

HIGH SCORE SOCIAL

Sponsorship Capabilities Deck

Event Overview

The High Score Social is a unique, interactive event where over 75 influencers, actors, and creatives will come together for a day filled with video games, comedy and community engagement. Attendees will enjoy a mix of video games, board games, and a Mario Kart contest, with a variety of prizes for participants. Brands will provide product, while local food vendors cater to all tastes.

Target Audience

Adults aged 21-35, primarily from Los Angeles, who are interested in video games, comedy and creative networking. This includes social media influencers, industry professionals, content creators, and cannabis enthusiasts.

Event Goals

- To create a memorable, interactive experience that merges gaming and comedians.
- To provide high engagement opportunities for brands through influencer partnerships and social media content.
- To foster community connections among like-minded individuals in a relaxed, fun environment.

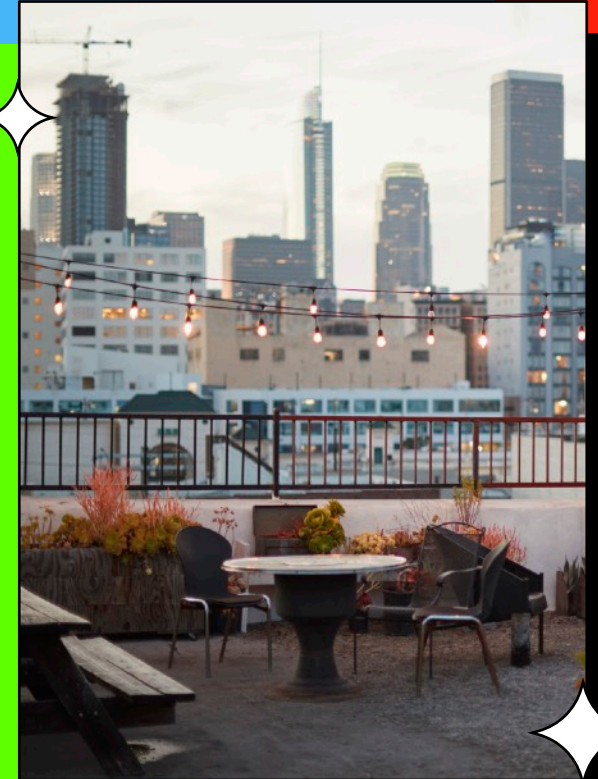
Event Details

Hosted by: Will Pharaoh

Date: Saturday, November 2nd
2024

Location: G-12 1200 S. Grand Ave
Los Angeles, CA 90015

Time: 1:00PM -5:00PM



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Audience Reach

Attendance: Over 75 influencers, actors, and creatives.

Influencer Profiles: A diverse group of micro and macro-influencers across platforms like Instagram, YouTube, TikTok, and Twitch, with a combined reach of over 800,000 followers.

Social Media Exposure: Cross-promotion on influencer channels, event pages, and sponsors' social media networks, expected to generate over 1 million impressions.

Benefits for Sponsors



Enhanced Brand Visibility

Amplified brand exposure, ensuring reach to a broad demographic, including comedy enthusiasts, and video gamers, and those interested in unique experiences.



Community Engagement

Directly taps into the growing video game market, appealing to consumers who are passionate about video game culture and its integration into mainstream entertainment.



Direct Sales and Leads

On-site brand promotion opportunities allow for direct consumer interaction, leading to potential sales and leads.



Diverse Empowerment Focus

Highlights diversity, drawing attention from supporters of diverse driven events and initiatives, and fostering a strong sense of community among attendees.



Digital Engagement

The dedicated social media promotions mean sponsors can tap into the event's online followers, further increasing brand exposure and future partnerships with influencers and content creators .



Brand Partnership

Prime sponsorship opportunities for brands and lifestyle companies looking to connect with a progressive audience.

By sponsoring High Score Social, brands get a unique opportunity to connect with a diverse, engaged audience,

Event Marketing Strategy



Social Media Plan

- Pre-event promotion with teasers, countdowns, and sponsor spotlights on Instagram, TikTok, Twitter, and Facebook.
- Live coverage during the event through Instagram Stories, Twitter updates, and livestreams on YouTube and Twitch.
- Post-event content, including recap videos, influencer posts, and thank-you messages to sponsors.

Influencer Campaigns

- Collaborations with attending influencers to create authentic content that promotes both the event and the sponsors' brands.
- Dedicated influencer challenges or giveaways tied to brand activations.

Email Marketing

- Targeted outreach to a curated list of attendees and industry professionals, with sponsor highlights included in every communication.

Potential Reach and Impact

- Estimated Social Impressions: 500K
- Projected Engagement: 5-10% engagement rate through combined influencer and event channels.
- Content Generation: High-quality videos, photos, and social posts available for sponsors' use.

