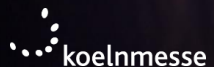




ahead of the game

# Sponsoring 2022



24.08 – 28.08. in Cologne, Opening Night Live: 23.08.





# Here we go again, Be a part of it!

gamescom is the world's largest event for computer and video games and Europe's leading business platform for the games industry. All facets of the gaming community meet here. Hardcore gamers, indie/retro/cosplay fans, families, merch enthusiasts, esports players, creators, the media industry, developers and publishers – they all make the annual pilgrimage to Cologne to pursue their passion together.

If you want to reach this dynamic, young, future-oriented, tech-savvy target group, our selection of sponsoring opportunities provide just the right tool for this. Together, we make sure your company is mentioned in the same breath as the digital entertainment of tomorrow – with maximum efficiency and minimal wastage.

We look forward to seeing you!

ahead of the game

## gamescom 2022

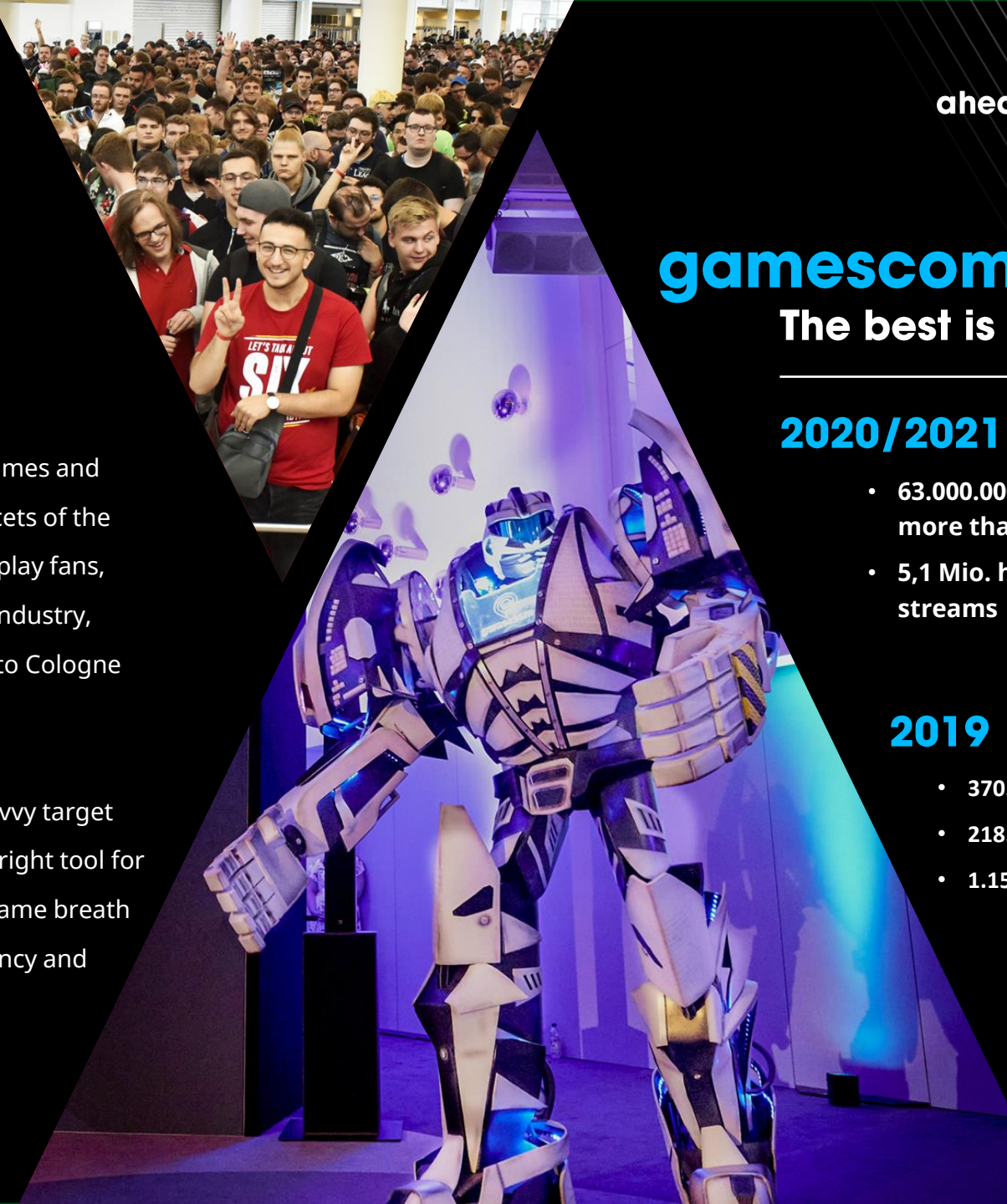
The best is yet to come.

