750,000+** people

Total estimated global reach: **over 3.25 million people**



RECEPTIONS

WERKING BRUNCH

- Industry-focussed welcome brunch with nominees, industry notables and sponsors in attendance

RED CARPET

- VIPs, industry notables, celebrities, sponsors and nominees will walk the red carpet on arrival

AFTER PARTY

- VIPs, industry notables, celebrities, sponsors, nominees and winners will arrive to more photos and enjoy activations such as photobooths, a drag show and game play opportunities

WATCH PARTIES

- Free watch parties for the viewing public to enjoy the show in major US cities with partner organisations



PAST SPONSORS

The Gayming Awards have been previously sponsored by...



PAST SUPPORTERS & PARTNERS

The Gayming Awards have been previously supported by...



CATEGORIES

● Game of the Year Award

● Gayming Magazine Readers' Award

● Gayming Icon Award

● Best LGBTQ Indie Game Award

● LGBTQ Streamer of the Year Award

● LGBTQ Streamer Rising Star Class

● Industry Diversity Award

● Authentic Representation Award

● Best LGBTQ Character Award

● Best LGBTQ Contribution to Esports

● LGBTQ Tabletop Game Award

● Best LGBTQ Comic Book Moment

PRESENTING PARTNER

- "Presented by" line on all materials and press coverage of whole event
- Brand logo incorporated into Awards 2024 logo
- Branding on Gayming Awards website
- Branding on screen throughout whole award show
- Branding on red carpet and in reception venues
- Branding on all cut downs and social video outputs
- 10 tickets to ceremony
- Branding on post-event wrap up
- Social media activity before, during and after the show
- Promo video slot in broadcast

\$125,000



EVENT SPONSOR

- "Sponsored by" line on all materials and press coverage of whole event
- Branding on Gayming Awards website
- Branding on screen throughout whole award show
- Branding on red carpet and in reception venues
- Branding on all cut downs and social video outputs
- 10 tickets to ceremony
- Branding on post-event wrap up
- Social media activity before, during and after the show
- Promo video slot in broadcast

\$80,000



CATEGORY SPONSOR

- "Sponsored by" line on all materials and press coverage of the award category
- Branding on Gayming Awards website
- Branding on screen as Award is presented
- Branding on category-specific cut downs and social video outputs
- 5 tickets to ceremony
- Branding on post-event wrap up
- Social media activity before, during and after the show
- Promo video slot in broadcast

