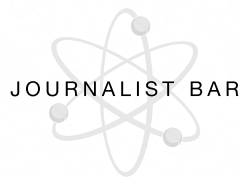


BRINGING THE VERY BEST OF POCKET GAMER CONNECTS
INTO DIGITAL FORM

POCKET GAMER CONNECTS DIGITAL #6

The Leading Games Industry Conference Online

ALSO INCLUDES FRINGE EVENTS...



APR
19-23
2021



POCKET GAMER CONNECTS DIGITAL #6

The Leading Games Industry Conference Online

DISTILLING THE SPIRIT OF THE POCKET GAMER CONNECTS B2B CONFERENCES INTO DIGITAL FORM

The coronavirus (COVID-19) may still be causing disruption in the live conference industry, but the need to connect with our peers and prospective partners remains, as essential as ever.

In our mission to serve the games industry, Steel Media has been hosting what we believe is a solution in the form of PG Connects Digital events. We've completed five so far: conferences taking place entirely online, facilitating business connections and information sharing without the need to travel.

We've been hosting Pocket Gamer Connects conferences around the world for many years, but the global situation in 2020 prompted us to take this conference online. In 2021 we continue to support the industry, with our 6th digital event in April.

We can't replace *all* of the benefits of a live conference, but the event will distil as much of the content and spirit as we can from our traditional in-person events you have come to know and love over the last few years.

That means expert talks and panels, a meeting platform (we're using MeetToMatch now, with built-in video conferencing),

digital versions of Big Indie Pitches and fringe events like Investor Connector, and a few more surprises too. It's five full days of content – with Games Jobs Live and a new content track for CFOs, this should be a busy and productive week.

We are anticipating some 1,500 attendees taking part in PGC, so you'll encounter the same mix of developers, publishers, tool-makers, monetisation experts and investors, as at our biggest live events. Indeed we'd expect even more diversity, as those who may not typically travel can join in. We know from our 2020 digital events so far that 70% of attendees will be game creators in development or publishing roles.

We'll be broadcasting and recording conference content, with talks from over 220 speakers across 16 themed tracks. In addition, we'll once again be running Careers Week activities for those currently seeking jobs in the industry. And we'll be hosting a dedicated Discord channel for all attendees to talk informally between sessions.

Suffice to say, there are multiple sponsorship opportunities, from branding to tracks, and many other ways to get involved.



WHY PG CONNECTS?

Well over 30,000 industry professionals have attended our live international conference series since 2014. Since then, the roadshow has landed in the UK, Canada, USA, Finland, Hong Kong, Jordan and India as well as our online series. The client base is genuinely international; 75 different countries were represented at PGC Helsinki Digital alone!

And because Steel Media owns and operates the leading media in this space, including PocketGamer.com, PocketGamer.biz and also PCGamesInsider.biz, we already have an extensive online presence reaching over 150,000 engaged professionals each month.



1 THE GROWTH TRACK

Essential insight into user acquisition, retention techniques, and how to grow your game.

2 THE DEVELOPER TOOLKIT

Everything a growing developer needs: essential, practical advice about all aspects of making games.

3 GLOBAL TRENDS

From East to West: facts, figures and insight into the latest industry trends from all over the globe.

4 GAME MAKER INSIGHTS

Case studies from the front line, covering the likes of game design, audio, character design, UX, and narrative.

5 LIVE OPS LANDSCAPE

A track dedicated to explaining and improving your approach to live ops, the core of the modern games world.

6 BIG SCREEN GAMING

Beyond mobile: developing and publishing for PC, console, XR, cloud gaming and more.

7 MONETISER

Make the most of mobile advertising, IAPs and other monetisation opportunities in our this focused track.

8 INDUSTRY VISIONS & VALUES

Grab the lowdown on how to build better companies for sustainable game development.

9 INCREDIBLE INDIES

How to survive and thrive as a smaller studio in today's competitive games development landscape.

10 ESPORTS + INFLUENCERS

Unbeatable insight into the opportunities in competitive gaming. Plus hear first-hand from the personalities and agencies that are changing the media world.

11 SHOW ME THE MONEY

Get practical insight on securing the funding that will make a difference.

12 HYPERCASUAL + SOCIAL GAMES

One-click games are growing and social platforms offer wider distribution – find out how to take advantage.

13 THE ART OF PUBLISHING

Publishing is core to the games business: we explore how best to work with publishers to get your game to market.

