

ÜMLLOUD!

A ROCK BAND NIGHT
FOR CHILD'S PLAY

DECEMBER 8, 2011
SAN FRANCISCO



HELLO, FUTURE SPONSOR!

My name is Marcello Lagosh, Director of Corporate Relations at Ümloud!. On behalf of the Ümloud! team, I want to thank you for your interest in this event and would like to tell you what we are all about.

Ümloud! is an event unlike any other. It's a meeting of the gamer community and the gaming industry for an amazingly fun rock show. Our board of directors includes Chris Kohler (Wired.com), John "Seg" Seggeron (Telltale Games) and Joe Markert (Gamehelper).

We set up at DNA Lounge, one of San Francisco's best live music venues, and by donating to Child's Play Charity bands get the chance to rock out on a real stage. It's not a competition, it's a performance. Bands put on wild costumes and practice their songs for weeks leading up to the big day.

This year, it's Thursday, December 8.

Attendees, in addition to playing and watching these stellar Rock Band performances on a full stage, can win major gaming swag in our raffle and silent auction, buy swag at our "nerd yard sale" with all proceeds going to Child's Play, get their photos taken by a pro, and more. This will be our third Ümloud!, and we've got the formula down pat. All the net proceeds are donated to Child's Play Charity, which gives videogames and toys to children's hospitals around the world. Last year we wrote them a check for over \$11,000.

THERE ARE SEVERAL WAYS FOR PEOPLE TO PARTICIPATE:

- 1. REGULAR ATTENDEES:** Enjoy a night of watching awesome performances, receive swag and win prizes in exchange for donations.
- 2. BANDS:** By making donations ahead of time, groups of up to 7 people can perform on stage with a song of their choice pulled from the 3,000-song Rock Band library. Most bands dress up and some even perform entertaining choreography and dance moves on stage.
- 3. HEADLINER BAND:** Ümloud! will hold an eBay auction for the Headliner Band slot. The winning band will play a set of songs in addition to have custom T-shirts, band logos, a VIP booth with bottle service and even a special video made for them. It's the ultimate rock star treatment!



THERE ARE ALSO SEVERAL WAYS FOR COMPANIES AND SPONSORS TO PARTICIPATE:

We will have different sponsorship tiers available. Within each tier, sponsoring companies will be guaranteed certain benefits and features such as major logo displays, video reels, and even possibilities of game kiosks for demos.

Last year, the social games company PlayFirst was one of our main cash sponsors. We worked with them to devise an in-office holiday fund drive in which employees donated money and PlayFirst matched the final amount. At the event, they had a performing band, a special call-out and logos on all print collateral.

This year we are proud to announce that Ümloud! will be streamed live in partnership with GameSpot- with a professional broadcast crew, showing the whole world how your brand is helping children and their families.

Are you ready to rock out at Ümloud!? We thought so. Please review our sponsorship package to find a sponsorship level that matches your ideal level of engagement with this event. Thank you again for your interest and I look forward to speaking with you about your company's participation.

Sincerely,

Marcello Lagosh

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Director of Corporate Relations

Ümloud!, A Rock Band Night for Child's Play

www.umloud.org





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LEVELS OF SPONSORSHIP



LORD OF HEAVY METAL AND ROCK 'N' ROLL!

PREMIER SPONSOR (LIMIT: 1)

\$15,000



PRE-SHOW PERKS:

- Dedicated mention on event press releases.
- Dedicated umloud.org blog post about sponsorship.
- Added to Ümloud!'s official Facebook "Likes" and Twitter followers.
- Logo and link posted on umloud.org web site.

STREAMING PRE-SHOW BROADCAST PERKS:

- Interview with your company representative during our live streaming video pre-show.
- Up to two (2) 3-minute product trailer/videos during pre-show streaming broadcast.

ON-SITE EVENT PERKS:

- Priority brand execution on-site at event.
 - Demo kiosk area for upcoming game/product (sponsor supplies equipment/staffing).
 - Company Logo displayed on the main stage screen.
 - Largest logo size on photo backdrop.
- One Band package. Up to 7 people can perform a song on Ümloud! main stage.
- Company representative can present Ümloud! with an oversized donation check on stage, video streamed to the public.
- Access for 6 to VIP area; includes bottle service and appetizers.
- Trailer for your products played on stage at a key moment during the event.
- Logo on shirts, lanyards, event posters and flyers.
- Priority placement of brand signage on both Ümloud! stages.
- 75 complimentary tickets to Ümloud!



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LEVELS OF SPONSORSHIP



HEAVY METAL!

PLATINUM SPONSOR

\$10,000



PRE-SHOW PERKS:

- Dedicated umloud.org blog post about sponsorship.
- Added to Ümloud!'s official Facebook and Twitter pages.
- Logo and link posted on umloud.org web site.

STREAMING PRE-SHOW BROADCAST PERKS:

- Up to two 3-minute product trailers/videos during pre-show streaming broadcast.

ON-SITE EVENT PERKS:

- Custom brand execution on-site at event.
- Trailer for your products played on stage during event.
- Access for 6 to VIP area; includes bottle service and appetizers.
- One Band package. Up to 7 people can perform a song on Ümloud! main stage.
- Logo on our step-and-repeat backdrop for band "paparazzi" photos.
- Logo on shirts, lanyards, posters and flyers.
- Priority placement of brand signage on both Ümloud! stages.
- 50 complimentary tickets to Ümloud!



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LEVELS OF SPONSORSHIP

METAL!

GOLD SPONSOR

\$5,000

PRE-SHOW PERKS:

- Added to Ümloud!'s official Facebook and Twitter pages.
- Logo and link posted on umloud.org web site.

STREAMING PRE-SHOW BROADCAST PERKS:

- One 3-minute product trailer/video during pre-show streaming broadcast.

ON-SITE EVENT PERKS:

- Logo on our step-and-repeat backdrop for band "paparazzi" photos.
- Logo on shirts and lanyards.
- Priority placement of brand signage on both Ümloud! stages.
- 35 complimentary tickets to Ümloud!

ROCK'N'ROLL

SILVER SPONSOR

\$2,000

PRE-SHOW PERKS:

- Added to Ümloud!'s official Facebook and Twitter pages.
- Logo and link posted on umloud.org web site.

STREAMING PRE-SHOW BROADCAST PERKS:

- One 60-second product trailer/video during streaming broadcast pre-show.

ON-SITE EVENT PERKS:

- Logo displayed alone on looping A/V system and sponsor listings.
- Placement of brand signage on both Ümloud! Stages.
- 20 complimentary tickets.



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LEVELS OF SPONSORSHIP

ROCK!

BRONZE SPONSOR

\$500

PRE-SHOW PERKS:

- Logo and link posted on umloud.org website.

ON-SITE EVENT PERKS:

- Logo on looping A/V system & sponsor listings, on same slide with other sponsors of this tier.
- 10 complimentary tickets.



ABOUT ÜMLOUD!

Founded in 2009 by Chris Kohler, John "Seg" Seggerson and Joe Markert, Ümloud! is a non-profit, non-stock corporation in the State of California & tax-exempt under section 501(c)(3) of the United States Internal Revenue Code.

ABOUT CHILD'S PLAY CHARITY

Since 2003, hundreds of thousands of gamers worldwide have donated millions of dollars to children's hospitals through Child's Play, a community-based charity grown and nurtured from gamers and the game industry.