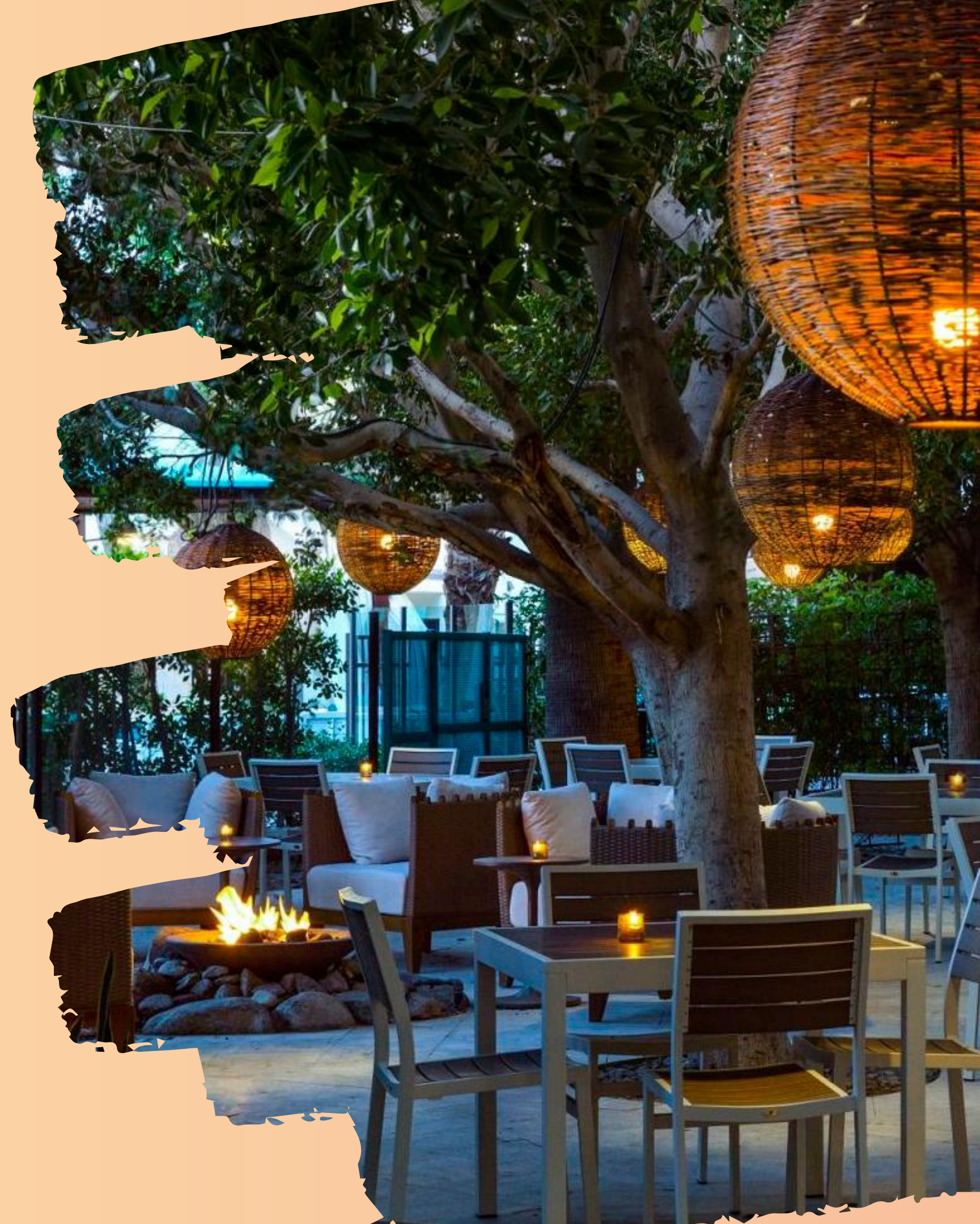
\$45,000



RECEPTIONS SPONSOR

- "Sponsored by" line on all materials and press coverage of the receptions
- Branding on Gayming Awards website
- Branding around reception venues
- Activation space at receptions on site at Awards (not at watch parties)
- 5 tickets to ceremony
- Branding on post-event wrap up
- Social media activity before, during and after the show
- Promo video slot in broadcast

\$45,000



DRINK SPONSOR

- "Sponsored by" line on all materials and press coverage of the receptions
- Branding on Gayming Awards website
- Branding on drink stations and serving staff (where appropriate)
- Exclusive pouring stations at receptions
- Branded glasswear and tablewear
- 5 tickets to ceremony
- Branding on post-event wrap up
- Social media activity before, during and after the show
- Promo video slot in broadcast

\$45,000



OTHER ACTIVATIONS

WINNERS' LOUNGE

- Branded Winners' Lounge for social media interviews and after party activation
- Mentions throughout show and dedicated social media
- Branding on website, on stream and in-venue
- 5 VIP tickets and press mentions

\$35,000

SUPPORTER

- "Supported by" line on all materials and press coverage of the Awards
- Branding on website, on stream and in-venue
- 2 VIP tickets

\$20,000



FOR MORE INFO

For more information and to discuss your sponsorship package, please contact Ron Stern, Global Director of Brand Partnerships at Gray Jones Media:

ron@grayjonesmedia.com

GRAY
JONES
MEDIA