14 BEYOND GAMES

Where games intersect with the worlds of films, TV, comics, music, books, pop culture and more...

15 CFO 101

Discover the ultimate resource guide for CFOs, CROs and revenue builders.

16 GAME DEVELOPMENT 101

New to the business of making games? Discover the basics of game creation.



PC • CONSOLE • STREAMING • XR



\$25,000

DIAMOND LEVEL SPONSORSHIP

HIGHEST LEVEL SPONSOR LOGO BRANDING ON EVENT PROMOTIONS

PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS	SPEAKERSHIP & VIDEO	DATA / LEAD GENERATION	TICKETS & NETWORKING
<ul style="list-style-type: none">• 1x Diamond sponsor announcement news short on PocketGamer.biz• 1x speaker spotlight article on PocketGamer.biz• 1x week site-takeover on PocketGamer.biz• 1x dedicated mailshot to all PGC Digital delegates (<i>post event</i>)• 4x dedicated social pushes to our followers	<ul style="list-style-type: none">• 1x extended talk/session (<i>up to 1 hour</i>) or 3 solo speaker slots• 2x panel seats on suitable tracks• All talks are recorded live and made available to ticket holders during show• All talks are professionally edited & published to our social channels (<i>post event</i>)• Video files available to sponsor post event (<i>to share etc</i>)	<ul style="list-style-type: none">• Post event access to delegate details (<i>explicit opt-in only</i>)• Post event access to blind list of all delegates• Post event talk/session data for sponsors content (<i>unique & overall views</i>)	<ul style="list-style-type: none">• 30x PGC Digital tickets for your team/partners• 50% ticket discount promo code (20x uses)• Dedicated named voice or text channel on event Discord server



PACKAGE OPTIONS



\$12,500

PLATINUM LEVEL SPONSORSHIP

PROMINENT SPONSOR LOGO BRANDING ON EVENT PROMOTIONS

PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS	SPEAKERSHIP & VIDEO	DATA / LEAD GENERATION	TICKETS & NETWORKING
<ul style="list-style-type: none"> 1x speaker spotlight article on PocketGamer.biz 2x weeks above the fold advertising banner on PocketGamer.biz 2x dedicated social pushes to our followers 	<ul style="list-style-type: none"> 1x extended speaker session (up to 40 mins) or 2x solo speaker slots 1x panel seat on suitable track All talks are recorded live and made available to ticket holders during show All talks are professionally edited & published to our social channels (post event) Video files available to sponsor post event (to share etc) 	<ul style="list-style-type: none"> Post event access to delegate details (explicit opt-in only) Post event access to blind list of all delegates Post event talk/session data for sponsors content (unique & overall views) 	<ul style="list-style-type: none"> 15x PGC Digital tickets for your team/partners 50% ticket discount promo code (10x uses) Tickets grant access to: MeetToMatch meeting platform & Discord chat server Dedicated named voice or text channel on event Discord server



\$8,500

GOLD LEVEL SPONSORSHIP

PROMINENT SPONSOR LOGO BRANDING ON EVENT PROMOTIONS

PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS	SPEAKERSHIP & VIDEO	DATA / LEAD GENERATION	TICKETS & NETWORKING
<ul style="list-style-type: none"> 1x speaker spotlight article on PocketGamer.biz 1x week above the fold advertising banner on PocketGamer.biz 1x dedicated social pushes to our followers 	<ul style="list-style-type: none"> 1x speaker or panel seat All talks are recorded live and made available to ticket holders during show All talks are professionally edited & published to our social channels (post event) 	<ul style="list-style-type: none"> Post event access to blind list of all delegates Post event talk data for sponsors content (unique & overall views) 	<ul style="list-style-type: none"> 10x PGC Digital tickets for your team/partners 50% ticket discount promo code (5x uses) Tickets grant access to: MeetToMatch meeting platform & Discord chat server



PACKAGE OPTIONS



\$5,000

SILVER LEVEL SPONSORSHIP

SPONSOR LOGO BRANDING ON EVENT PROMOTIONS

PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS	SPEAKERSHIP & VIDEO	TICKETS & NETWORKING
<p>1x dedicated social pushes to our followers</p>	<p>1x speaker or panel seat</p> <ul style="list-style-type: none"> All talks are recorded live and made available to ticket holders during show All talks are professionally edited & published to our social channels (post event) 	<p>5x PGC Digital tickets for your team/partners</p> <ul style="list-style-type: none"> 50% ticket discount promo code (2x uses) Tickets grant access to: MeetToMatch meeting platform & Discord chat server