### 2020/2021

- 63.000.000 unique users from more than 180 countries
- 5,1 Mio. hours watched streams

### 2019

- 370.000 visitors on site
- 218.000 sqm exhibition space
- 1.153 exhibitors



# B2B Sponsoring

## Media representatives

### Catering area in Press Centre North

- Branding of catering area in Press Centre North with your logo and/ or company name using banners and table displays
- One meal named after your company
- Production (banners, displays); can also be carried out by Koelnmesse

Binding order including print data by July 8, 2022

### Official catering sponsor

Individual sponsoring options possible

## Creators/Influencers

### Creator co-working space

- Branding of an area (catering area, chill area, etc.)
- Sponsoring services/goodies
- Sponsoring hardware
- Brand placement directly in area of influencers

**SPONSORING FEE:**  
**€ 3.500,00**



**PRICE ON REQUEST /**  
Individual sponsoring options



**PRICE ON REQUEST /**  
Individual sponsoring options





# B2C Sponsoring

## cosplay village stage

- Individual branding and design options for the big stage
- Presenting sponsor designation “cosplay village presented by (company name)” after binding order is placed
- Promotion in area possible
- Booking of stage slots possible
- Diverse individual sponsoring opportunities – contact us for more information

Binding order including print data by July 30, 2022

**PRICE ON REQUEST**



**SPONSORING FEE:  
€ 10.000,00**

## cosplay contest

- Logo presence at cosplay contest
- Award sponsoring (main prizes and non-cash prizes)

Binding order including print data by July 30, 2022

# Party sponsoring

The gamescom party on Thursday evening is the ideal setting for consolidating existing contacts and making new ones in a relaxed atmosphere at the top event of the games industry. The perfect platform to showcase your company as a sponsor.

## Platinum

- Main sponsor of gamescom party
- "powered by..." on banners and roll-ups in entrance area
- Top-tier, prominent placement of company logo on sponsor wall in entrance area
- Mention of your company as sponsor in all party-related communications
- Includes 10 party tickets and table for 10 people
- Exclusive distribution of goodie bags to guests as they leave the party
- Branding of an area with your logo

Binding order including print data by June 30, 2022

**SPONSORING FEE:**  
**€ 25.000,00**



# Party sponsoring

## Gold

- Company logo on sponsor wall in entrance area
- Promotion area
- Branding of an area with your logo
- Includes 10 party tickets

Binding order including print data by July 15, 2022

**SPONSORING FEE:**  
**€ 15.000,00**

## Silver

- Company logo on sponsor wall in entrance area
- Branding of an area with your logo

