

Partner with The Gaming Boardroom

Unleashing Potential, Delivering Value



Welcome to the Gaming Boardroom.

Your Gateway to Strategic Partnerships in the Gaming Industry

Empowering Leaders, Shaping Futures

Welcome to The Gaming Boardroom (TGB), your one-stop shop for forging strategic partnerships within the gaming industry. We are not just participants but leaders dedicated to providing insights and facilitating high-value networking. Our mission is to empower industry leaders like you to stay ahead of the curve and shape the future of gaming.

This document outlines the diverse partnership opportunities available with TGB, designed to enhance your brand's visibility and establish thought leadership within the gaming sector. Our unique platform offers bespoke solutions that align with your strategic marketing goals, providing significant exposure and engagement with a key industry audience.



Partner with The Gaming Boardroom

Partner with TGB to unleash your brand's potential and drive value within the gaming industry. We offer a range of customisable partnership opportunities tailored to your specific needs and objectives, ensuring a strategic fit that maximises impact.

Driving Innovation and Partnership in the Gaming Industry

TGB is committed to driving innovation and fostering collaborative partnerships through:

Customised Partnership Opportunities

Tailored to meet your brand's specific needs and objectives, ensuring a strategic fit that maximises impact through content, networking, and community.

Event Sponsorship and Engagement

Options to feature your brand in our exclusive, industry-leading events, both virtual and in-person.

Promotional Opportunities

Innovative ways to enhance your strategic web presence and leverage our comprehensive digital media platforms and channels.



Benefits of Partnership

We offer a range of tailored solutions designed to meet your specific marketing objectives, including:



Digital & Social Partnerships

Partnerships: Leverage our extensive digital and social media channels, including platforms like LinkedIn, Twitter, and specialised gaming forums, to significantly broaden your reach. We connect you directly with key demographics within the global gaming industry, such as industry leaders, game developers, publishers, investors, and an engaged community of players. By utilising our platforms, partners gain enhanced brand visibility, direct access to influential audiences, and opportunities for meaningful engagement that can drive lead generation and foster brand loyalty.



Comprehensive Annual Engagement Packages

Engagement Packages: Create a lasting and profound impact with our comprehensive annual engagement packages, tailored to your specific needs and budget. These year-long partnerships are designed to ensure sustained brand visibility and deeper engagement over time, transcending the limitations of one-off activations. Our packages include a strategic blend of services such as premier event sponsorship across both virtual and in-person industry gatherings, bespoke content creation including thought leadership articles, webinars, and exclusive interviews, and robust social media promotion across our high-traffic channels.



Focus in on an area of speciality

speciality: To provide even more targeted value, TGB delves deeply into critical verticals shaping the gaming industry. Our in-depth coverage and expertise in these areas allow partners to connect with specific segments and establish thought leadership.

- **Cybersecurity**
- **HR & Talent Management**
- **Licensing & Regulation.**
- **Operations & Logistics**
- **Market Trends & Consumer Behaviour**
- **Responsible Gaming**

By aligning with these specialist areas, partners gain unparalleled access to targeted discussions, niche audiences, and opportunities to shape critical industry dialogues, driving more relevant and impactful engagements.

Unlock the Full Potential of Your Brand with TGB's Tailored Solutions



Increased Brand Visibility and Awareness

Position your brand in front of key industry players, gaining valuable exposure and recognition within the gaming sector.



Thought Leadership Opportunities

Establish your brand as a thought leader by participating in industry discussions, webinars, and events.



Strategic Networking Opportunities

Connect with industry professionals, investors, and potential partners to explore new business opportunities.



Access to Exclusive Events and Content

Gain exclusive access to industry events, conferences, and premium content, providing valuable insights and networking opportunities.



Enhanced Digital Presence

Leverage our comprehensive digital marketing channels to reach a wider audience and engage with potential customers.



Key Strategic Focus



The Gaming Boardroom (TGB) is a strategic partner that helps gaming brands navigate the complex industry landscape. These specialist sectors highlight the key areas that TGB focuses on to support its members.

At the heart of TGB's expertise is an understanding of the critical factors shaping the gaming industry. TGB, together with experts and partners, provides the insights and guidance gaming brands need to ensure compliance, drive growth, and capitalise on industry trends. By entrusting their strategic priorities to TGB, gaming brands can raise their position within the industry and become influential voices shaping its future.

This partnership model empowers brands to navigate the complexities of the gaming landscape with confidence, solidifying their standing as leaders and innovators.

**Join us in shaping the future of the industry.
Partner with TGB to propel your strategic goals forward.**

Strategic Industry Positioning

By partnering with TGB, your brand gains more than just visibility. It becomes an integral part of the ongoing dialogue that is shaping the future of the gaming industry.

