ETOPIA

ESPORTS, TECH & MUSIC FESTIVAL

ESPORTS ~ TECHNOLOGY ~ OPERATIONS ~ PRODUCTION ~ INNOVATION ~ ARTS

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MISSION:

Our mission is to bring diverse communities together to empower them through immersive and inclusive experiences at the intersection of Esports, Technology, and music.

We strive to expose audiences to new and innovative concepts, educate them on the latest developments in these industries, and entertain them through dynamic and engaging events.

We are dedicated to excellence in Operations, Production, Innovation, and the Arts to ensure a memorable experience for all.

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It's not UTOPIA, it's ETOPIA!

UTOPIA is defined as "an imagined place or state of things in which everything is perfect".

ETOPIA is a real festival experience where everyone learns, everything is evolving and definitely never perfect.

Festival Highlights

★ **Main Stage Entertainment**

★ **6 Activity Zones**

★ **Panel Speakers**

★ **VIP Hospitality**

★ **Learning Workshops**

★ **Networking Opportunities**

★ **Vendors & Product Demos**

★ **Audience Interaction & Voting**

★ **Live Production & Streaming**

Music and Entertainment

★ Friday & Saturday Night Concerts
★ Battle of the Bands Finalists
★ DJ & Break Dance Battles
★ Back Stage VIP Hospitality
★ How to Play Workshops
★ Networking Opportunities
★ Vendors & Gear Swaps
★ Band Mentoring & Business

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"Festivals promote diversity, they bring neighbors into dialogue, they increase creativity, they offer opportunities for civic pride, they improve our general psychological well-being. In short, they make cities better places to live" – David Binder

Our Six (6) Industry Zones of Focus

Technology

Esports

Production

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Arts

Operations

Innovation

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Activities & Attractions

Esports ~ Technology ~ Operations ~ Production ~ Innovation ~ Arts

Examples of Common Activities in each Zone

We have Six (6) Sponsored Activity Zones

The types of activities and attractions in which guests participate may vary but all zones will have a similar look and feel with planned activities that are most common to each zone's industry.

- ➢ Competitions & Challenges (Trivia, Polls, Games)
- ➢ Digital Display Screens and Printed Signage
- ➢ Educational & Training Sessions
- ➢ Gear and Tech Swaps
- ➢ Guest Services Booth
- ➢ Guest Speakers and Panel Discussions
- ➢ Hands on Experiences & Interactive Games
- ➢ Networking Opportunities / Meet & Greets
- ➢ Security / Safety Team Booth
- ➢ Stage with Audio/Video/Live Streaming/Production Crew
- ➢ Vendor Booths & Demos
- ➢ Zone Sponsor Booth and VIP Area
- ➢ Zone Charity Booth

Naming Rights for Zones & Activities

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Zone 1: Esports & Gaming
➢ AR/VR/MR | Arcade & Pinball Games | Esports & Competition Arena (50+ PCs) | LAN Tournaments & Challenges | Learning Lounge (Esports 101)

Zone 2: Technology
➢ Drones | Hardware | Open Source | Robotics & Engineering | Tech talks (various industries) | Training & Learning Sessions (various topics) | Sponsor and Vendor Presentations

Zone 3: Operations
➢ Career & Job Networking | College & Career | Networking | Events Operations & Management | Transportation & Logistics | Tech talks – Tech Ops Vendors | Training & Learning Sessions

Zone 4: Production & Media
➢ Audio and Sound Mixing | Film, Production and Broadcasting | Graphics | Learning Sessions | Lighting and Effects | Live Streaming | Training Opportunities (live event) | Video & Content Editing

Zone 5: Innovation
➢ 3D Printing | 5G | AI and Machine Learning | Augmented Reality | Blockchain | Cyber Security | Datafication | Digital Trust | Edge Computing | Education & Learning | Energy | Esports & Gamification | Extended Reality | Internet of Things (IoT) | Music & Entertainment | NFT | Robotics | Smarter Devices | Virtual Reality

Zone 6: Arts & Music
➢ Animation & Design | Bands & Soloists | Break Dancing | ETOPIA 2024 Logo Design Contest | Digital Arts & AI Art Contests | Jax Film Festival Screenings | Karaoke | Learning Sessions | Laser & Visual Light Shows | Performances (theater and dance)

Note: Not a complete list. Subject to Change. Sponsors may add their own activities.

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Uniting a diverse community demographic together under one unique festival experience.

Targeted Attendee Profiles

★ Industry Professionals
★ Esports & Gaming Enthusiasts
★ Pro & Amateur Esports Teams
★ College & High School Esports Teams
★ Technology Enthusiasts
★ Business Owners & Entrepreneurs
★ Corporate Executives
★ College & High School Students
★ Event Organizers & Charity Groups
★ Musicians, Artists & Entertainers
★ Fans and Followers
★ Locals looking for unique experiences

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Festival Platform & Interactive System for Attendees

Our Custom Platform Experience

★ Web Hosted (no app downloads)

★ Highlight Sponsors, Speakers & Vendors

★ Schedule of Events

★ Share Documents with Attendees

★ Voting, Polling & Trivia

★ Results & Data on Digital Screens

★ Raffles & Giveaways

★ Broadcast Messaging to All Attendees

★ Attendee Data & Analytics

★ Photo Uploads by Attendees

★ Events Interactions via Reaction Icons

★ Participation by On & Off Site Attendees

Value Proposition

Exposure: Sponsoring a technology festival can provide a company with a high level of visibility and exposure to a targeted audience of technology enthusiasts and professionals.

Networking opportunities: Sponsoring a technology festival can provide a company with the opportunity to network with other industry leaders and potential partners or clients.

Brand awareness: Sponsoring a technology festival can help a company increase brand awareness and improve brand recognition within the technology community.

Lead generation: Sponsoring a technology festival can provide a company with the opportunity to generate leads and connect with potential customers.

Recruitment: Sponsoring a technology festival can be a great way for a company to attract top talent and recruit new employees.

Thought leadership: Sponsoring a technology festival can provide a company with the opportunity to position itself as a thought leader in the technology industry and demonstrate its commitment to innovation and technology.

Community engagement: Sponsoring a technology festival can be a way for a company to demonstrate its commitment to the local community and to engage with technology enthusiasts and professionals in a meaningful way.

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Sponsorship Tiers

Presenting (1)
$50,000
- ★ Festival Naming Rights
- ★ Full-page Program Ad
- ★ VIP Lounge Area
- ★ VIP Vendor Booth
- ★ Custom signage
- ★ 25 VIP passes

Zone (6)
$25,000
- ★ Zone Naming Rights
- ★ Full-page Program Ad
- ★ VIP Zone Booth
- ★ Custom signage
- ★ 14 VIP passes

Corporate VIP
$10,000
- ★ Half-page Program Ad
- ★ VIP Booth
- ★ Custom signage
- ★ 8 VIP passes

Activity / Panel
$5,000
- ★ Quarter-page Program Ad
- ★ Activity / Panel Topic
- ★ Custom Activity signage
- ★ 4 VIP passes

All Tiers above include: Presence on Welcome & Location Displays, Festival Platform, Website, Social Media Posts, and Email campaigns.

Corporate Vendor
$1500
- ★ 10x10 Vendor Booth (2 Days)
- ★ 4 Vendor Passes
- ★ Logo on Locator Map
- ★ Logo as Vendor on website

NonProfit
$1000
- ★ 10x10 Vendor Booth (2 Days)
- ★ 4 Vendor Passes
- ★ Logo on Locator Map
- ★ Logo on website

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