Binding order including print data by July 15, 2022

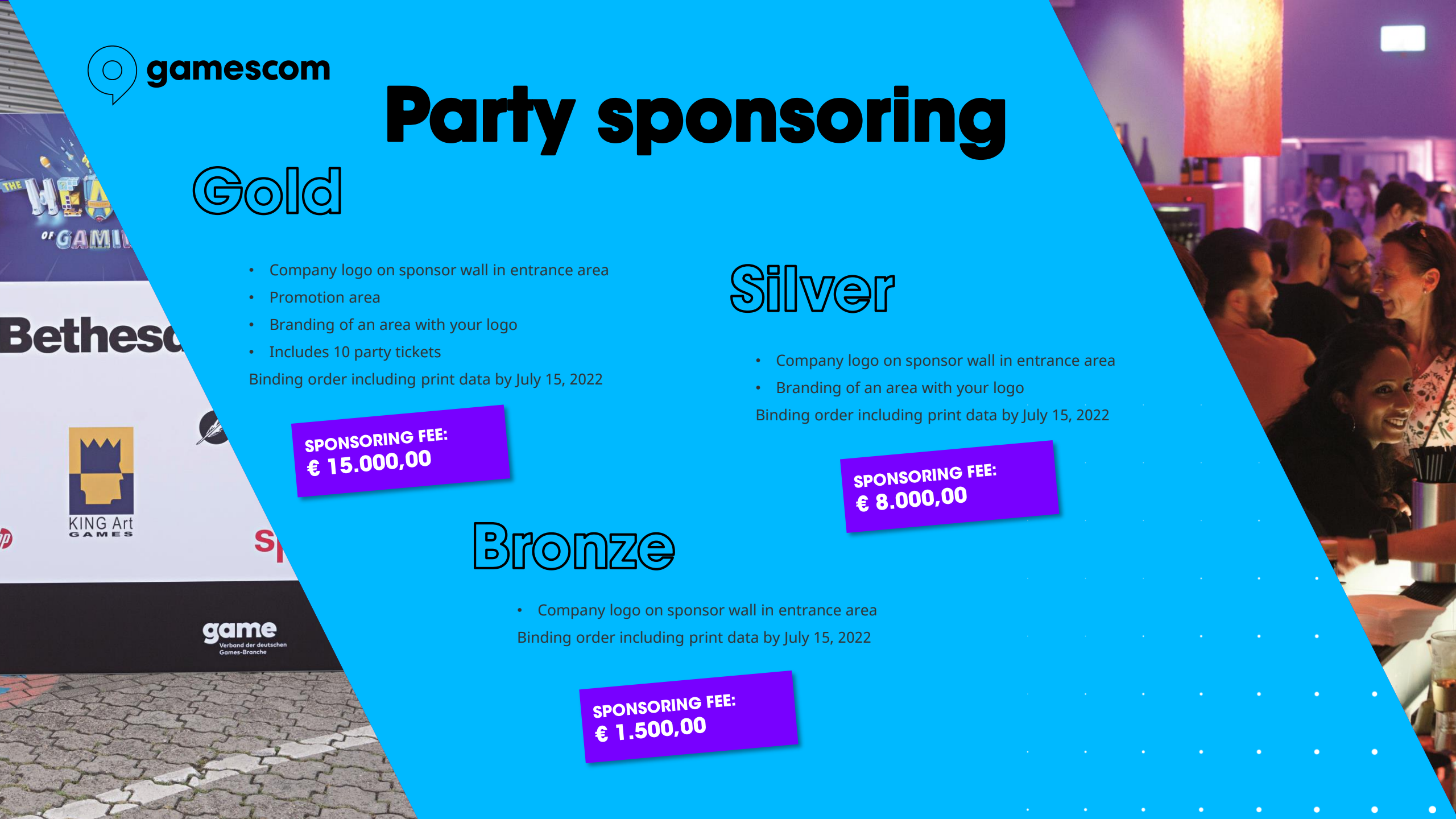
**SPONSORING FEE:**  
**€ 8.000,00**

## Bronze

- Company logo on sponsor wall in entrance area

Binding order including print data by July 15, 2022

**SPONSORING FEE:**  
**€ 1.500,00**





# Individual sponsoring

We would be happy to develop an individual sponsoring concept for the party together with you. Please contact us directly for more information.



# gamescom congress

## Event program

- Branding of the program with your logo (print run: around 800 copies).
- Program will be distributed at gamescom congress.
- Presence of company logo on sponsor wall in Konrad-Adenauer-Saal.
- Presence of your logo on gamescom congress website in “Our Partners 2022” section.

Binding order including print data by July 15, 2022

**SPONSORING FEE:**  
**€ 3.000,00**



**SPONSORING FEE:**  
**€ 4.000,00**

## Lounge

- Branding of the lounge with your logo and meeting point for speakers and participants.
- Presence of company logo on sponsor wall in Konrad-Adenauer-Saal.
- Presence of your logo on gamescom congress website in “Our Partners 2022” section.
- Presence of company logo in printed program of gamescom congress in “Our Partners 2022” section.

Binding order including print data by July 15, 2022



## Stair banners

- Banners with your logo; positioning directly on the escalator.
- Presence of company logo on sponsor wall in Konrad-Adenauer-Saal.
- Presence of your logo on gamescom congress website in "Our partners 2022" section.
- Presence of company logo in printed program of gamescom congress in "Our partners 2022" section.

Binding order including print data by July 15,2022

**SPONSORING FEE:  
€ 2.000,00**



## Floor branding In entrance area

- Floor decal with your logo for ground level entrance area (size: up to 2 m²).
- Presence of company logo on sponsor wall in Konrad-Adenauer-Saal.
- Presence of your logo on gamescom congress website in "Our Partners 2022" section.
- Presence of company logo in printed program of gamescom congress in "Our Partners 2022" section.
- Binding order including print data by July 15,2022

**SPONSORING FEE:  
€ 1.500,00**



**Join us**  
on our journey.

**Plan your participation**  
now.