Background

Fragapalooza is an annual four day gaming event held in or around Edmonton, Alberta. Primarily a bring your own computer event, gamers register and compete in a variety of games from Thursday morning to Sunday afternoon. The venue is open twenty-four hours once Fragapalooza begins. A non-stop gaming weekend allows participants to immerse themselves in their hobby while enjoying the fellowship and camaraderie of being surrounded by like-minded gamers.

Fragapalooza provides Internet access and game servers for the most popular titles, such as Quake, Starcraft II, and Call of Duty 4. There are no designated titles that must be played. Gamers can play whatever they want provided they have the game installed on their computer. Competitions are held throughout the convention with prizes provided by event sponsors. Participants are free – and encouraged – to organize their own impromptu, unofficial competitions and events.

Goals

Organizers want to accomplish two goals for Fragapalooza 2012: increase attendance and increase sponsorship. These goals will be accomplished through a campaign designed to directly contact gamers and gaming groups to raise the awareness and profile of Fragapalooza, and direct contact with potential sponsors to solicit support.

Target Audiences

We have two target audiences: gamers who have not attended Fragapalooza and potential sponsors. The gamer audience is broad and includes men and women from the
ages of 18 to 49. Potential sponsors includes video game retailers such as EB Games and
Best Buy, computer hardware and peripheral manufacturers such as Dell and nVidia, and
video game studios and publishers such as Bioware. Sponsorship by a local radio station
such as Sonic, whose core listeners fall within the gamer demographic, is a priority as it
will further raise the profile and awareness of Fragapalooza.

Key Messages

To participants: Fragapalooza is more than a non-stop gaming event. It is an
unparalleled gaming experience because of the unique atmosphere. It is a social event
that will allow gamers to meet other gamers.

To sponsors: Fragapalooza provides a direct line to the video game community
that lives in and around Edmonton. Sponsoring the event is a superb marketing
opportunity that will improve the perception and profile of the company.

Theme

The overarching theme of the communication plan for both audiences is
uniqueness. Fragapalooza is a unique event, the biggest of its kind in Canada, that brings
together an unprecedented number of gamers to share their enthusiasm for video games.

To participants: The theme of the organizer’s message to participants is the
uniqueness of the event – it’s a gaming experience like no other. Fragapalooza offers
unparalleled interaction and contact with other gamers; participants play titles that
traditionally limit gamer interaction to online voice or text chat. At Fragapalooza, gamers
are surrounded by their competitors and get the unique opportunity to see and hear
reactions and share their mutual love of gaming. It’s an environment in which you can
express your love or obsession of gaming openly and be understood and supported by those around you.

To sponsors: Sponsoring Fragapalooza provides direct access to the company’s core audience and customer base with minimal expenditure of money and time. It’s a unique marketing opportunity that will position the sponsors positively in gamers’ awareness.

Strategy

Goal 1: Increase attendance at Fragapalooza 2012

Objective 1: Generate 10% of increased attendance from new advertising initiatives

Tactic 1: Distribute single sheet fliers to video game stores in and around Edmonton (EB Games, Future Shop, Best Buy, Play N Trade Video Games, Action Exchange Pawn Shop and Video Games, Game City Video Games, Nexwave Video Games)

Tactic 2: Pitch story ideas to media such as the Edmonton Journal’s video game blog, Button Mash

Tactic 3: Facebook ads targeted to Alberta users whose interests include “gaming,” “video games,” “computer gaming,” “competitive gaming” and titles of popular Fragapalooza games, for example “Starcraft,” “Call of Duty” etc

Tactic 4: Pitch partnership to Blue Shift Gaming to advertise in-store, have staff verbally promote Fragapalooza to customers; in return offer all staff 50% off registration at Fragapalooza 2012
Tactic 5: See about a booth at the 2011 (usually October) Pure Speculation Festival in Edmonton to promote Fragapalooza 2012

Tactic 6: See about booth at the 2012 (usually March) Edmonton Collectible Toy and Comic Show to promote Fragapalooza 2012

Objective 2: Increase total registration by 20%

Tactic 1: Contact past participants and offer one entry for a chance to win an Alienware gaming laptop for each person they refer who registers

Tactic 2: Contact gaming groups – Edmonton Gamers’ Association, Edmonton Gamers, Velocity Raptors, The Edmonton Xbox Society – and offer $4 off registration for groups of 8 or more

