

BE AT THE CENTER STAGE  
UNDER THE SPOTLIGHT!



15 YEARS

**BEGE PARTY EEGS**

SPONSORSHIP PACKAGE 2024

# ABOUT THE EVENT

The official party of BEGE&EEGS gathers all experts and industry leaders. The evening offers a combination of incredible entertainment and unforgettable experiences.

A unique night awaits you, in which your Company will be in the center of attention. Your brand, company message and presentation will be in the spotlight throughout the evening.

Become an exclusive sponsor of the most spectacular party in the industry.



# GENERAL SPONSOR

- Digital VIP invitations for the BEGE&EEGS Party
- Company's logo on the party invitations
- VIP seats for your company and guests at the party
- Special selection of high-class beverages
- Welcome Speech for the Party by company's representative
- Invitations for the official BEGE Awards Ceremony
- Company's representative to award a prize during the official Awards Ceremony
- 100 branded balloons, mark out your VIP area at the party venue
- Branded napkins with the company's logo
- Advertising video (up to 30 sec.) on the LCD screens located in the party venue
- Advertising video (up to 30 sec.) on the LCD screens located in front of the exhibition halls
- Company's logo on the press wall located at the entrance of the party venue
- Branded wristbands for all the participants of the BEGE&EEGS Party
- Branded roll up banner in the central foyer in front of the exhibition halls
- Full-page advert in the official BEGE&EEGS catalogue
- Company's logo in the official BEGE&EEGS catalogue + sponsorship title
- Web banner (200x90 px) on the BEGE website for 3-month period
- Company's logo on the BEGE website
- Article/interview/ guest post with company's representative in the website blog shared on BEGE's all social media channels
- Sponsorship announcement via BEGE's all social media channels
- Sponsorship announcement in the official BEGE newsletter
- Sponsorship announcement in BEGE pre-show PR campaign
- Company included in all social media and PR announcements related to the BEGE&EEGS Party
- Four (4) free passes for the EEGS conference

\* Artworks to be provided by your company till 30<sup>th</sup> September, 2024



# GENERAL SPONSOR

## BONUS:

- Four (4) PR materials or interviews with company's representative published in e-Game Spectrum magazine and shared on magazine's social media channels
- Web banner (130x80 px) in the e-Game Spectrum Magazine
- Distribution of a company-branded items at the party venue. Items are provided by the sponsor.
- Photos and video from the event

**Sponsorship cost:**

**26 500 EUR w/o VAT**

\* Artworks to be provided by your company till 30<sup>th</sup> September, 2024

# GOLD SPONSOR

- Digital VIP invitations for the BEGE&EEGS Party
- Company's logo on the party invitations
- VIP seats for your company and guests at the party
- Special selection of high class beverages
- Invitations for the official BEGE Awards Ceremony
- Welcome Speech for the Party by company's representative
- Company's representative to award a prize during the official Awards Ceremony
- 100 branded balloons, mark out your VIP area at the party venue
- Advertising video (up to 30 sec.) on the LCD screens located in the party venue
- Advertising video (up to 30 sec.) on the LCD screens located in front of the exhibition halls
- Company's logo on the press wall located at the entrance of the party venue
- Full-page advert in the official BEGE&EEGS catalogue
- Company's logo in the official BEGE&EEGS catalogue + sponsorship title
- Web banner(200x90 px) on BEGE website for 3-month period
- Company's logo on the BEGE website
- Sponsorship announcement via BEGE's all social media channels
- Sponsorship announcement in the official BEGE newsletter
- Sponsorship announcement in BEGE pre-show PR campaign
- Company included in all social media and PR announcements related to the BEGE&EEGS Party
- Four (4) free passes for the EEGS conference

## BONUS:

- Two (2) PR materials or interview with company's representative published in e-Game Spectrum magazine and shared on magazine's social media channels
- Web banner (130x80 px) in the e-Game Spectrum Magazine
- Distribution of a company-branded items at the party venue. Items are provided by the sponsor.
- Photos and video from the event

**Sponsorship cost:**

**16 200 EUR w/o VAT**

\* Artworks to be provided by your company till 30<sup>th</sup> September, 2024

# SILVER SPONSOR

- Digital VIP invitations for the BEGE&EEGS Party
- Company's logo on the party invitations
- VIP seats for your company and guests at the party
- Special selection of high class beverages
- Invitations for the official BEGE Awards Ceremony
- 100 branded balloons, mark out your VIP area at the party venue
- Advertising video (up to 30 sec.) on the LCD screens located in the party venue
- Advertising video (up to 30 sec.) on the LCD screens located in front of the exhibition halls
- Company's logo on the press wall located at the entrance of the party venue
- Full-page advert in the official BEGE&EEGS catalogue
- Company's logo in the official BEGE&EEGS catalogue + sponsorship title
- Web banner(200x90 px) on BEGE website for 2 months period
- Company's logo on the BEGE website
- Sponsorship announcement via BEGE's all social media channels
- Sponsorship announcement in the official BEGE newsletter
- Sponsorship announcement in BEGE pre-show PR campaign
- Company included in all social media and PR announcements related to the BEGE&EEGS Party
- Two (2) free passes for the EEGS conference

## BONUS:

- Two (2) PR materials or interview with company's representative published in e-Game Spectrum magazine and shared on magazine's social media channels.
- Distribution of a company-branded items at the party venue. Items are provided by the sponsor.
- Photos and video from the event.

