



SPONSORING JUEGOS RANCHEROS

Our sponsorship packages cover two sets of events: our regular monthly meet-ups & exhibitions, as well as the week-long premiere event we curate & organize, Fantastic Arcade. Larger packages covering multiple events can be accommodated and arranged by mailing us at contact@juegosrancheros.com! As a 501(c)(3) non-profit, all sponsorships are tax deductible.

SPONSOR JUEGOS RANCHEROS MONTHLY EVENTS

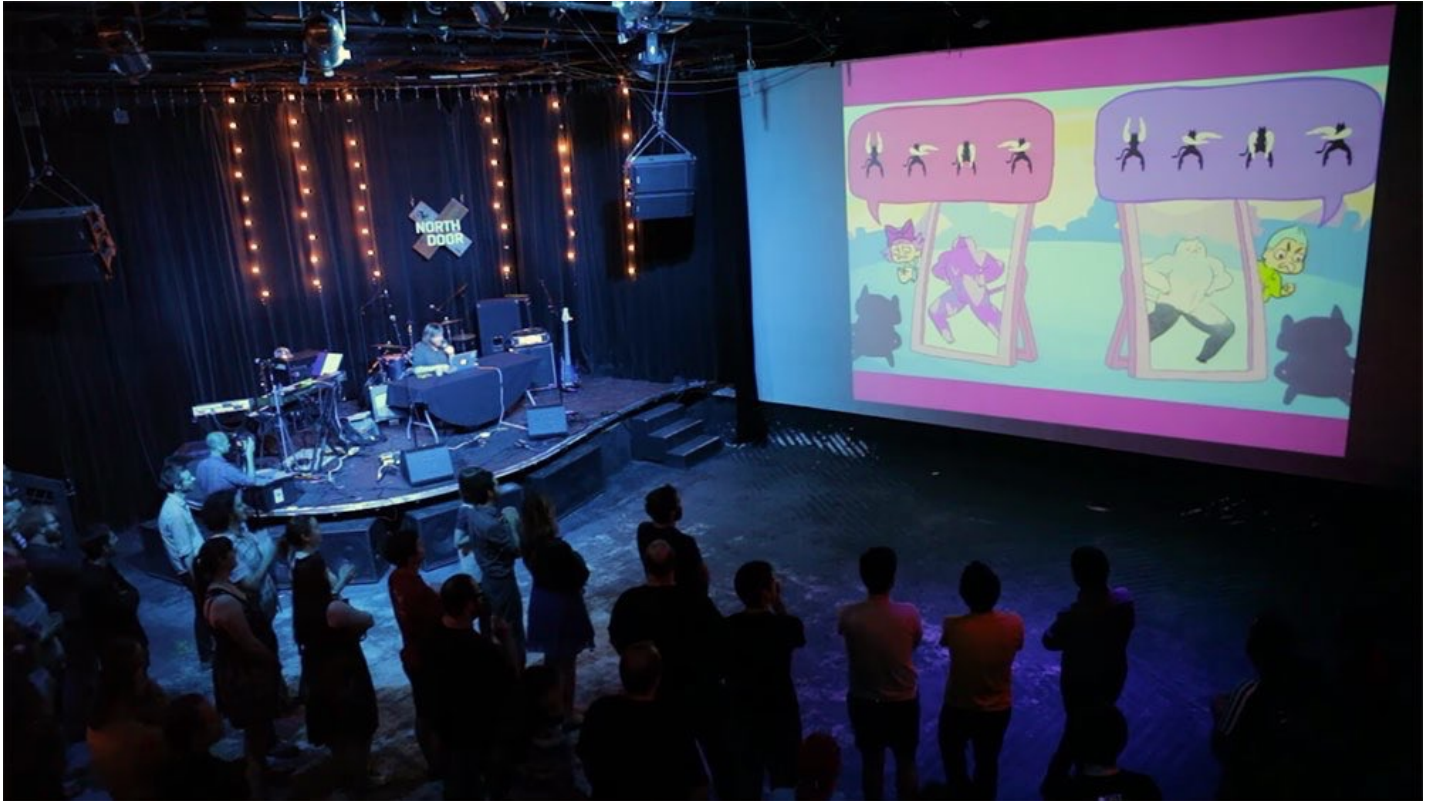
Every month, JUEGOS RANCHEROS brings an audience of 100-200 people to Austin venues, to try amazing & artistic games together and celebrate the community of independent game makers both local and global. You can help us grow these events and our audience by sponsoring at the levels below. Higher levels will be thanked via announcements with dedicated slides at our events.

