

	PRESENTING PARTNER	PREMIUM PARTNER	MAIN PARTNER PARTNER	CATEGORY PARTNER
GENERAL & STATUS				
Category exclusivity				
• Exceptions to category exclusivity	Yes	Yes	Yes	
Event tickets	15GA, 4 Premium	15GA, 2 Premium	10GA, 2 Premium	5GA, 2 Premium
• Exhibitor Passes	15	15	10	10
• B2B (Networking Lounge) Passes	4	4	4	2
• Event or Day Passes (for Marketing purposes or guests)	350GA per day	100GA per day	50GA per day	20GA per day
• LAN tickets (for Marketing purposes or guests)	10	10	5	
• Parking Tickets	15 per day	15 per day	10 per day	4 per day
A) ASSOCIATION & LICENSING				
DreamHack Open Official Partner (esports tournament)	Yes	Yes		
Naming	presents DHRTM20		activity at DHRTM20	
General PR & Joint-pressreleases	Yes, DH + DHRTM20	Yes, DH + DHRTM20	Yes, DHRTM20	
General Brand License, to use DH logo in external channels (Web, SoMe, Internal & owned Channels)	Yes	Yes	Yes, DHRTM20	Yes, DHRTM20
Product Licensing, Product endorsement (Only DHRTM20 Festival logo to be used)	Yes	Yes		
B) ON-SITE ACTIVATION / EVENT BRANDING				
Logo/video at 100 sqm	Yes			
LED Wall outside venue in week of event	Yes			
Sponsor naming existing DHRTM20 Activity or Area. Subject of availability	Yes	Yes		
Display / Dedicated Event Branding	Yes (1 entrance, 1 inside)	Yes (1 place)	Yes (activity)	Yes (co-branding activity, area or service)
Logo inclusion - Main Stage	Yes (small)	Yes (small)	Yes (small)	
ELogo inclusion - Stream Studio	Yes (small)	Yes (small)	Yes (small)	
Event activation - Booth space	Yes (200sqm)	Yes (100sqm)	Yes (200sqm)	Yes (100sqm)
Narrowcasting Event (Infoloop inclusion)	Yes, video	Yes, slide	Yes, slide	
Logo inclusion - Welcome & Entrance Branding	Yes	Yes	Yes	
Logo inclusion - Event signage maps	Yes	Yes	Yes	
Logo inclusion - LAN Welcome paper	Yes	Yes	Yes	
Logo inclusion - Crew T-shirt (if any)	Yes	Yes	Yes	
Logo inclusion - Visitor & Staff badges not wristbands	Yes	Yes	Yes	
Logo inclusion - interview wall	yes	Yes	Yes	
Logo Inclusion - Prize checks	Yes	Yes	Yes	
Right to supply items for Festival Merch Store (on negotiation)	Yes			
Right to supply cardboard festival chair or other branded visitor item	Yes			
Right for exit sampling	Yes	Yes	Yes	

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C) CONTENT & BROADCAST EXPOSURE				
Official Partner Package DreamHack Open - online esports tournament broadcasts	Yes	Yes		
Pre-Event DreamHack Trailer, Logo inclusion in end of video	Yes	Yes	Yes	
After-Event DreamHack Trailer, Logo inclusion in end of video	Yes	Yes	Yes	
VOD, logo inclusion in end of video, min. 3x daily Festival Highlight clips	Yes	Yes	Yes	
VOD, dedicated to sponsor and activation, min 60s clip	Yes	Yes		
Right to record and produce Company Video content, from the Festival	Yes	Yes	Yes	Yes
D) SOCIAL MEDIA & WEB EXPOSURE				
Festival website, Homepage presenting partner logo (<i>shown in all DHRTM20 assets</i>)	Yes			
Festival website, Logo inclusion - Website Header Sponsorbar 1 (<i>shown in all DHRTM20 assets</i>)	Yes	Yes, small	Yes, small	
Festival website, Logo inclusion - Website footer Sponsorbar 2 (<i>shown in all DHRTM20 assets</i>)	Yes	Yes, small	Yes, small	
Festival website, Logo inclusion - Partner page	3 slots (co-brands) max.	1 slot	1 slot	1 slot
Social Media Campaign (<i>Packages in link</i>)	Yes, campaign	Yes, min. 1	Yes, min. 1	1 slot mention
Item in existing newsletter (<i>must be approved and final latest 1 week before the event start</i>)	Yes (2x)	Yes	Yes	mention
Email Newsletter, Logo inclusion in the E-mail newsletters to Ticket holders and subscribers	Yes	Yes	Yes	
E) OTHER EXPOSURE				
Logo Inclusion on city dressing flags	Yes, if available			
Logo inclusion on posters, flyers or digital OOH promotion	Yes	Yes	Yes	
Logo inclusion on eTickets	Yes (2x)	Yes	Yes	
F) CO-MARKETING IDEA / SPECIAL ACTIVATIONS				
Equipment sponsor (for Stream Studio, Mainstage, LAN)	Yes, 1st right	Yes, 1st right	Yes	Yes
Stream Studio - Premium slot/spot	Yes	Yes	if available	
Mainstage - Premium slot/spot	Yes	Yes	if available	
LAN Row or LAN Tournament title sponsor	Yes	Yes	if available	
Swag items for LAN and pre event / promotional competitions	Yes	Yes	Yes	Yes
Exhibitors Party (free drinks) on Saturday of Event	Yes	Yes	Yes	Yes
Right to add an upsell to ticketing system	Yes			
G) DEALS				
	sold	> €50k	> €25k	on request