



2025
EDINBURGH



SPONSOR DECK



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ABOUT THE ACADEMY OF INTERACTIVE ARTS & SCIENCES

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts its annual awards show, the **D.I.C.E. Awards**, to celebrate and honor creative accomplishments in the field. To further enhance awareness of the Academy's vision, the organization created the **D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit** in 2002, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression as they uniquely apply to the development of interactive entertainment. In 2013 the Academy launched **D.I.C.E. Europe** in London to cater to the European games market. We have more than 33,000 members, including Electronic Arts, Microsoft, Sony, Nintendo, Wargaming, Bethesda Game Studios, Ubisoft, Valve Software, Double Fine, Gearbox Software, Nexon and Insomniac Games, among others.

D.I.C.E. SUMMIT

(Design, Innovate, Communicate, Entertain) Summit is an exclusive conference, gathering the brightest minds in interactive entertainment to explore the creative process and discuss the ideas and innovations that drive the industry forward. D.I.C.E. is a premier networking event where, in addition to top-tier programming, attendees are provided maximum opportunity to form lasting professional connections.

Our flagship event is the **D.I.C.E. Summit** in Las Vegas during the month of February where we also host the industry renowned **D.I.C.E. Awards** celebrating the best in interactive entertainment. Past Summit speakers include JJ Abrams, Gabe Newell, Todd Howard, Cory Barlog, Neil Druckmann, and Marc Merrill to name a few.

D.I.C.E. EUROPE

D.I.C.E. is now in its 11th year in Europe and will be hosted September 15 to 17, 2025 at the **InterContinental Edinburgh the George, an IHG Hotel in Edinburgh, Scotland**. This 3 day event will make the most of the stunning surroundings, offering a relaxing, resort atmosphere in which attendees will be treated to insightful speaker programming and an intimate exchange of ideas. Attendees will participate in round table discussions hosted by top talent revolving around topical issues affecting the business and the art form. Attendees are encouraged to bring their spouse/significant other to participate in several networking events guaranteed to be great fun and part of an unforgettable experience.



FAWZI MESMAR
CREATIVE LEADER/AUTHOR



SAM LAKE
REMEDY ENTERTAINMENT

ARNE MEYER
NAUGHTY DOG



built to last

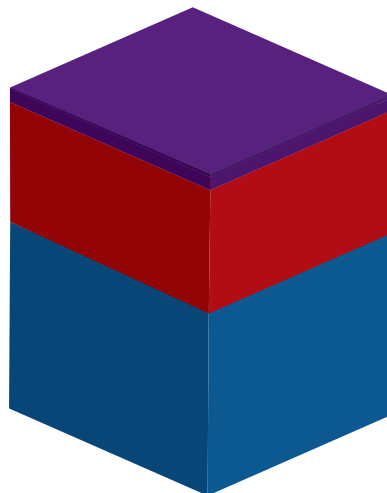
Looking at the pillars of sustainability, responsibility and technological innovation, this year D.I.C.E. will explore how we innovate for longevity and create with a conscience, moving toward a vibrant, resilient and responsible future.

How do we leverage cutting edge tools to empower without diminishing human talent? How do we foster continued growth without sacrificing wellbeing? Together we will examine the immediate and long-term strategies that best serve everyone and allow interactive entertainment to thrive, building world-changing immersive and inclusive experiences.



WHO ATTENDS D.I.C.E. EUROPE?

Attendees include major interactive entertainment publishers and developers along with some of the brightest and most influential industry leaders, decision makers and visionaries.



4% ASIA
37% EUROPE
59% UNITED STATES



13% MANAGEMENT
36% EXECUTIVE
51% C-LEVEL

NOTABLE PAST ATTENDING COMPANIES

20th Century Fox
2K Games
343 Industries
505 Games
Activision
Akamai
Amazon
Apple
Aspyr Media
AutoDesk
Avalanche Studios
Bad Robot
Bethesda
Bioware
Blizzard Entertainment
Capcom
CCP Games
Cisco
Creative Artists Agency
Curse
Dell
DeNA
Double Fine Productions
Dreamworks
EA Digital Illusions CE
EEDAR
Electronic Arts

Epic Games
ESA
Facebook
Gameforge
Gameloft
Gearbox Software
General Motors
Google
GoPro
GREE
Gunnar
Halfbrick Studios
Hansoft
Havok
High Moon Studios
High Voltage Software
Humble Bundle
IBM
IGDA
Insomniac Games
Intel Corporation
Irrational Games
Jagex Ltd
Kabam
Kojima Productions
Konami
LEGO Group

