



FSGA

FANTASY SPORTS & GAMING ASSOCIATION

**2019 SUMMER
CONFERENCE**
JUNE 27 & 28 | NEW YORK

**SPONSORSHIP
OPPORTUNITIES**

WHO WE ARE

Founded in 1998, The Fantasy Sports & Gaming Association is the only national organization representing the interests of fantasy sports companies. We are the voice for nearly 60 million fantasy sports players in the United States and Canada, and for the companies that provide services, news, information and competition to support this growing industry. Our members are sports and gaming enthusiasts, with companies that range from small startups to large media corporations. Our mission is to provide them with essential research and data, networking opportunities, and collective action to help them reach their potential.

FANTASY SPORTS AT A GLANCE

THE AVERAGE FANTASY SPORTS PLAYER



2 out of 3 fantasy sports players are men.

32

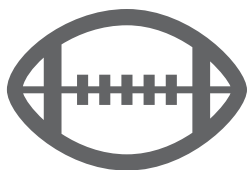
is the average age



50% have a college degree or higher



61% say they are watching more live sports because of fantasy.



Football (66%) is the favorite fantasy sport among players.



59,300,000

people played fantasy sports in 2017 in the USA and Canada.

TOTAL FANTASY SPORTS MARKET

\$7.22 billion

Including all fantasy games and ancillary spending, fantasy sports are estimated to contribute \$7.22 billion to the U.S. economy:

Traditional	\$3.27 B
Daily Fantasy Sports	\$2.91 B
Ancillary	\$1.04 B

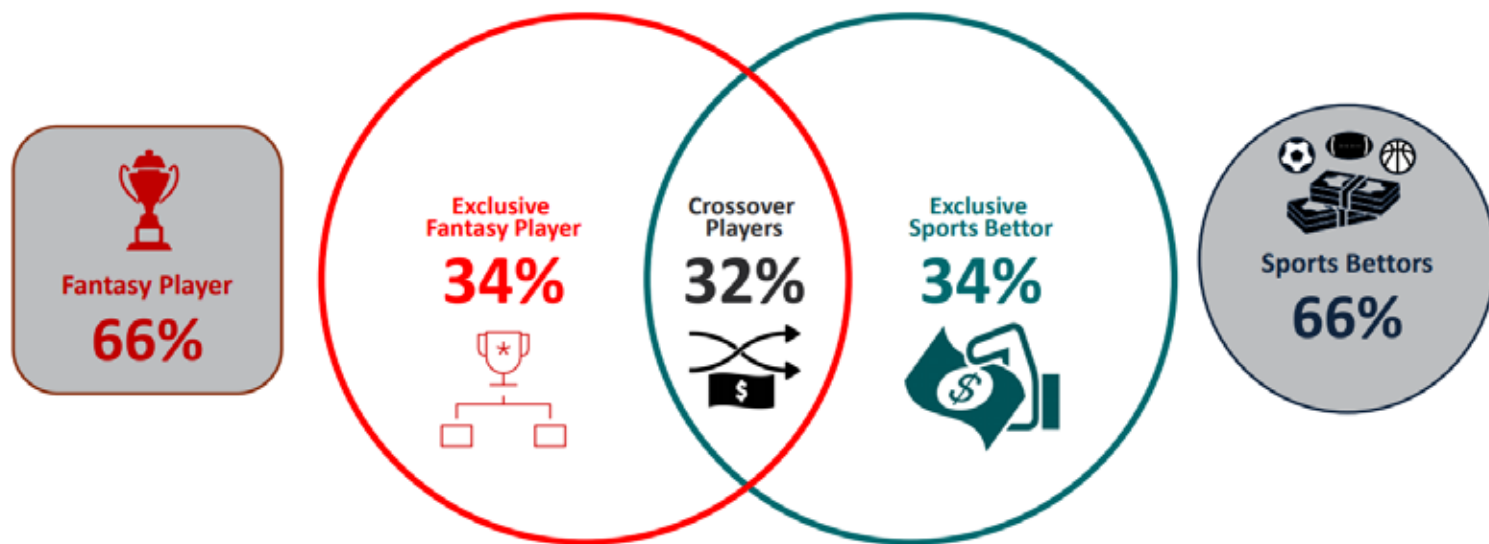
GET IN ON THE GROUND FLOOR

You've heard the news—we've just expanded our focus to include sports gaming! We now represent companies that offer games, services, analytics, and content for both legal contests of skill and sports gaming.

