

THE WORLD SERIES OF BOARD GAMING WILL CROWN THE WORLD'S BEST BOARD GAMER

This fall, hundreds of gamers from across the globe will meet in Las Vegas to compete for \$25,000 and the title of 2022 WSBG Champion.

SEPTEMBER 28 – OCTOBER 2, 2022
BALLY'S HOTEL & CASINO • LAS VEGAS
WSBGVEGAS.COM



OUR AUDIENCE

The 1,600 to 3,200 board gamers attending the WSBG tend to fall into three main categories:

ACTIVE WINNERS

- Experienced competitive board gamers who've been playing for decades
- Well-known in their gaming community
- Always looking for the next challenge

CASUAL PLAYERS

- Broader skill range
- May have competed in tournaments
- Enjoy camaraderie and experience of playing

NEWBIES

- Beginner players who've attended game nights at local stores or pubs
- Might not be familiar with lingo or tournament structure
- Probably attending a tournament for the first time



WSBG EVENTS

THE TOURNAMENT

Competitors will sign up for Round 1 of each of the 16 games, or Ring Events. The winner at each table will move to the next round—a process that will continue until there is one Ring Event Winner for each game.

Ring Event game play will take place between Wednesday, Sept. 28, and Saturday, Oct. 1, and each competitor may participate in one Ring Event per day (depending on their ticket type). The 16 Ring Event Winners will advance to the Semifinals, where they will play one round of a game they haven't already won. Then four Finalists will face off in the Final Game.

PRIZES

- Ring Events | 16 one-of-a-kind WSBG Rings
- 1st Place | WSBG Bracelet and \$25,000
- 2nd Place | \$10,000
- 3rd Place | \$5,000
- 4th Place | \$1,000

THE SIDE EVENTS

- Exhibitor Hall with vendors and industry personalities
- 24-hour Open Gaming Hall
- 1,500+ Game Library
- 19 Outer Ring tournaments
- Open to all attendees

OUR TEAM



CHIEF EXECUTIVE OFFICER JONATHAN HAGMAIER

Jon is a motivational speaker, author, and leader in the field of business technology. He's the CEO of Veracity Verification Solutions, a technology firm that helps school systems select software products. He also serves as the Chairman of the WSBG Board of Directors.



CHIEF OPERATIONS OFFICER ERNIE KOZLOWSKI

Ernie has evolved board gaming from a kitchen-table hobby to a world-class tournament using his 30+ years of experience leading international and domestic company operations and event management. He also contributes his expertise as Managing Partner for a successful board gaming convention, where he plans, organizes and collaborates with the board game community. Ernie lives in South Florida with his wife Jacque with whom he proudly raised their nine children using board games as part of their home education curriculum.



CHIEF FINANCIAL OFFICER KIM CODOLEY

Kim has 20 years of experience as a corporate accounting department lead and as the majority owner of PrezCon. He attended his first board gaming convention 25 years ago and quickly became an active member of the gaming community. His love of top-tier competitions extends beyond tabletop—he won the World Championship of Paintball in 1988. Kim and his wife, Deb, live in Northern Virginia, where they raised four passionate board gamers.

WSBG HISTORY

In 2019, a group of investors heard a pitch for a first-of-its-kind board game convention that would include a tournament and award \$10,000 to its winner. After a few months of discussion, the investors confidently moved forward with this crowning tournament: the World Series of Board Gaming.

The World Series of Board Gaming emerged to showcase a competitor's ability to win across a broad spectrum of modern board games. A playoff system was developed to ensure every player has at least some chance of walking away with the grand prize.

Our goal is to celebrate board gamers and reward them accordingly. The initial \$10,000 grand prize grew into \$25,000, and side events were added to the tournament to reward competitors and the family and friends who may decide to accompany them.