Our strategic focus ensures that our partners not only enhance their market presence but also establish a credible and influential position within the industry. Engaging with TGB's extensive network opens up opportunities for strategic alignment and thought leadership with those who are enabling change.

This partnership allows your brand to be at the forefront of the conversation, contributing to the direction and evolution of the gaming landscape. It's a chance to elevate your brand's standing and position it as a trusted voice and leader in the industry.



Customised Partnership Opportunities

Crafting Unique Solutions to Meet Your Brand's Needs

At TGB, we understand that each brand has unique needs and objectives. That's why we offer customised partnership opportunities designed to align precisely with your strategic goals, ensuring that every collaboration is impactful and meaningful, alongside plug-and-play solutions.

Consultative Approach

Our partnership process includes regular calls so we understand your brand's vision and objectives. This collaborative approach allows us to ensure your engagement not only meets but exceeds your expectations, delivering outcomes that drive your business forward.

Flexible Package Options

Whether you're looking to enhance your brand visibility, establish thought leadership, or connect with key industry players, we have a range of flexible options to choose from.

Continued Partnership Support

Our commitment to your success extends beyond the initial agreement. We provide ongoing support and adjustments to ensure that your partnership with TGB continues to yield the best possible results, adapting to market changes and new business objectives.

Ready to create a partnership that's as unique as your brand? Contact us today to start the conversation and discover how TGB can help elevate your business in the gaming industry.

Partnership and Promotional Opportunities

Digital Promotional Options

Leverage our online presence to enhance your digital footprint across all our channels:

- **Website Banners:** Feature your brand on prominent sections of our website, ensuring visibility to a global audience.
- **Newsletter Features:** Take advantage of our well-subscribed newsletters of 1,900 subscribers (and growing) to share your brand's message directly with industry experts.
- **Social Media Campaigns:** Collaborate on targeted social media campaigns that engage with our active and growing community on platforms like LinkedIn, Twitter, and Instagram.

Content Marketing Collaborations

Become a thought leader by partnering with us on content-driven marketing:

- **Sponsored Posts and Articles:** Contribute expert content to our article series, which highlight important industry trends and insights.
- **Co-hosted Webinars:** Engage directly with audiences through webinars, podcasts and live streams that address current challenges and innovations in the gaming industry.

Custom Promotional Campaigns

Work with our team to develop custom campaigns that resonate with your brand's unique message and goals. From concept to execution, we ensure that your promotional activities are both impactful and aligned with industry standards and expectations.

Boost your brand's visibility and engage with key industry players through TGB's partner opportunities. Reach out to us today to plan your next campaign.

Digital & Social Partnerships

Partnership Type	3 Months	6 Months	12 Months
Website Banners	£1,995	£4,088	£7,200
Newsletter Opportunities	£2,700	£5,130	£9,720
Social Media Shout-Outs	£1,200 (5 posts)	£2,280 (10 posts)	£4,320 (20 posts)
Featured Community Sponsorship	£2,500	£4,500	£8,000

Sponsored Content within niche groups: Single piece: £1,200 | Bundle of 3 pieces: £2,880

Visibility, Leadership & Networking Packages

Strategic Partnership Packages

Visibility Package

Components: Banners, MPUs or skyscrapers, featured newsletter content.

Price: £9,095 for 6 months | £14,995 for 12 months.

Leadership Package

Components: White papers, expert-led webinars, exclusive interviews/podcasts

Price: £13,750 for 6 months | £19,995 for 12 months. (depending on content required).

Networking Package

Components: Sponsorship of live and digital discussion panels and expert meetings.

Price: £16,095 for 12 months. (4 opportunities)

Comprehensive Annual Engagement Packages

Specialist group Package with Pricing:

Typical activities include 12 monthly (one per month) thematic focuses such as expert interviews, research publications, exclusive events, and continuous content creation. Surveys, Reports and digital events.

Example: Cybersecurity Vertical Package Price: £36,000 for a 12-month comprehensive engagement.

OR you can choose individual sponsorship engagement with each monthly activity per vertical in collaboration with TGB and its experts. (Max 10 per opportunity).

Activity	Price	Availability
Sponsorship of Research surveys	£5,000	Max 4 per survey
Sponsorship of Research Report	£5,000	Max 4 per report
Expert Interview production and delivery	£3,500	10 opportunities in each TGB focused group
Sponsorship of Webinar	£7,500	Exclusive
White Paper lead and Publishing	£6,000	Exclusive
Focused Event Sponsorship and Attendance	£15,000	Max 10 per event
Sponsorship of Event Report	£4,500	Max 10 per report
Individual Content Pieces	£4,000	Exclusive

Benefits of a partnership with The Gaming Boardroom



Digital and Social Partnerships

Tailored for immediate impact, these options allow you to choose specific digital placements and social media campaigns. Perfect for targeted, short-term marketing efforts, these options offer flexibility and precise audience engagement.



