

MEANINGFUL PLAY 2022

October 12-14, 2022 // Michigan State University, East Lansing, Michigan, USA

**350+
AUDIENCE
PARTICIPANTS!**

International
Academics,
Designers, Students,
Industry
Experts

Whether designed to entertain or for more “serious” purposes, games have the potential to impact players’ beliefs, knowledge, attitudes, emotions, cognitive abilities, and behavior. Meaningful Play 2022 is an interdisciplinary conference that explores the potential of games to entertain, inform, educate, and persuade in meaningful ways. The conference will include over 50 sessions including thought-provoking keynotes from leaders in academia and industry, peer-reviewed paper presentations, panel sessions (including academic and industry discussions), innovative workshops, roundtable discussions, exhibitions of games, and several social events.

WHY SPONSOR

Sponsorship provides an excellent way for you to raise awareness of your organization, including its mission, products, and/or services and connect with the conference attendees, including members of the industry, government officials, university faculty, and students, as well as the visitors to conference website. Sponsorship positions your company as a supporter of Meaningful Play 2022, hosted by Michigan State University.

If you have any questions about Meaningful Play 2022 or sponsorship opportunities, please contact:

Kim Williams, 404 Wilson Road, Room 209, East Lansing, MI 48824, Tel: 517-432-1412, email: kkersten@msu.edu

Sponsoring is
easy and convenient:
<http://bit.ly/mpsponsor>



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SPONSORSHIP LEVELS



PAST SPONSORS:

- Jackson National Life Insurance Company
- Microsoft
- Twitch
- Inclusive Game Dev Initiative
- AT&T
- The Michigan Film & Digital Media Office
- Quello Center
- Age of Learning
- MSU Federal Credit Union
- Deep Silver Volition
- Filament Games
- Pixo Group
- Gree
- Michigan Department of Natural Resources
- MSU Hub for Innovation in Learning and Technology
- Michigan Technology Network (Lansing)
- University Outreach & Engagement at MSU
- Digital Innovation Institute (LCC)

PREMIERE SPONSORSHIP (\$10000) - *Only 2 available*

- Top tier placement of name and logo in online conference materials and conference program
- Designated as a premiere sponsor of the conference
- Logo included in conference signage at the event
- Marketing collateral of your choice placed around the conference
- Your branding listed on the conference website
- An optional (up to full page) ad in the conference guide
- An optional table placed in the conference exhibition area
- Up to 10 All Access Passes to the conference

PLATINUM SPONSORSHIP (\$5000)

- Second tier placement of name and logo in online conference materials and conference program
- Designated as the sponsor of a conference “special event”, such as a key note, poster session, closing lunch, or the conference party
- Logo included in conference signage at the event
- Marketing collateral of your choice placed around the conference
- An optional (up to half page) ad in the conference guide
- An optional table placed in the conference exhibition area
- Your branding listed on the conference website
- Up to 5 All Access Passes to the conference

GOLD SPONSORSHIP (\$2500)

- Third tier placement of name and logo in online conference materials and conference program
- Designated as a sponsor of one of the conference breakfasts
- Marketing collateral of your choice placed around the conference
- An optional table placed in the conference exhibition area
- Logo, description, and link to your site listed on the conference website
- Up to 3 All Access Passes to the conference

SILVER SPONSORSHIP (\$1000)

- Fourth tier placement of name and logo in online conference materials and conference program
- Your branding listed on the conference website
- 2 All Access Passes to the conference

BRONZE SPONSORSHIP (\$500)

- Fifth tier placement of name and logo in online conference materials and conference program
- Your branding listed on the conference website
- 1 All Access Passes to the conference

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