SPONSORSHIP OPPORTUNITIES

TIERED-VALUE PACKAGES



	Deliver Opening Remarks at Main Event & Key Note in Awards Ceremony	Brand Displayed on Championship Bracelet	WSBG VIP Events/Access & 4 Caesar's Diamond Card Passes	Brand Displayed Alongside WSBG Brand on Main Stage	Brand Displayed on # Winner Rings or Bracelet	Electronic Collateral: Inclusion on WSBG's Website & Social Media)	Hotel Stay	Brand Banners in all Event Halls	Brand on Entrance Sponsorship Board	Email Marketing Blast to WSBG Attendees	10x10 Expo Hall Booth Spaces	Table & Chair Sets
Event Co-Sponsor *\$37,500 - 75,000 1 Available	✓	✓	✓	✓	Bracelet	✓	✓	✓	✓	Private Email Blast	4	11
Ring Sponsor *\$2,600 - \$5,200 16 Available				✓	1 Ring	✓	✓	✓	✓	Private Email Blast	1	5
Event Hall Sponsor *\$2,500 - \$5,000 5 Available						✓	✓	✓	✓	Shared Email Blast		4
Endcap Sponsor *\$900 - \$1,800 5 Available									✓	Shared Email Blast	2	4
Booth Sponsor *\$600 - \$1,200 22 Available										Shared Email Blast	1	1
Demo Table Sponsor \$250 17 Available												1

*Lower Prices indicates 50% off if paid by June 1, 2022



SPONSORSHIP OPPORTUNITIES

SPONSOR VALUE

GROW WITH THE EVENT

See your exposure and benefits expand year after year

BECOME INFLUENTIAL IN AN EVOLVING INDUSTRY

You'll be lockstep with the first-ever board gaming event of this caliber

CONNECT WITH YOUR TARGET AUDIENCE

Speak directly to the board gamers attending the WSBG

TAKE ADVANTAGE OF TRENDING TOPICS

Be a part of the narrative told and stories shared around the event

PACKAGES

SEE INSERT

EVENT CO-SPONSOR \$37,500 - 75,000
1 available

RING SPONSOR \$2,600 - \$5,200
16 available

EVENT HALL SPONSOR \$1,500 - \$3,000
5 available

ENDCAP SPONSOR \$900 - \$1,800
5 available

BOOTH SPONSOR \$600 - \$1,200
22 available

DEMO TABLE SPONSOR \$250
17 available

SPONSORSHIP OPPORTUNITIES

With six tiers of sponsorship, you can choose your level of involvement in the World Series of Board Gaming.

EVENT CO-SPONSOR \$37,500 - \$75,000 | 1 Available

- Deliver Opening Remarks at Main Event and Keynote at Awards Ceremony
- Brand Displayed on Championship Bracelet
- WSBG VIP Events/Access and 4 Caesars Diamond Card Passes
- Brand Displayed Alongside WSBG Brand on Main Stage
- Brand Displayed on 16 Winner Rings
- Electronic Collateral
- Hotel Stay
- Brand Banners in All Event Halls
- Brand on Entrance Sponsorship Board
- Shared Email Blast to WSBG Attendees
- 4 10'x10' Expo Hall Booth Spaces
- 11 Table and Chair Sets

RING SPONSOR \$2,600 - \$5,200 | 16 Available

- Brand Displayed Alongside WSBG Brand on Main Stage
- Brand Displayed on 1 Winner Ring
- Electronic Collateral
- Hotel Stay
- Brand Banners in All Event Halls
- Brand on Entrance Sponsorship Board
- Shared Email Blast to WSBG Attendees
- 1 10'x10' Expo Hall Booth Space
- 5 Table and Chair Sets

SPONSORSHIP OPPORTUNITIES

EVENT HALL SPONSOR \$1,500-\$3,000 | 5 Available

- Electronic Collateral
- Hotel Stay
- Brand Banners in All Event Halls
- Brand on Entrance Sponsorship Board
- Shared Email Blast to WSBG Attendees
- 4 Table and Chair Sets

ENDCAP SPONSOR \$900-\$1,800 | 5 Available

- Brand on Entrance Sponsorship Board
- Shared Email Blast to WSBG Attendees
- 2 10'x10' Expo Hall Booth Spaces
- 4 Table and Chair Sets

BOOTH SPONSOR \$600-\$1,200 | 22 Available

- Shared Email Blast to WSBG Attendees
- 1 10'x10' Expo Hall Booth Space
- 1 Table and Chair Set

DEMO TABLE SPONSOR \$250 | 17 Available

- 1 Table and Chair Set

JOIN WSBG VEGAS AS WE CELEBRATE BOARD GAMERS AND GROW THE HOBBY.

Visit WSBGVegas.com/Sponsor for more information.