Tactic 3: As part of Blue Shift Gaming partnership, offer in-store registration as Fragapalooza nears

Tactic 4: Offer pre-registration at Pure Speculation Festival booth, with 10% off registration fee

Tactic 5: Offer registration at the Edmonton Collectible Toy and Comic Show booth, with 10% off registration fee

Objective 3: Increase number of female participants by 20%

Tactic 1: Run Facebook ads targeted towards Edmonton-area women with “video games,” “gaming” etc as interests

Tactic 2: Promote the addition of Wii consoles and one official Wii tournament to Fragapalooza 2012
**Tactic 3**: Offer 15% discount on registration fee for groups of 3 or more female gamers

**Goal 2: Increase sponsorship of Fragapalooza 2012**

**Objective 1**: Secure two new sponsors

- **Tactic 1**: Send sponsorship proposal to Bioware
- **Tactic 2**: Send sponsorship proposal to Logitech
- **Tactic 3**: Send sponsorship proposal to Activision/Blizzard

**Objective 2**: Secure one radio sponsor

- **Tactic 1**: Send sponsorship proposal to Sonic 102.9
- **Tactic 2**: Send sponsorship proposal to EZ Rock 104.9
- **Tactic 3**: Send sponsorship proposal to The Bear 100.3

**Objective 3**: Secure the return of two previous sponsors who did not sponsor last year

- **Tactic 1**: Prepare package of past sponsorship facts and proposal for Fragapalooza 2012 for ATI
- **Tactic 2**: Prepare package of past sponsorship facts and proposal for Fragapalooza 2012 for Microsoft
- **Tactic 3**: Prepare package of past sponsorship facts and proposal for Fragapalooza 2012 for Digital Extremes
- **Tactic 4**: Prepare package of past sponsorship facts and proposal for Fragapalooza 2012 for Razer
Schedule

The following chart lays out how far in advance of Fragapalooza 2012 each tactic should be implemented.

<table>
<thead>
<tr>
<th>Objective 1</th>
<th>Goal 1</th>
<th>Increase attendance</th>
<th>Goal 2</th>
<th>Increase sponsorship</th>
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<tbody>
<tr>
<td></td>
<td>Fliers: 3 months</td>
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<td>New sponsors proposals: 6 months (in recipient’s hands)</td>
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<td></td>
<td>Button Mash: 1 month</td>
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<td>Facebook ads: 6 months</td>
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<td>Blue Shift Gaming: 8 months</td>
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<td>Pure Speculation Festival: TBD, festival date not set</td>
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<td></td>
<td>Edmonton Collectible Toy and Comic Show: TBD, festival date not set</td>
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<td>Objective 2</td>
<td>Participant referrals: 3 months</td>
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<td>Radio sponsors proposals: 6 months (in recipient’s hands)</td>
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<td>Gaming groups: 2 months</td>
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<td>Blue Shift Gaming registration: 2 months</td>
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<tr>
<td>Objective 3</td>
<td>Facebook ads: 6 months</td>
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<td>Old sponsors proposals: 6 months (in recipient’s hands)</td>
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<td>Wii: Continuous in all promotions, materials</td>
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<td>Registration discount: Continuous once registration opens</td>
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Evaluation

To determine if Fragapalooza’s new advertising initiatives (fliers, Facebook ads, and media story pitches) generated 10% of new registration, a computer-based survey will appear on each computer screen at the end of the festival. Participants who complete the survey immediately will be eligible for a substantial prize draw (prize TBD). The survey will include a section asking where and how they heard about Fragapalooza, as well as a chance to suggest improvements or alterations to next year’s festival.

All registration sheets from Blue Shift Gaming and the two festivals will be marked with their origin. This will track the success of our presence at these events.

For part participants to receive prize entries for their referrals, the referrer’s name must be provided upon registration.

To receive the group discounts offered to the gaming groups, the registrants will have to mark down which organization they received the offer through.

The effectiveness of our strategies to encourage women to participate will be determined by the number of female participants. The abovementioned survey will include questions for women, asking what element of Fragapalooza most drew them in – the Wii tournament, discount, or Facebook ads – and if they would return.

Our sponsorship proposals will be evaluated based on how successful they were – did Fragapalooza secure the targeted number of sponsors, less, or more?