This means our 2019 Summer Conference will be extra special— **it's our debut event as the FSGA**. It also means a once-in-a-lifetime opportunity for you to develop relationships with—and show your support for—our evolving membership from the very start.

WHAT DIFFERENCE WILL GAMING MAKE?

Our research shows that while there is crossover between fantasy players and sports bettors, they are also distinct—and growing—audiences. Even if you've been a sponsor before, you've never seen us like this!



WHAT THIS MEANS FOR YOU:

Become a sponsor of the FSGA's 2019 Summer Conference and your company will have unparalleled visibility and interactivity with **more than 200 of the most engaged fantasy sports and gaming industry leaders**.

Our future is just beginning. Partner with us now to take the first steps together on an incredible journey.

OPPORTUNITIES FOR SPONSORS

Choose from any package listed below, or contact us to customize your own.

All package sponsors receive the conference delegate list, which includes the registrant's name, title, company, mailing address, and email address. Delegate list will be distributed to sponsors according to the following schedule:

- sent at 6 weeks before conference
- sent at 2 weeks before conference
- sent at 1 week after conference



TITLE SPONSOR

\$15,000+

- Opportunity to give opening welcome message from the stage to kick-off the conference program.
- Logo included in the onsite welcome video shared with attendees at the start of the program.
- Recognition as the Title Sponsor on signage near registration and in all digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- Up to four conference registrations.
- First priority to select exhibit space location.
- Ad in four monthly FSGA electronic newsletters. Ads must be scheduled by May 2019.
- One-time email blast to all FSGA members. Sponsor to provide HTML content.

DIAMOND PACKAGE

\$10,000 - \$14,999

- Recognition as Diamond Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- Up to two conference registrations.
- First priority to select exhibit space location.
- Ad in two monthly FSGA electronic newsletters. Ads must be scheduled by May 2019.
- One-time email blast to the all FSGA members. Sponsor to provide HTML content.
- Promotional ad or video on the conference website posted through the conclusion of the conference. Sponsor is encouraged to plug their respective sponsored activity within the ad or video – e.g., "Join us at the FSGA Draft Party," etc.

PLATINUM PACKAGE \$7,500 - \$9,999

- Recognition as Platinum sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- One conference registration.
- Second priority for exhibit space location.
- Ad in one monthly FSGA electronic newsletter. Ad must be scheduled by May 2019.
- One-time email blast to the all FSGA members. Sponsor to provide HTML content.

MAKE IT YOUR OWN!

Don't see a package that works for you? Let us help you create a custom sponsorship that fits your unique needs.



Contact Christina McCoy, FSGA Executive Director, at 608-310-7540 or cmccoy@thefsga.org.

GOLD PACKAGE

\$5,000 - \$7,499

- Recognition as Gold Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."
- One exhibit space.
- One conference registration.
- Third priority for exhibit space location.

SILVER PACKAGE

\$3,500 - \$4,999

- Recognition as Silver Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.
- Option to add sponsor promotional brochures in the conference mobile app "Virtual Registration Bag."

BRONZE PACKAGE

\$1,750 - \$3,499

- Recognition as Bronze Sponsor on signage near registration and in select digital or web materials, including sponsor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to sponsoring company's website.
- One social media notification on Twitter recognizing your support.

EXHIBITOR-ONLY PACKAGE

\$1,000 PER TABLE

Participate as an exhibitor only. The exhibit includes one draped 6ft table and 2 chairs. A separate registration to attend the conference is required.

- Recognition as an exhibitor on signage near registration and in select digital or web materials, including exhibitor profile in conference mobile app.
- Inclusion of corporate logo on conference website with link to exhibitor company's website.