JUEGOS RANCHEROS SPONSORSHIP LEVEL	BENEFACTOR \$1500	PATRON \$3000	PREMIER \$5000	ELITE \$10000
Announcement of your sponsorship on social media	✓	✓	✓	✓
Name & link on the sponsorship section of our website		✓	✓	✓
Logo on the sponsorship section of our website			✓	✓
Six months of announcements at our main monthly events			✓	
One full year of announcements at all JUEGOS events				✓

SPONSOR CABINETS & EVENTS AT FANTASTIC ARCADE

Fantastic Arcade is our premier yearly event, held at the **Alamo Drafthouse** alongside the theater's renowned genre film festival, **Fantastic Fest**. In addition to panels, developer commentary & tournaments, each year we build miniature arcade cabinets with original works from developers around the world. Your sponsorship at the levels below helps us construct these cabinets and bring amazing artists here to Austin to debut their work to an enthusiastic audience.

FANTASTIC ARCADE SPONSORSHIP LEVEL	CABINET \$5000	PARTY-ONLY \$10000	PATRON \$3000	PREMIER \$5000	PRESENTING \$15000
Logo on one of a limited number of arcade cabinets	✓				
Logo & on-stage intro at a Fantastic Arcade party		✓			
Logo placement on Fantastic Arcade signage			✓	✓	✓
Logo placement on-screen before each session			✓	✓	✓
One five minute intro per day before select sessions				✓	✓
One session devoted to the subject of your choosing					✓



OUR MONTHLY EVENTS

Since 2011, JUEGOS RANCHEROS has hosted and presented a free, monthly event to a growing audience of 100-200 people. Typically, these events include a selection of playable games along with a short presentation introducing the creators and their works.

On other occasions, we have screened games-related film and television programming, held extensive interviews with developers both local and global, and have hosted visiting developers, giving them a chance to speak at length in their own words about their creative process and their achievements.

In addition to these monthly events, JUEGOS RANCHEROS has partnered with Austin arts organization **Museum of Human Achievement** to open the **Museum of Human Amusement**.

The **Museum of Human Amusement** is an independent arcade space where we host quarterly exhibitions of selected games and works by participants in our artist residency program, **arcade of anything**.

Your sponsorship at any level helps us to grow these monthly events and broaden our audience, bringing the world of exciting, artistic and beautiful games to Austin's community of arts lovers of all stripes.

In exchange for your tax-deductible sponsorship, JUEGOS RANCHEROS will include your organization's name, website link and logo on our website, and — at higher levels — announce your patronage along with a dedicated slide to our audience at all of our events.

“JUEGOS is a community hub, a meeting space dedicated to showing off the new, the exciting, and the strange... a space where those people can connect with those sharing similar values on the fringes of the video game industry.”

– Vice Magazine



“JUEGOS RANCHEROS have been able to reimagine the video arcade and make their own version of it based on the values and practices of indie game culture... This new kind of space has helped to solve, at least temporarily, some of the challenges that game developers and other creative workers confront in the new economy.”

– Doing Innovation



OUR ARCADE CABINETS

Beginning in 2015, JUEGOS RANCHEROS has curated a lineup of original games from the most exciting up-and-coming game developers from across the globe, and debuted those games on custom-created half-sized cabinets during **Fantastic Arcade**, the independent game festival we have organized and hosted since 2010.

Your tax-deductible sponsorship at the cabinet-only level helps us construct the cabinets and commission participating developers and artists. In exchange, your logo will appear as a cabinet sponsor on the physical unit itself, as well as a splash screen inside the game during its combined two-week exhibition at **Fantastic Fest** and **Fantastic Arcade**.