Machinima
Microsoft
Mirada Studios/Del Toro Films
MLB Advanced Media
MTV Networks
Naughty Dog
NBC Universal
Nexon
Niantic Labs
Nickelodeon
Nike
Ninja Theory
Nintendo
Nokia
NVIDIA
Obsidian Entertainment
Oculus VR
Penny Arcade
Playspan/Visa Inc.
Qualcomm Inc.
Ready at Dawn
Rebellion
Remedy Entertainment
Respawn Entertainment
Riot Games
Rockstar Games
Rovio Entertainment Ltd

Samsung
SEGA
Sledgehammer Games
Sony Interactive
Square Enix, Inc.
Sumo Digital Ltd.
SyFy
Take 2 Interactive
Telltale Games
Tencent
thatgamecompany
Treyarch
Triton
Turtle Beach
Ubisoft
United Talent Agency
Unity Technologies
Universal Pictures
Valve Corporation
Versus
Viacom
Visa Inc.
Wargaming
Warner Bros. IE
Wedbush Securities
Wizards of the Coast
WME/IMG



Electronic Arts



facebook




WHY SPONSOR D.I.C.E. EDINBURGH?

- SUPPORT AND GIVE TO THE PREEMINENT VIDEO GAME PROFESSIONAL ORGANIZATION
- UNPARALLELED INTERACTION WITH C-LEVEL INDUSTRY LEADERS
- INTIMATE NETWORKING WITH A KEY TARGET AUDIENCE
- MEANINGFUL CONVERSATIONS AT THE ROUNDTABLE EXPERIENCE
- ACCESS TO INFLUENTIAL MARKET LEADERS
- CUSTOM SPONSORSHIP PACKAGES
- BEAUTIFUL SEASIDE SETTING IN EDINBURGH, SCOTLAND



2024 SPONSORS



A photograph of three people sitting at a table in a brightly lit room, likely a conference or event. On the left, a man with dark hair is looking towards the center. In the middle, a man with glasses and a beard is smiling. On the right, a woman with long dark hair is also smiling. They are seated at a white table with various items on it, including a red sign that says "D.I.C.E. BY THE BILLBOARD", a small blue and white box, and some papers. The background is slightly blurred, showing other people and event structures.

Walk down the hall and you will see people who have been heavy hitters in the games community for ten or twenty years... the crème de la crème, that's who's here.

Mark Cerny
Cerny Games

D.I.C.E. is my favorite event.
It's the right size, it's the right tone.

Todd Howard
Bethesda Game Studios

D.I.C.E. offers game developers, big and small, the special opportunity to pull together as artisans and celebrate each other's remarkable contributions to the industry. I am proud to be an active contributor and a fan.

Andrew Sheppard
Transcend Fund

This is by far my favorite event of
the year, every year.

Shuhei Yoshida



TESTIMONIALS FROM SIGNIFICANT OTHERS

It was a wonderful rare chance to attend a conference with my husband. The venue (Barcelona, Spain) was beautiful, the conference organizers and staff were amazing and supportive and the bonus, was getting to meet other spouses.

Mel T.

D.I.C.E. Europe was a fantastic event that allowed me to get a glimpse of my s.o. hard at work, as well as meet the other spouses who support them. They took the time to weave us in throughout the day with amazing activities like a tour of the gothic quarter, jamon and wine tastings, and join our partners in the networking sessions. Barcelona was a beautiful setting for all of this to take place... So beautiful that he popped the question during D.I.C.E. Summit!

Emi B.

My wife is always travelling to conferences and I've never had a chance for various reasons. But this time I couldn't resist Barcelona, the W Hotel and the city are amazing. It was nice to have a chance to join my wife on a business trip and spend time with her.

Andrew A.

Barcelona is a very unique city where the Middle Ages easily mix with the Modern. I loved seeing the Picasso museum and viewing the incredible architecture of Gaudi. D.I.C.E. Barcelona is a fantastic way to meet new people in the industry and to experience a thriving city. I strongly recommend it.

Karen M.