\$2,500

ASSOCIATE LEVEL SPONSORSHIP

SPONSOR LOGO BRANDING ON EVENT PROMOTIONS

PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS	SPEAKERSHIP & VIDEO	TICKETS & NETWORKING
<p>1x dedicated social pushes to our followers</p>	<p>1x panel seat</p> <ul style="list-style-type: none"> All talks are recorded live and made available to ticket holders during show All talks are professionally edited & published to our social channels (post event) 	<p>2x PGC Digital tickets for your team/partners</p> <ul style="list-style-type: none"> 50% ticket discount promo code (1x use) Tickets grant access to: MeetToMatch meeting platform & Discord chat server



Track sponsorship



Diamond sponsorship



Track sponsorship



Email sponsorship placement



Big Indie Pitch sponsorship



EXTENDED
TRACK
\$8,000



REGULAR
TRACK
\$6,000

EXCLUSIVE TRACK SPONSORSHIP

PROMINENT SPONSOR LOGO BRANDING ON TRACK PROMOTIONS

PLUS: PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS

- Logo on all track announcements & digital schedule
- Logo prominently displayed on screen throughout the track
- Sponsor mentions / thank-you by track host
- Option to feature a short video showreel / sting during track (*max 30 secs*)

DATA / LEAD GENERATION

- Post event talk/session data for all sponsors track (*unique & overall views*)

SPEAKERSHIP & VIDEO

- **1x** solo presentation (*extended = 1x 40 mins or 2x 20 mins*)
- **1x** panel seat
- All talks are recorded live and made available to ticket holders during show
- All talks are professionally edited & published to our social channels (*post event*)

TICKETS & NETWORKING

- **5x** tickets to PGC Digital for your team/partners (*in addition to speaker tickets*)
- **50% ticket discount** promo code (**4x** uses)
- Tickets grant access to: MeetToMatch meeting platform & Discord chat server
- Dedicated Track named voice or text channel on event Discord server



MeetToMatch

MEETING PLATFORM SPONSORSHIP

LEAD LEVEL SPONSOR

1X ONLY
\$6,000

Logo prominently positioned exclusively within the Meeting Platform on landing page

•
Logo placement on event promotions at Associate level

•
1x Social push

•
Sponsor mention on event Discord server

•
5x tickets to PGC Digital for your team/partners

•
50% ticket discount promo code (**4x** uses)

•
Tickets grant access to: MeetToMatch meeting platform & Discord chat server

ASSOCIATE LEVEL SPONSOR

3X ONLY
\$3,000

Logo prominently positioned within the Meeting Platform on landing page

•
Logo placement on event promotions at Associate level

•
2x PGC Digital tickets for your team/partners

•
50% ticket discount promo code (**1x** use)

•
Tickets grant access to: MeetToMatch meeting platform & Discord chat server



\$5,000

\$1,500
Judge seat + PGC
ticket **ONLY**

BIG INDIE PITCH SPONSORSHIP @ PGC DIGITAL

The premier indie developer pitching contest in which up to 20 selected developers pitch their games to expert judges in a speed-date format. Now in digital format via Zoom!

PROMINENT SPONSOR LOGO BRANDING ON BIP PROMOTIONS

PLUS: PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS

- All Big Indie Pitch (BIP) announcements & promotions
 - Big Indie Pitch mailshots to developer database
 - Big Indie Pitch related articles on PocketGamer.biz
 - Logo branding added to winner & runners up post event promo video

DATA / LEAD GENERATION

- Access to developers' contact details post event (*explicit opt-in*)

SPEAKING / ENGAGEMENT

- 2x** virtual judge 'seats'
 - Option to give a short presentation to developers (*5 mins*)

TICKETS & NETWORKING

- 5x** tickets to PGC Digital for your team/partners
 - **50% ticket discount** promo code (**4x** uses)
 - Tickets grant access to: MeetToMatch meeting platform & Discord chat server



\$4,000

INVESTOR CONNECTOR @ PGC DIGITAL

We're delighted to confirm our popular Investor Connector session will run at Connects conferences throughout 2021, offering an opportunity for investors actively looking to connect on a one-to-one basis with game developers during a dedicated three-hour event.

