

PRIDEXR

LIVE AVATARS + VIRTUAL REALITY PRIDE PARADE + LIVE ENTERTAINMENT

JUNE 2021



CHICKEN WAFFLE



DREAMLANDXR™





INTRODUCTION

Introducing **PrideXR**, the world's first LGBTQ+ cross platform Pride Event in Virtual Reality!



DreamlandXR & **Fresh Wata** are teaming up with **Revry** to co-host the world's first hybrid **PrideXR** event which will be held live in Las Vegas and inside multiple virtual reality games and social XR platforms like Microsoft's **Altspace VR** in virtual worlds built by award-winning game studio, **Chicken Waffle**.

Join us this June as we celebrate Pride Month with live interactive content programming featuring LGBTQ+ movies, shows, music, video games, interactive hologram experiences, and more!

Event Highlights:

- Create your own Avatar and connect with a global audience in our custom Virtual Worlds.
- Listen to inspirational speeches and presentations about Equity, Diversity, and Inclusion.
- Be a part of the world's first Virtual Reality Pride Parade.
- Watch LGBTQ+ Movies, Shows, Music Performances & Entertainment from Revry.
- Enjoy Live VR DJ's & Portl Hologram Presentations
- Share live photos and video of your experiences on social media.





DREAMLAND™ DRIVE-IN



PrideXR is excited to announce an entire month of hybrid LGBTQ+ event programming that will be featured online in Virtual Reality with a real world pop-up edition located at the **Dreamland Drive-in** and **Artificial Reality** venues in fabulous Las Vegas (located inside Fresh Wata Studios one block from Allegiant Stadium).

Our exciting indoor & outdoor venues offer the best way to enjoy great food, music, entertainment, and groundbreaking new technology while still following social distancing guidelines.

Dreamland Drive-in:

The Dreamland Drive-in returns for a second season in the Spring of 2021 and **PrideXR** is excited to be the official partner for our month-long Pride Celebration featuring original productions like **Drive-in Drag Show**, **Drag Queen Bingo**, **Queens in VR**, **The Hologram Show**, and more!

Fresh Wata Studios:

Our 50,000 square foot building is available for brand activations. We offer full production, food, & beverage services for corporate buyouts and special events.



AltspaceVR

artificial
reality

PrideXR will be offered on multiple platforms including **Altspace VR** which can be viewed on PC, MAC, and most virtual reality headsets. Guests are encouraged to create a stylistic Avatar of themselves so they can socialize with others in our fascinating custom built Virtual Worlds created by **Chicken Waffle**.

Become a Platform Partner: If you would like your game or social XR platform to be featured in PrideXR please contact us for details.

PrideXR Virtual Events:

- Virtual Pride Event with Live Content & Entertainment
- Pride Vendor Exhibit Booths
- Virtual Pride Parade
- Main Stage featuring content presented by Revry
- Live Shows and Interactive Programming
- Live DJ Sets & Dance Parties

Hybrid Live Event at Artificial Reality Las Vegas:

During PrideXR, Artificial Reality Las Vegas will be hosting guests in our interactive event venue where they can connect with online visitors from around the world in our virtual reality enabled VR booths. We also offer VR Laser Tag and other fun events for all ages.



PRIDEXR

SPONSORSHIP

PRESENTING SPONSOR

\$50,000
(1 available)

DREAMLAND BENEFITS

- Custom Branded PrideXR Parade Float exclusively dedicated to your brand.
- Official Presenting Sponsor branding on venue screens or flags.
- Ability to co-host the Main Stage Program for special presentations or announcements.
- Entire event will be presented by your brand with Host & DJ shout outs in Virtual Reality during the live parts of the program.
- Logo/banner on DreamlandXR website with updatable link.
- Year Round DreamlandXR Social Media Post Package (details to be determined by partners).
- Your products or systems will be in full view with branded signage at the Dreamland XR Expo, Panels and Lounges.
- DreamlandXR will provide photo and/or video highlights from all events.
- DreamlandXR Media Alerts will be issued when applicable.
- DreamlandXR will provide brand mention in pre/post show email blasts and press releases.
- DreamlandXR will create an updatable advertisement in our Newsletter (15,000 subscribers).
- DreamlandXR will create and display any splash screen/product video content for showcase online and at our events.
- Inclusion in all printed materials, posters and invites.
- Opportunity to provide products for DreamlandXR filmmaker prize packages.
- Ability to create a game competition or hack-a-thon series of events within the DreamlandXR event platform or online.
- Opportunity to co-host networking events and receptions.
- Opportunity to set up a special marketing area or exhibit booth.
- Opportunity to become a speaker or moderator for the DreamlandXR Panels & Workshops.
- Ability to provide swag to DreamlandXR attendees in our gift bag.

SUPPORTING SPONSOR

\$25,000
(3 available)

DREAMLAND BENEFITS

- Custom Branded PrideXR Parade Float exclusively dedicated to your brand.
- Official Program Sponsor branding on venue screens or flags.
- Ability to co-host part of the Main Stage Program for special presentations or announcements.
- Official After Party will be presented by your brand with DJ shout outs in Virtual Reality.
- Logo/banner on DreamlandXR website with updatable link.
- Your products or systems will be in full view with branded signage at the Dreamland XR Expo, Panels and Lounges.
- DreamlandXR will provide photo and/or video highlights from all events.
- DreamlandXR Media Alerts will be issued when applicable.
- DreamlandXR will provide brand mention in pre/post show email blasts and press releases.
- DreamlandXR will create an updatable advertisement in our Newsletter (15,000 subscribers).
- Inclusion in all printed materials, posters and invites.
- Opportunity to set up a special marketing area or exhibit booth.
- Opportunity to become a speaker or moderator for the DreamlandXR Panels & Workshops.
- Ability to provide swag to DreamlandXR attendees in our gift bag.

PROGRAM SPONSOR

\$15,000
(4 available)

DREAMLAND BENEFITS

- Official Program Sponsor branding on venue screens or flags.
- Ability to co-host part of the Main Stage Program for special presentations or announcements.
- Official After Party will be presented by your brand with DJ shout outs in Virtual Reality.
- Logo/banner on DreamlandXR website with updatable link.
- DreamlandXR will provide photo and/or video highlights from all events.
- DreamlandXR Media Alerts will be issued when applicable.
- DreamlandXR will provide brand mention in pre/post show email blasts and press releases.
- DreamlandXR will create an updatable advertisement in our Newsletter (15,000 subscribers).
- Inclusion in all printed materials, posters and invites.
- Opportunity to set up a special marketing area or exhibit booth.
- Opportunity to become a speaker or moderator for the DreamlandXR Panels & Workshops.
- Ability to provide swag to DreamlandXR attendees in our gift bag.

PARADE/EXHIBIT SPONSOR

\$10,000
(5 available)

DREAMLAND BENEFITS

- Custom Branded PrideXR Parade Float featuring your brand shared with other sponsors.
- Virtual Reality Exhibit Booth with your Brand 10x10 Pop Up
- Logo/banner on DreamlandXR website with updatable link.
- DreamlandXR will provide photo and/or video highlights from all events.
- DreamlandXR Media Alerts will be issued when applicable.
- DreamlandXR will provide brand mention in pre/post show email blasts and press releases.
- DreamlandXR will create an updatable advertisement in our Newsletter (15,000 subscribers).
- Ability to provide swag to DreamlandXR attendees in our gift bag.



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