



# 2021 Sixty Six Games Event Deck

# What We're Covering

Part 1: Esports

Part 2: Expo

Part 3: Sponsor Levels



# About Us

**Sixty Six Games** is hosted through the Bloomington-Normal Area Sports Commission (BNASC). Formed in 2003, the organization was created to assist the Bloomington-Normal Area Convention & Visitors Bureau (BNACVB) in bringing sporting events to the local area, increase economic impact in our communities, and enhance the overall quality of life.

The Sports Commission has continued to grow its membership base consisting of local hotels, individual businesses, and over 200 individual/volunteer members. Since its inception thousands of athletes have participated in our events and millions of dollars in economic impact have been produced for our local businesses through sports events.

We're proud to bring esports and all the fandoms surrounding video games to Bloomington-Normal to connect our local students, athletes, and community as a whole to opportunities and experiences that not only better themselves but our local economy as well.



Matt Hawkins

DIRECTOR OF SPORTS AND MARKET DEVELOPMENT / BNACVB  
SPORTS DIRECTOR / BNASC



Part 1:

# Esports

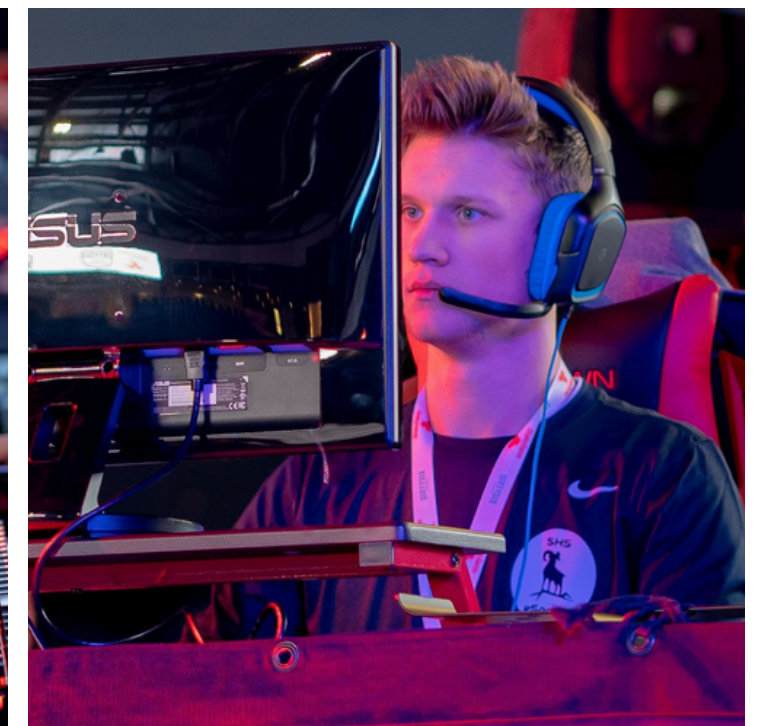


Features both **Collegiate and High School** teams competing in League of Legends from around the country for cash prizes, trophies, and recognition.

**32 teams** participated in our 2020 event (20 new, 12 returning) with 9 different states represented including IL, AZ, WI, CA, IA, IN, OH, AR, and KS.

**Educational esports clinic** to guide aspiring schools and administrators on how to add esports to their school from those who've succeeded.

Over **870 tickets** sold to those interested in viewing the tournament, expo, and clinic.





# Event Statistics



## January 12, 2019

- Average Viewers: 76
- Max Viewers: 110
- Live Views: 2,493
- Unique Viewers: 1,013

## January 13, 2019

- Average Viewers: 63
- Max Viewers: 138
- Live Views: 2,111
- Unique Viewers: 889



## Dec 1 - Jan 31, 2020

Unique Visitors: 6,417

Visitor States:

IL, IN, MO, IA, KS, WI, MI,  
CA, TX, VA



## 2020 Statistics

Facebook Reach: 47,180

Twitter Reach: 101,800

Instagram Reach: 15,431



## January 17, 2020

- Average Viewers: 71
- Max Viewers: 121
- Live Views: 1,023
- Unique Viewers: 469

