Dear Sponsors,

Thank you for your interest in supporting the annual BlazerCon event at the University of Alabama at Birmingham. We are excited about partnering with you and will strive to make this process as simple as possible by providing you with all the tools you need to become a corporate sponsor for this student event hosted by Good Games UAB within the office of Student Involvement & Leadership.

Within this packet, you will find sponsorship opportunities for this signature program that we host during the Spring semester each year. You will also find sponsor benefits and levels of contribution. Your company has the opportunity to support student involvement on campus and in the community as well as allow you to promote your organization in a cost-effective way. We look forward to working with you!

Jennifer Griffin  
*Director of Student Involvement & Leadership*

Sponsorship Contact  
Jessica N. Brown | Assistant Director of Student Activities  
jcnathan@uab.edu  
1400 University Blvd Suite 230  
Birmingham, AL 35294  
205-934-8020
GOOD GAMES UAB

gg.UAB is a programming board that provides gaming and E-sports initiatives and activities.

BlazerCon is a 3-day convention jam-packed with a variety of experiences celebrating gaming and nerd culture that reaches between 300 to 1,500 attendees each year.

BlazerCon aims to provide both Blazers and the community a weekend of casual and competitive gaming. This event also provides students with an opportunity to explore careers in science, technology, business, and engineering through networking with sponsors.

This year, the weekend will kickoff with a pre-con streaming night on Friday night. Sponsors and vendors will have free on-site access to the streaming pre-con event on Friday and tabling spaces on Saturday and Sunday.

Don't miss out on this amazing experience! Sign up to be a sponsor by February 25, 2020.
**Sponsorship Opportunities**

Depending on the needs of the event, monetary or in-kind donations may be considered acceptable forms of sponsorship.

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief speaking opportunity during the event</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion on event promotion or signage **</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Lunch/Meeting with UAB Vice President(s) ***</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Logo on event website with hyperlink</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Sponsor Recognition on Social Media (two times)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Tabling Opportunity</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor Recognition on Social Media (one time)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Sponsor Name Recognition on website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Promo Items in Attendee Swag Bags</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor Contribution</th>
<th>$3,000+</th>
<th>$1,000-2,999</th>
<th>$500-999</th>
<th>$200-499</th>
<th>$199 or less</th>
</tr>
</thead>
</table>

**Inclusion on marketing materials will occur for any materials that have not yet been printed or produced.**

***The private lunch/meeting with the VP(s) will be hosted on Saturday for Platinum and Gold sponsors only.***
All sponsors must adhere to the following guidelines & restrictions.

- UAB Campus Dining reserves first right of refusal for food donations in the Hill Student Center.
- SIL Staff will seek approval from Campus Dining once the sponsor form has been submitted. Approved food items must be catered or pre-packaged to be distributed during events.
- Additional guidelines may be provided depending on each event.
- Sponsorships are tax deductible.

Paperwork is available upon request.

All checks must be received at least two weeks prior to the event unless otherwise specified.
All in-kind donations must be delivered to the SIL office at least one week prior to the event unless it is food or flowers or otherwise specified.
Sponsors may request student contact information onsite during the specified event directly from the students in attendance.

SPONSORSHIP FORM

To submit the Sponsorship form, please visit www.uab.edu/blazercon.
Contact Jessica Brown at jcnathan@uab.edu for questions.