Potential Influencer Attendees



Brandon Broady
[Comedian]



Larxene
[Cos Player - Influencer]



Fantastic Frankey
[Personality -Gamer]



Tutweezy
[Gamer - Comedian]



Poofy
[Actress - Host]



Richard Cannon
[Content Creator]



Zeno Robinson
[Voice-Actor]



Paris Nicole
[Actress - Comedian]



Sydney Castillo
[Comedian]



Clayton Thomas
[Comedian]

Sonic The Hedgehog Package – \$3000

Title Sponsorship: Event co-branded as “High Score Social, presented by [Your Brand].”

Exclusive Benefits: Feature your brand logo on all promotional materials (posters, flyers, social media graphics, and event website).

Event Space Branding: Prime logo placement at the entrance, on stage, and on gaming stations.

Dedicated Sampling Booth: Exclusive space for product sampling and engagement.

Content Integration: Your brand featured in event highlight reels, influencer content, and livestreams.

Gift Bag Inclusion: Branded items or samples in influencer and attendee gift bags.

Social Media Campaign: Minimum of 3 posts/stories from top influencers with dedicated mentions.





Super Mario Package – \$1,500

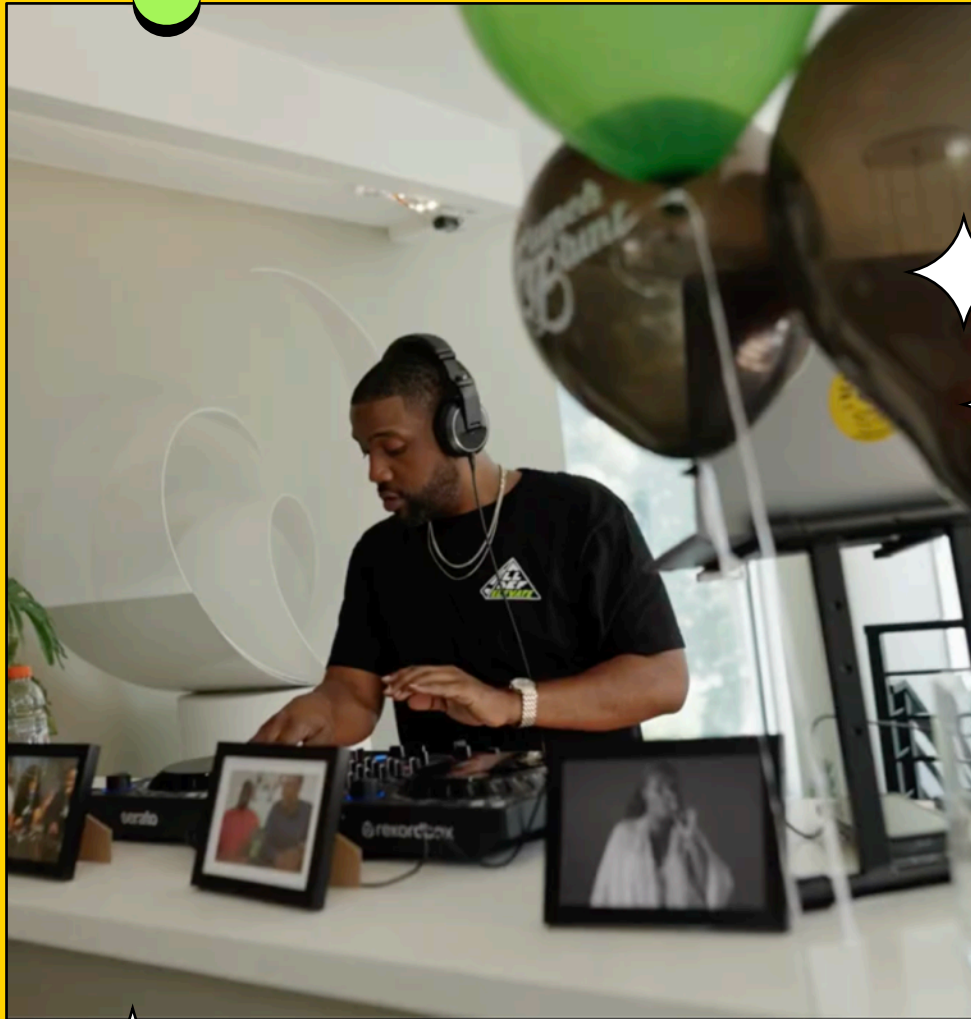
Event Co-sponsor: Logo inclusion on select promotional materials and social media posts.

Shared Event Space Branding: Logo placement around the venue.

Product Display: Opportunity to display products or signage at designated areas.

Gift Bag Inclusion: Branded items or samples in attendee gift bags.

Social Media Mentions: 2 influencer posts/stories mentioning your brand.



Crash Bandicoot Package – \$750

Digital Sponsorship: Logo on digital marketing materials (email blasts, event website, social media).

Gift Bag Inclusion: Branded items or samples in attendee gift bags.

Limited Social Media Exposure: Mentions on the event's official pages and one influencer post.

Custom Sponsorships: Create tailored packages for brands looking for specific activations, such as hosting a gaming tournament, sponsoring a specific area (like the "High Score Lounge"), or exclusive influencer collaborations.

WE APPRECIATE YOUR TIME AND CONSIDERATION

✓ CONTACT US

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THANK YOU

#HIGHSCORESOCIAL