2025 SPONSORSHIP PROGRAM AND RATES

D.I.C.E. EDINBURGH	Rate
Presenting Sponsor _____	\$ 50,000
Networking Welcome Event _____	\$ 20,000
Opening Night Party _____	\$ 35,000
Closing Night Reception _____	\$ 8,500
Roundtable Experience _____	\$ 15,000
Networking Breaks _____	\$ 7,500
Happy Hour _____	\$ 7,500
Lunch Sponsor _____	\$ 7,500

Additional Sponsorship Opportunities

D.I.C.E. Lanyard _____	\$ 10,000
D.I.C.E. Phone App _____	\$ 5,000
Attendee Tote Bag _____	\$ 10,000
Friend of the Academy _____	\$ 1,000

For questions regarding sponsorship and registration,
please contact:

MEGGAN SCAVIO
meggan@interactive.org





D.I.C.E. EDINBURGH PRESENTING SPONSOR

This level of sponsorship provides optimum exposure of your company to your peers.

Naming Rights

D.I.C.E. EDINBURGH Presented by: Your Company

Signage/On-site Marketing

- Branded premiere signage throughout the conference area, in all peripheral materials, and in all relevant press as “D.I.C.E. EDINBURGH Presented by Your Company”
- Your logo is prominently placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 4 D.I.C.E. EDINBURGH passes (hotel not included)
- 30% off additional passes (hotel not included)

2025 Package Rate: \$50,000

WELCOME NETWORKING EVENT: EDINBURGH SCAVENGER HUNT

Monday, September 15

Edinburgh Scavenger Hunt

- Roundtrip transportation from hotel to venue is included

Naming Rights

Welcome Event Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main area
- Opportunity to make welcome address at event luncheon
- Your logo on team signs
- Opportunity to name the teams

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$20,000

OPENING NIGHT RECEPTION

Tuesday, September 16

Kick off DICE Edinburgh with a reception the first night of the conference at the amazing Edinburgh Castle

- Heavy appetizers, beer, wine, and cocktails included.
- Roundtrip transportation is included

Naming Rights

Opening Night Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Sponsor branding and cocktail napkins at venue

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)
- 30% discount off additional passes (hotel not included)

2025 Package Rate: \$35,000

CLOSING NIGHT RECEPTION

Wednesday, September 17

Naming Rights

Closing Night Party Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Sponsor branding and cocktail napkins at venue

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$8,500

ROUNDTABLE EXPERIENCE

Tuesday, Wednesday - September 16 & 17

Naming Rights

Roundtable Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Logo loop projected on in room screens (video to be provided by sponsor)
- Branded table tops
- Branded roundtable signage
- Option for sponsor to "host" room
- Option for Sponsor to provide notebooks and pens

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$15,000

NETWORKING BREAKS

Tuesday, Wednesday - September 16 & 17

Naming Rights

Networking Break Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Branded signage during the networking breaks

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$7,500

HAPPY HOUR

Tuesday, September 16

Happy Hour takes place on the 16th, right after content.

Naming Rights

Happy Hour Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Sponsor branding and cocktail napkins at venue

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$7,500

LUNCH SPONSOR

Tuesday, Wednesday - September 16 & 17

Naming Rights

Lunch Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Opportunity to place handouts at tables
- Branded signage around lunch area and tables

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$7,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

D.I.C.E. EDINBURGH LANYARD

Naming Rights

Lanyard Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Your company logo on the lanyard

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$10,000

D.I.C.E. EDINBURGH PHONE APP

Naming Rights

D.I.C.E. EDINBURGH App Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Your company logo on the official app

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 1 D.I.C.E. EDINBURGH pass (hotel not included)

2025 Package Rate: \$5,000

ATTENDEE TOTE BAG

Branded tote bag with gift and opportunity to add sponsor provided item

Naming Rights

Attendee Gift Tote Sponsor

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Branded gift tote

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

Hospitality

- 2 D.I.C.E. EDINBURGH passes (hotel not included)

2025 Package Rate: \$10,000

FRIEND OF THE ACADEMY

Naming Rights

Friend of the Academy

Signage/On-site Marketing

- Your logo is placed throughout the D.I.C.E. EDINBURGH venue for the length of the conference in a logo banner sign in the main hallways and in the conference ballroom
- Your company logo on conference signage

Academy Exposure

- Logo on D.I.C.E. website linked to sponsor site
- Logo on D.I.C.E. Phone App

2025 Package Rate: \$1,000



DICE

ACADEMY
OF
INTERACTIVE ARTS & SCIENCES

MEGGAN SCAVIO
PRESIDENT
MEGGAN@INTERACTIVE.ORG