**Sponsorship package:**

**9 900 EUR w/o VAT**

\* Artworks to be provided by your company till 30<sup>th</sup> September, 2024

# BRONZE SPONSOR

- Digital invitations for the BEGE&EEGS Party
- Company's logo on the party invitations
- Seats for your company and guests at the party
- Advertising video (up to 30 sec.) on the LCD screens located in the party venue
- Advertising video (up to 30 sec.) on the LCD screens located in front of the exhibition halls
- Company's logo on the press wall located at the entrance of the party venue
- Half-page advert in the official BEGE&EEGS catalogue
- Company's logo in the official BEGE&EEGS catalogue + sponsorship title
- Web banner(200x90 px) on BEGE website for 1 month period
- Company's logo on the BEGE website
- Sponsorship announcement via BEGE's all social media channels
- Sponsorship announcement in the official BEGE newsletter
- Sponsorship announcement in BEGE pre-show PR campaign
- Company included in all social media and PR announcements related to the BEGE&EEGS Party

## BONUS:

- PR material or interview with company's representative published in e-Game Spectrum magazine and shared on magazine's social media channels
- Photos and video from the event

**Sponsorship cost:**

**4 200 EUR w/o VAT**

\* Artworks to be provided by your company till 30<sup>th</sup> September, 2024

# CLASSIC PARTY SPONSOR

- Digital invitations for the BEGE&EEGS Party
- Company's logo on the party invitations
- Seats for your company and guests at the party
- Advertising video (up to 30 sec.) on the LCD screens located in the party venue
- Advertising video (up to 30 sec.) on the LCD screens located in front of the exhibition halls
- Company's logo on the press wall located at the entrance of the party venue
- Half-page advert in the official BEGE&EEGS catalogue
- Company's logo in the official BEGE&EEGS catalogue
- Company's logo on the BEGE website
- Sponsorship announcement via BEGE's all social media channels
- Sponsorship announcement in the official BEGE newsletter
- Sponsorship announcement in BEGE pre-show PR campaign
- Company included in all social media and PR announcements related to the BEGE&EEGS Party

## BONUS:

- PR material published in e-Game Spectrum magazine and shared on magazine's social media channels
- Photos and video from the event

**Sponsorship cost:**

**3 000 EUR w/o VAT**

\* Artworks to be provided by your company till 30<sup>th</sup> September, 2024



FOR MORE INFORMATION AND CUSTOM  
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[www.balkangamingexpo.com](http://www.balkangamingexpo.com)

**15** YEARS

**BEGE** PROXIMITY  
TO BUSINESS

27-28 NOVEMBER 2024 | INTER EXPO CENTER, SOFIA

## APPLICATION FORM (AGREEMENT) FOR BEGE&EEGS PARTY SPONSORSHIP 2024

EXHIBITOR INFORMATION:				
<b>Applicant (company name):</b>				
<b>Company Reg. №:</b>			<b>VAT/TAX Number:</b>	
<b>Registered address №:</b>				
<b>Contact name:</b>				
<b>Tel:</b>		<b>Fax:</b>		<b>E-mail:</b>
<b>General</b> <input type="checkbox"/>	<b>Gold</b> <input type="checkbox"/>	<b>Silver</b> <input type="checkbox"/>	<b>Bronze</b> <input type="checkbox"/>	<b>Classic</b> <input type="checkbox"/>

**\*Artworks and materials** – logos and advertising materials should be provided to [info@balkangamingexpo.com](mailto:info@balkangamingexpo.com) in .PDF, .EPS, .AI, not later than September 30, 2024.

### Payment details:

On receipt of signed form BEGE will issue a pro-forma invoice. The Application will not be accepted until 100% deposit is received. All reservations with signed orders cannot be cancelled or refunded. In case of cancellation, the applicant is responsible for full payment. The number of advertising opportunities are limited based on first-come, first-served basis.

Accepted Application shall serve as an Agreement between BEGE (BEGE Expo EOOD) and the applicant. By signing this Application, applicant confirms that she/he accepts the payment terms specified in the Application and agrees to pay the total cost within the terms specified above.

Date:.....

Stamp and Signature:.....