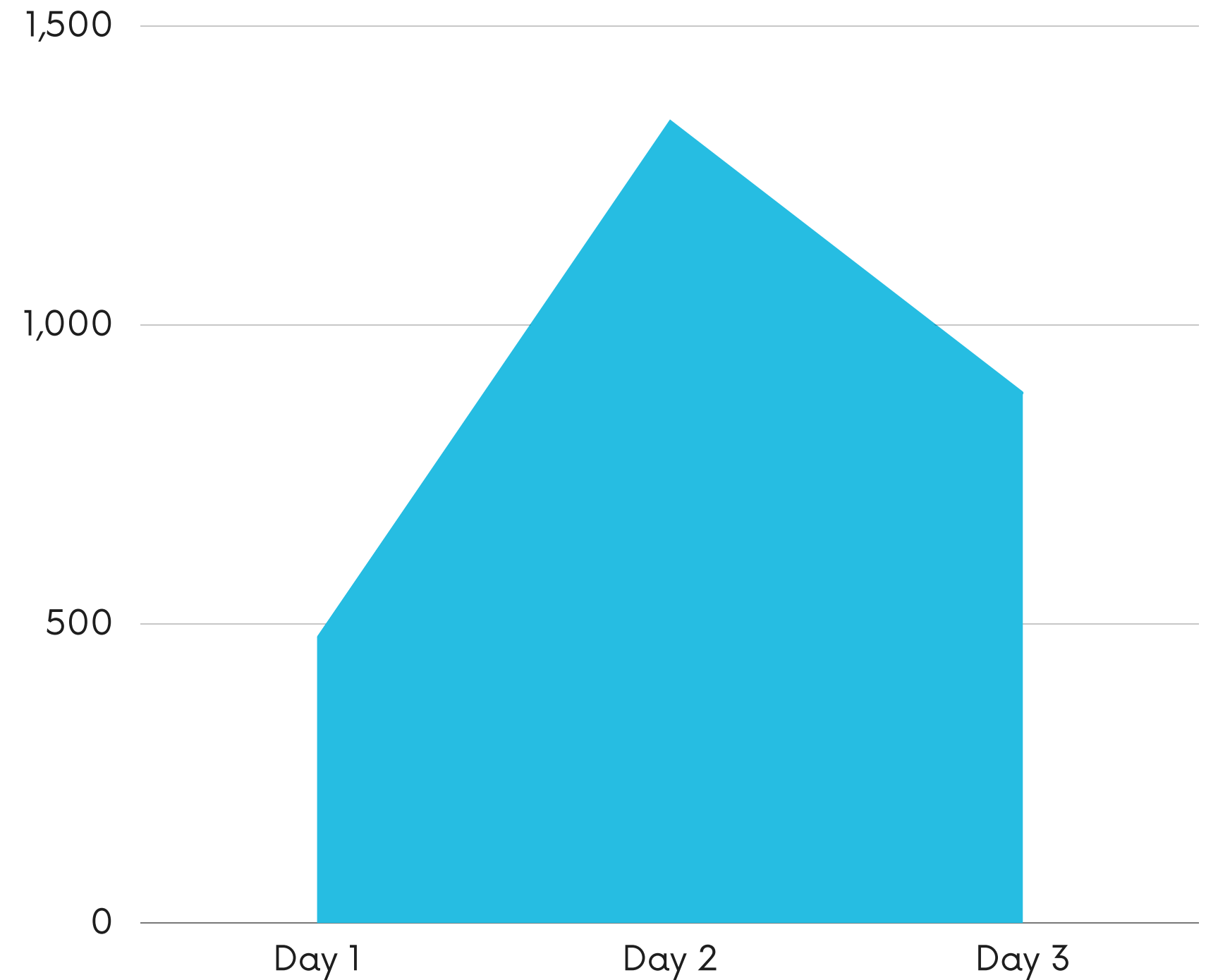
## January 18, 2020

- Average Viewers: 69
- Max Viewers: 120
- Live Views: 3,034
- Unique Viewers: 1,340

## January 19, 2020

- Average Viewers: 67
- Max Viewers: 120
- Live Views: 2,377
- Unique Viewers: 887

## 2020 Unique Views





Part 1:

# Expo





Over **50 vendors** from throughout the Midwest selling classic games and consoles, artwork, and other collectibles.

**Prominent sponsor booth locations** will be available to display their products and services in a location around the concourse for exposure to players and guests.

**Fully supported** venue with easy in-and-out loading, electricity available at booths, parking, and food available on-site



BLOOMINGTON-NORMAL  
**SIXTYSIX**  
GAMES

Part 1:

# Sponsorship



# Why Sponsor?

## Investment in our Youth .....

A non-traditional tournament of this nature affords kids the opportunity to participate in organized activities that they might not otherwise experience through traditional sports. Teamwork through organized activities has shown to have a substantial positive impact on kids that will benefit them in their future professional careers.

## Economic Impact .....

Sports tourism from hosting amateur sports tournaments is responsible for significant economic impacts, including tax revenue, job creation, and subsequent re-spending within an economy. Impact from the Sixty Six Games will positively affect our tournament sponsors directly and/or indirectly through visitor spending, and will ultimately enhance the quality of life in Bloomington-Normal.

## Tournament Support .....

Sponsorship of the tournament allows the Sixty Six Games steering committee to invest in the value of the event. To attract the quality and quantity of players needed to maintain a top-tier tournament, the event needs to provide first-class services and amenities. Items such as first-rate computers and network equipment, adequate signage, quality awards, video capabilities, etc. add to the attractiveness of the Sixty Six Game Esports Tournament.



# Sponsor Levels

## A La Carte

Venue Banner	\$500
Social Media Promotion	\$300
Logo w/ Link on Website	\$500
Listing w/ Link on Website	\$300
Sign In Player Lounge	\$500
Bracket Sponsor	\$500
Registration Sponsor	\$500
Info in Player Packet	\$500
Logo on Volunteer Shirts	\$1000



MOBA Sponsor Level

\$250

- Sponsor logo displayed on event website
- Sponsor logo will appear on a rotating basis on venue's video boards



BUFF Sponsor Level

\$500

Including everything from MOBA level plus:

- Added clickability to sponsor logo on website
- Sponsor will be featured in various social media publicity for the event



HERO Sponsor Level

\$1,000

Including everything from BUFF level plus:

- Sponsor will be featured in email marketing
- One sponsor banner displayed at event (provided by sponsor)
- Sponsor logo displayed on tournament's live stream
- Opportunity to staff a vendor booth and distribute promotional materials at event venue and/or in registration packets
- Two passes for free entry into the event



PRESENTING Sponsor

\$3,000

Including everything from HERO level plus:

- Sponsor will be included in all press releases on event
- Two sponsor banners displayed at the venue (provided by sponsor)
- Opportunity to offer employees as volunteers for the event
- PA Announcements during the event
- Thanked during live-stream event by broadcasters
- Five passes for free entry into the event



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