Visibility Package

Enhance your brand's presence across multiple high-traffic areas of TGB's platforms with top-tier partnerships. This package is designed to maximise your visibility and ensure your brand stands out to a broad audience.



Leadership Package

Establish your brand as an industry authority through in-depth content such as white papers and expert webinars. This package provides a platform for thought leadership and positions your brand at the forefront of industry discussions.



Networking Package

Build valuable professional connections and engage with industry leaders through exclusive events and face-to-face meetings. This package is ideal for fostering relationships and expanding your network within the gaming sector.



Full Annual Packages

Offering comprehensive engagement across one of our six strategic verticals, these packages provide sustained visibility, interaction, and thought leadership throughout the year. They are designed to deliver maximum value through continuous, high-impact marketing.

Engage with us today to increase your market presence and build meaningful connections within the gaming industry.

Contact our team to select the perfect package for your business needs and start achieving your strategic goals.

TGB's Partnership Proposal

- Thank you for considering this opportunity to collaborate with The Gaming Boardroom.
- We aim to spotlight your brands and integrate them into the core of our industry's conversation and growth.
- At TGB, we understand the power of connection and the impact of positioning in the right context.
- That's why we've tailored our engagement opportunities to ensure they align perfectly with your strategic goals.

We are proposing a partnership that goes beyond conventional advertising you see with other media, it's about becoming a part of an ongoing dialogue with leaders and changemakers in the gaming industry. Our comprehensive year-long programmes are designed to keep your brand present at all critical touchpoints, delivering continuous visibility and impactful interactions.

Imagine your brand consistently aligned with innovation and leadership in our focused verticals! This isn't just about being seen; it's about being part of something larger—a community that drives and defines industry standards. As we move forward, we do so with the vision of participating in the industry and helping drive its evolution. Your partnership with TGB places you at the heart of this dynamic.

Are you ready to join us in leading the industry forward?



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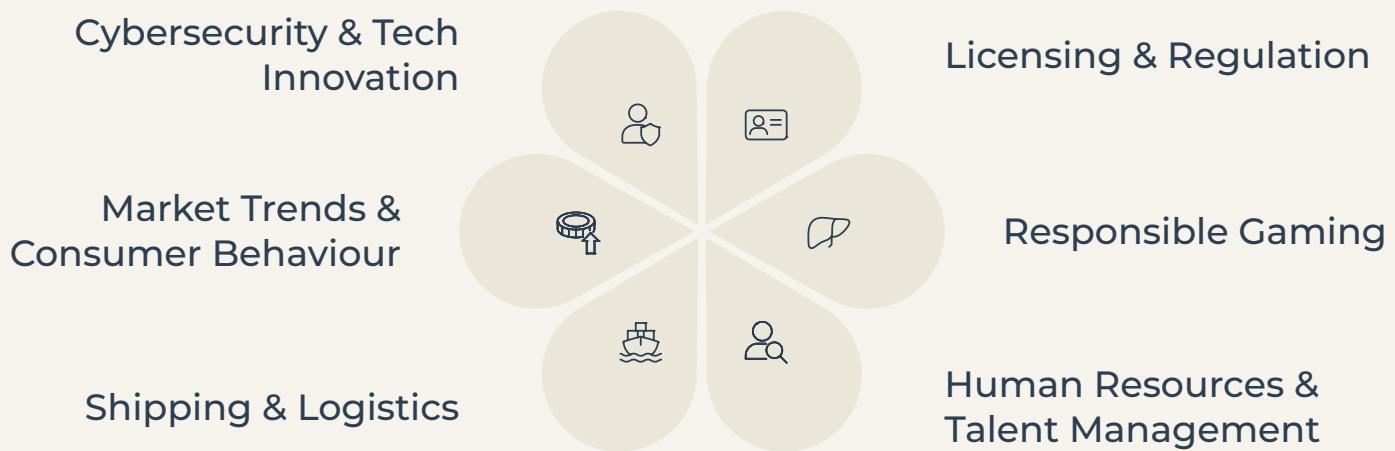
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The Gaming Boardroom

Discover the ultimate destination for gaming executives at The Gaming Boardroom. Explore a curated selection of the latest intelligence and insight across key areas affecting your businesses now and in the future, alongside insights from industry experts.



Gaming & business news that affects you, alongside reports, surveys, interviews and events where you can continue the conversation and really make a change as the industry moves forward.