INDIVIDUAL OPPORTUNITIES

We've highlighted a few creative ways to maximize your sponsorship commitment and add that "wow" factor your company is looking for! Each opportunity listed below comes with all of the benefits of the corresponding sponsorship level.

WOW 'EM WITH...

SPONSOR LEVEL

<p>Lanyards Meeting-themed lanyards will be distributed to each attendee at registration. The sponsor's logo will be featured on the lanyard and is sure to generate great exposure as participants are required to wear name badges throughout the duration of the conference. Production included.</p>	<p>Platinum Level</p>
<p>Mobile App Attendees will access the meeting program, delegate list, general meeting information and session details via the mobile app on their smart phones, tablets or the web. The sponsor's logo will be featured on the homepage of the app and is guaranteed to be seen by all who use it. Production included.</p>	<p>Platinum Level</p>
<p>Elevator Pitch (SOLD) Start-up companies and those with fresh ideas share innovative concepts during Elevator Pitch contest. Sponsor this program and you'll be in the spotlight with the newest ideas in the industry.</p>	<p>Platinum Level</p>
<p>Hotel Welcome Letter All guests at the host hotel will receive a custom welcome letter delivered in their room. Sponsor this item which will feature a welcome message written by you. Production included.</p>	<p>Platinum Level</p>
<p>Wifi Internet access will be available to conference attendees at the conference venue. Opportunities for sponsor recognition include featuring the sponsor's logo on the Wifi landing page, the option to customize access login credentials such as the username and/or password, etc. Exact sponsor options forthcoming pending venue capabilities.</p>	<p>Gold Level</p>
<p>Water Stations Water stations will be conveniently placed throughout the main education conference space. Each water station will feature the sponsor's logo. Production included. Enhancement idea: sponsor-branded water bottles near water stations.</p>	<p>Gold Level</p>
<p>Notebook Sleek, meeting-branded notebook will be distributed to all participants. The sponsor's logo will be featured, as well. Production included.</p>	<p>Gold Level</p>
<p>Tossable Q&A Mics To amp up audience participation at the conference, we're ditching the hand-held audience mic for one that can be tossed and bounced from question to question in the general session and breakout rooms. A conversation starter for sure! The Catchbox mics will be branded with the sponsor's corporate logo. Production included. What's a tossable mic? See video at https://www.youtube.com/watch?v=apjN3xThfY8.</p>	<p>Gold Level</p>

<p>“Save the Date” Swag All attendees will receive a magnet promoting the future conferences with your logo featured on it. Production included.</p>	Silver Level
<p>Conference Power Station Attendees will enjoy having access to a power station in the conference space to charge up their devices during the event, “Powered by Your Company!”</p>	Silver Level
<p>Networking Breakfast Breakfast is offered to attendees before presentations begin. The sponsor will receive special signage recognition. Enhancement idea: sponsor branded coffee cup sleeves.</p>	Silver Level
<p>Networking Lunch A lunch break provides attendees an opportunity to network with peers. Sponsor will receive special signage recognition. Enhancement idea: sponsor-branded dessert such as cookies.</p>	Silver Level
<p>Attendee Emails Meeting attendees will receive crucial event information before and after the conference. Sponsor this item which will feature a message written by you. Two opportunities available: sent at 1 week before conference - Conference Pre-Game Preview sent at 1 week after conference - Conference Post-Game Summary</p>	Bronze Level
<p>Afternoon Break Meeting attendees will be invited to take a short break from the conference to enjoy light snacks and beverages. Sponsors will receive special signage recognition during the afternoon break on Tuesday, January 22, 2019. Enhancement idea: sponsor branded coffee cup sleeves.</p>	Bronze Level
<p>Seatdrop One piece of promotional material is included on every seat in the general session AND in the conference app. All materials provided by the sponsor.</p>	Bronze Level

READY?

Contact

Christina McCoy,

FSGA Executive

Director, at

608-310-7540 or

cmccoy@thefsga.org