The combined festivals bring in an audience of around 2000 people — not just videogame fans, but the movie-going public and curious onlookers — all of whom have open, all-day access to the games throughout those two weeks.

FANTASTIC NUMBERS

Typical attendance for Fantastic Arcade sessions, panels & events	200
Average daily combined attendance of Fantastic Fest/Fantastic Arcade	2000

Because each cabinet is limited to a single sponsor, this is one of our most coveted levels, so contact us quickly if you're interested in this tax-deductible sponsorship level.



OUR YEARLY FESTIVAL, FANTASTIC ARCADE

First organized in 2010, **Fantastic Arcade** is the independent videogame offshoot of **Fantastic Fest**, the renowned genre film festival hosted by the **Alamo Drafthouse**. Each year, JUEGOS RANCHEROS curates an array of some 40-50 exciting new videogames for attendees to play, and organizes & hosts a week of panels, developer commentary & tournaments, all of which are free and open to the public to attend.

These sessions are also live-streamed across the world on Twitch, and archives later made available on YouTube.

In addition to past presenting sponsors like **Sony**, **Microsoft**, and **Valve**, past guests have included the developers of some of the most well-regarded independent games.

The teams behind games like *Spelunky*, *Nuclear Throne* and *Ridiculous Fishing*, *Fez*, *Sword & Sworcery EP*, *Super Time Force*, *Spelltower*, *Octodad*, *Gang Beasts*, *Hotline Miami* and *Broken Age* are just a few of our past notable guests.

Your tax-deductible sponsorship helps us bring in the brightest game creators from around the world to Austin to debut their work for an eager and growing audience of game fans and curious onlookers.

In exchange, we will present your logo on all Fantastic Arcade signage, and — at higher levels — give you an introduction before select, high-profile sessions. At the highest Presenting level, we will work with you to host an entire session on the subject of your choosing.



WHAT IS JUEGOS RANCHEROS?

If this is your first time hearing of JUEGOS RANCHEROS, a brief introduction: the group was first founded in 2011 as an organization that would keep the spirit of **Fantastic Arcade** alive in Austin, TX throughout the year.

From the very beginning, we wanted to differentiate ourselves from standard business, industry, and networking events, and instead focus primarily on showcasing beautiful and artistic videogames to the general public.

Since then, we have hosted well over 50 free monthly events, run a few handfuls of game jams which have resulted in the creation of hundreds of new games, and toured numerous videogames to festivals around the entire state of Texas.

Guests at our events have included *Adventure Time* creator **Pendleton Ward** (who co-hosted the world's first *Adventure Time* Game Jam with us), *LittleBigPlanet* creators **Media Molecule**, *Dishonored* creators **Arkane**, and dozens more developers large & small from around the world and right here in Austin.

On occasion, we have also held workshops & symposiums for new and aspiring indie developers, as well as co-hosted 2016's THAT PARTY, the wildly popular event held during the Game Developers Conference.

In 2016, JUEGOS RANCHEROS re-organized as a 501(c)(3) non-profit, meaning all donations to and sponsorships of our organization are tax-deductible for you.



OUR CONTACT INFORMATION

Since JUEGOS RANCHEROS first began in 2011, we have tried to help grow the audience of independent videogame fans, connect independent developers with an enthusiastic audience, and in general bring to light the best, brightest, and most beautiful games being made both here in Austin and across the globe.

We have only been able to continue this mission with the generous support of our patrons and sponsors, and we hope to work with you to further our goals.

If you're interested in sponsoring JUEGOS RANCHEROS at any level, please don't hesitate to get in touch by email at contact@juegosrancheros.com.

We will be in touch directly to discuss any and all future opportunities or answer questions you might have about any of the above.

As a 501(c)(3) non-profit, all of the above sponsorship packages are tax deductible.



Adam Saltsman, Brandon Boyer, Katie Kizziar, Rachel Simone Weil & Wiley Wiggins