

STRATEGIC PARTNERSHIP



GAME A CON

2026 PARTNERSHIP PROPOSAL

The "Sundance" of Games

WEBSITE: WWW.GAMEACON.COM

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THE VISION

Building the "Sundance" of Video Games in Palm Desert

LOCAL EVENT SUPPORT FOR THE COACHELLA VALLEY

PRESTIGIOUS AWARDS

ECONOMIC IMPACT

OCTOBER TOURISM

FAMILY FRIENDLY

EDUCATION & LABS



THE GAMEACON LIFT



TOTAL TRAFFIC

44,000

Visits in one weekend
(Up from 33.9K)

NET GROWTH

+10,100

New visitors driven
specifically by the event

DWELL TIME

81 MIN

Average stay per person
(+15% increase)

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THE OCTOBER ADVANTAGE

Balancing the Valley's Event Calendar



FILLING THE GAP

The Valley is famous for April festivals. **We drive mass tourism in October**, bridging the gap between the summer lull and the winter high season.

CONSISTENT TRAFFIC

Unlike events with a single spike, we maintain peak foot traffic from 12:00 PM to 7:00 PM, **benefiting retailers and the local economy all day**.

NIGHTLIFE ECONOMY

We keep visitors in the city late, with over 4,600 visits recorded between 8 PM and 9 PM. These are thousands of people staying after dark—**eating at local restaurants and booking hotels**—instead of driving home at 5 PM.

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AUDIENCE DEMOGRAPHICS

Connecting the City with Affluent Families



HIGH SPENDING POWER

\$136k

Audience Average
Household Income



General public
OPEN TO ALL
21.3% Parents/Established (35-54)
and 19% (Under 18)



REGIONAL REACH

24 M

Positioned to capture the
massive SoCal 'Drive Market'
including 600k local residents

GLOBAL PRESTIGE

Just as filmmakers travel to Cannes, creators and studios from around the world travel here to debut their work and compete for the trophy. This turns Palm Desert into a career-defining destination for the entire gaming industry

INDUSTRY VALIDATION

The awards are judged by industry icons, voice actors, and game designers. Their presence validates the event and brings massive press and social media reach to the Coachella Valley.

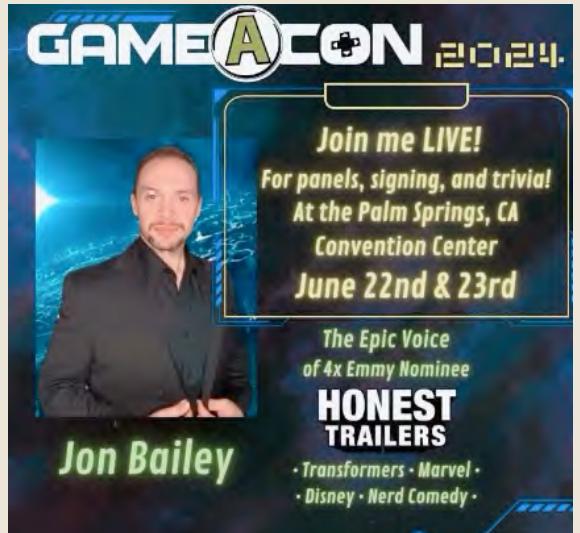
Honoring the Art & Innovation of Gaming

THE CRYSTAL AWARDS





The Opportunity



- **Tiered Audience Reach:** Establish a dominant presence in the Coachella Valley, with secondary saturation in the Inland Empire and Redlands, scaling to a massive Southern California and West Coast footprint.
- **National Visibility:** Leverage a platform that draws high-value attendees from across the country, including major markets like Texas, ensuring your brand travels far beyond the local desert.
- **Customizable Scalability:** Partnership and sponsorship opportunities are available at multiple tiers to align with your specific budget, exposure requirements, and lead-generation targets.



STAR BRAND ACTIVATION

\$35,000 - Secure exclusive brand association with A-List Voice Actors and Streamers to drive high-volume social media impressions and top-tier regional press coverage.

VIP EXPERIENCE

\$25,000 - Ownership of VIP hospitality and guest travel, positioning your brand as the premier host for the event's inner circle of influencers and industry leaders.

MARKET DOMINANCE

\$15,000 - A strategic marketing campaign that funnels brand awareness from the heart of the Valley out to key regional hubs and national corridors, capturing a diverse and mobile consumer base.

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LET'S BUILD THIS TOGETHER

GAMEACON

The "Sundance" of Games

Contact: BEN FOX CEO/Founder

Email: info@GameAcon.com

Phone: 201-675-0977

WEBSITE: WWW.GAMEACON.COM