



# The Game

Sponsorship Proposal  
"Are You Playing the Game?"  
Presented by Event Attainment

*In today's economy, thinking out of the box is mandatory. Media, TV, radio and advertising are expensive and finding other ways to grow your brand is a necessity.*

*We introduce to you..."The Game" The out of the box program you need. It will help increase consumer spending and traffic in retail stores around the island, add something new and fun to do and gives you the opportunity to spread your brand through this revolutionary new concept.*

## How it Works

Retailers pay a small fee to participate in **The Game**, and a Game Master is assigned, who supplies them with all the necessary elements to play. In the Welcome package are point of purchase materials, Game coins, window stickers, hand-out cards and info on the rules and how it all works. Customers will see the point-of-purchase and window sticker and ask "What's **The Game**?" They are just handed a card and sent to the website, easy and no stress on the employees. The Players don't even have to go the website. They could get their first taste of action right there in the store. Establishments are encouraged to announce to their customers that they are "Playing **The Game**." (This way your customers can start receiving coins and a chance to win right there on the spot.)

Players play for a chance to win cash and prizes, with no cost to them whatsoever. All they have to do is go into a participating store; text, email, Facebook or twitter to at least 4 of their friends about where they are, and receive a coin. The coins are then redeemed at monthly prize parties for chances to win prizes and up to \$1000. Players tell their friends about **The Game** and small business gets some well needed stimulation.

The prize parties will be held once a month at different locations. Players come to the event and redeem all their coins to win! Throughout the event small prizes from our sponsors and participating establishments will be given out. Players get rewarded for playing **The Game**! The event is the culmination of a month of people going out, shopping and spreading the word on the small businesses they are supporting. There will also be TV coverage of the event, giving small business another well-deserved plug.

The website is designed to educate, inform and promote **The Game** for both businesses and players. When players sign up they join an email list, which is used to announce where/ when the monthly events will be held. It is also an area where media content can be uploaded and viewed. Updates about new participating establishments, new sponsors,

recent winners, deals and specials at participating stores, and user reviews will also be posted and viewable to everyone.

## **The Game Sponsorship “Level 1”:**

- Spot on Website – “Thank you to our Sponsor”
- Link to your website from iwtptg.com
- Monthly Prize Parties “The Game On” Party... (Covered on TV)
- “You and 2<sup>nd</sup> sponsor” present “The Game On Party!”
- Table at the event
- Logo on Event Banner
- Timely Announcements
- Promo Materials and Merchandising Give-Aways
- Honorary Grand Prize ticket puller
- 300 coins per month to use at own discretion
- Social Media coverage with all links to you
- Facebook page, Twitter tweets, YouTube video mentions
- Inclusion in traditional media coverage
- TV, Radio, and Print
- Inclusion in Email Blasts

**TOTAL INVESTMENT: \$5,000** (Terms are annual)

## **The Game Sponsorship “Level 2”:**

- Spot on Website – “Thank you to our Sponsor”
- Link to your website from iwtptg.com
- Monthly Prize Parties “The Game On Party.” (Covered on TV)
- Table at the Event
- Logo on Event Banner
- Timely Announcements
- Promo Materials and Merchandising Give-Aways
- 150 coins per month use at own discretion
- Social Media coverage with all links to you
- Facebook page and Twitter tweets

- Inclusion in Email Blasts

**TOTAL INVESTMENT: \$3,000** (Terms are annual)

STEP 1  
GO TO A PARTICIPATING STORE OR RESTAURANT

STEP 2  
TEXT, FACEBOOK OR TWITTER FOUR (4) OF YOUR FRIENDS  
ABOUT WHAT YOU'RE DOING  
AND RECEIVE A GAME TOKEN FROM  
THE DESIGNATED GAME MASTER

STEP 3  
ATTEND AN EVENT AND EXCHANGE YOUR  
TOKENS FOR TICKETS FOR A CHANCE TO WIN  
\$1000!

**Win \$1000!**

I WANT TO PLAY THE GAME!  I WANT TO PLAY THE GAME!

Please contact us to discuss specific sponsorship elements and opportunities:

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