This is a fully curated and targeted event for developers and investors only, so if you're looking to showcase your investor relations and services, this is the sponsorship for you.

PROMINENT SPONSOR LOGO BRANDING ON INVESTOR CONNECTOR PROMOTIONS PLUS: PGC Digital website, EventBrite & all relevant digital marketing formats.

DEDICATED PROMOTIONS

- Logo + short description on sign up page
-
- Logo on 1 email blast to attendees (pre event)
-
- Logo & message on dedicated article on PocketGamer.biz
-
- Logo & message on thank-you email to all participants (post event)
-
- Associate level logo placement branding across all PGC Digital shared promotions

DATA / LEAD GENERATION

- List of Investor Connector developers submissions (pre event)
-
- Curated list of companies & participants with developer pitch decs matching the sponsor's investment criteria
-
- Unlimited Investor Connector meetings

TICKETS & NETWORKING

- 4x tickets to PGC Digital for your team/partners
-
- 50% ticket discount promo code (2x uses)
-
- Tickets grant access to: MeetToMatch meeting platform & Discord chat server

PREVIOUS INVESTORS HAVE INCLUDED THE LIKES OF:



V2 GAMES



Lvp.

MINICLIP
PLAY GAMES

OXFORD CAPITAL





CURATED PANEL SPONSORSHIP

\$4,000

Curated panel hosted by Sponsor *(on suitable track x 30 mins)*

•
1x speaker ticket

•
Logo at Associate level on event branding

•
Logo on online schedule

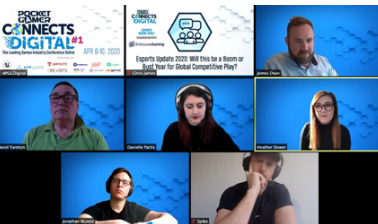
BIG INDIE PITCH: JUDGE SEAT ONLY

\$1,500

1x Judge seat at Mobile or PC/Console

•
Includes **1x** PGC Digital ticket

•
Logo at Associate level on show branding



Curated panel sponsorship



Big Indie Pitch sponsorship



Track sponsorship



Big Indie Pitch judges seats



CAREERS WEEK SPONSORSHIP

A superb way to reach a high number of developers and industry professionals with your company branding, messaging and open positions, supported by our exclusive partner *Games Jobs Live*

Supported by

GAMES ●
JOBS LIVE

PREMIUM SPONSORSHIP

\$1,500

LOGO BRANDING & PROMOTIONS	DISCORD & LIVE STREAM	DEDICATED JOBS PROMOTION	TICKETS
<ul style="list-style-type: none"> Associate level logo branding @ PG Connects Digital Logo branding at our partner event: Games Jobs Live Logo on Careers Week digital promotions (mailers, website etc) Inclusion on Careers Week mailshot (6x jobs) to attendees 3x 'featured' roles on the digital jobs board (above main listing) 	<ul style="list-style-type: none"> Sponsor named channel on event Discord 5x days A dedicated 'AMA' slot for your company during Careers Week Discord event 10 minute presentation slot during Games Jobs Live on YouTube (during PGC Digital) 	<ul style="list-style-type: none"> 3x Premium Job listings on PocketGamer.biz Jobs board 2x weeks Jobs page site skin 2x weeks 	<ul style="list-style-type: none"> 2x PGC Digital Tickets

CO-SPONSORSHIP

\$750

LOGO BRANDING & PROMOTIONS	DISCORD & LIVE STREAM	DEDICATED JOBS PROMOTION	TICKETS
<ul style="list-style-type: none"> Associate level logo branding @ PG Connects Digital Logo branding at our partner event: Games Jobs Live Logo on Careers Week digital promotions (mailers, website etc) Inclusion on Careers Week mailshot (3x jobs) to attendees 1x 'featured' role on the digital jobs board (above main listing) 	<ul style="list-style-type: none"> Sponsor named channel on event Discord 5x days 5 minute presentation slot during Games Jobs Live on YouTube (during PGC Digital) 	<ul style="list-style-type: none"> 1x Premium Job listing on PocketGamer.biz Jobs board 2x weeks 	<ul style="list-style-type: none"> 1x PGC Digital Ticket



FOR ALL PG CONNECTS
SPONSORSHIP OR MEDIA
PARTNER ENQUIRIES:

Lisa Bisset

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www.pgconnects.com/digital