



2016 Sponsor Proposal

what is.... GR8bit Live!

In short, GR8bit Live! is a yearly event in West Michigan that raises money for charity. But we are much more than that!

HISTORY

Founded in 2012 by Mark Lago, GR8bit Live! was a means to raise money for the Helen DeVos Children's Hospital to update their gaming area for the kids. This came about because one of Mark's students had recently had a stay at the Hospital, and even though his stay was pleasant, he said that there weren't quite enough games in the game room for everyone. So, Mark took it upon himself and his band 'Playing with Power', to put on a charity concert with other video game music cover bands from across the states to raise money for the Helen DeVos Children's Hospital to purchase new games and gaming equipment for the kids.

TODAY

Three years later GR8bit Live! has seen an explosion of growth and support from the West Michigan community. With almost 800 combined followers on Facebook and Twitter, and a convention event at the DeVos Place in 2015 that saw an attendance of over 750 people come through the door, GR8bit Live! has definitely been getting attention and expanding!

FUTURE

2017 we are planning on return to the DeVos Place for another big convention event. We are also planning other smaller events to put on throughout the year (high score challenges, swap meets, etc) to spread the word of GR8bit Live!, and to also help raise funds to put on our main event.

Our goal is to reach a point where we can have a yearly convention with bands, vendors, lots and lots of games and prizes, special guests and of course, tons of fun!



WHAT WE DO

At it's core, GR8bit Live! is a video game music concert. Several bands from across the us coming together to play their own covers of some of the best video game music throughout history. An amazing group of talented artists that grew up loving video games as kids today do. It's a great way to do what you love, connect with kids in the West Michigan community, and help out local charities.

In 2015 GR8bit Live! made a huge leap to the DeVos Place. We had several bands, over 50 vendors, several open gaming stations, costume contest, two video game tournaments (Smash Bros. and Street Fighter V), and we even had Sony and Nintendo representatives come out and setup booths. This was a FREE event funded through Kickstarter and was a big success! Again, we had over 750 people come through the door and raised over \$2,000 for the Helen DeVos Children's Hospital.

Some other events we are planning on are weekly video game challenges and a yearly swap meet of vendors. These smaller events through the year would help our exposure and to help with funding our event. And also, we just have fun!



gr8bitlive.com

SPONSORSHIP

So by now I'm sure you're anxious to know how you can help!

First I'd like to say that the GR8bit Live! Committee is non-profit. Well, we are working on our non-profit status. The members do all our work pro-bono. Often spending quite a bit of out-of-pocket cash to make sure we are covering all our bases when needed. Even though our 2015 event was funded through Kickstarter, that isn't how we want to work ever year. So we need people like YOU, business and people in the community, to help sponsor our event. Through your donations we are able to cover costs for venues, bands, lodging, promotions, equipment, advertising and prizes.

\$300 SPONSORSHIP

LIMITED SPOTS AVAILABLE

- Business name/logo on event t-shirt, large and at the top
- Business name/logo on our website until next year's event
- Business name/logo on event posters that will be put up around Grand Rapids in business windows
- Thank you plugs during our event
- Monthly Facebook thank you posts, between the time of donation through next year's event, with either generic content, or supplied content by the sponsor.

\$100 SPONSORSHIP

FIVE SPOTS AVAILABLE

- Business name/logo on event t-shirt
- Thank you plugs during our event
- Three Facebook thank you posts, between the time of donation and one month after the event, with either generic content, or supplied content by the sponsor.



2016 Poster/Flyer with title sponsors at the bottom
(design not finalized)

GR8bit LIVE!

FRI & SAT JULY 1st & 2nd ▲ GRAND RAPIDS, MI

Friday, July 1st

Schuler Books - 2660 28th St SE, Grand Rapids • Xpm - Xpm

Saturday, July 2nd

Pyramid Scheme - 68 Commerce Ave SW, Grand Rapids • 5pm - Midnight



FEATURING

*PLAYING WITH POWER! ▲ SUPER GUITAR BROS.
KNIGHT OF THE ROUND
MAIL ORDER MONSTERS ▲ GIMMICK!
ARC IMPULSE ▲ THE RETURNERS*

THANK YOU TO ALL OUR MAJOR SPONSORS

HELEN DEVOS CHILDREN'S HOSPITAL ▲ WEST MICHIGAN BAND
SPONSOR ▲ SPONSOR ▲ SPONSOR ▲ SPONSOR
SPONSOR ▲ SPONSOR ▲ SPONSOR
SPONSOR ▲ SPONSOR ▲ SPONSOR ▲ SPONSOR

Front of 2016 shirt



Back of shirt with title sponsors large at the top (with logo if applicable)

GR8bit LIVE!
7/1-2/16

BENEFITING
Helen DeVos 
children's hospital

THANK YOU TO ALL OUR AMAZING SPONSORS!

YOUR LOGO/NAME HERE

YOUR LOGO/NAME HERE

YOUR LOGO/NAME HERE

YOUR LOGO/NAME HERE

YOUR LOGO/NAME HERE

YOUR LOGO/NAME HERE

YOUR LOGO/NAME HERE

YOUR LOGO/NAME HERE

CONTACT

So now that you're sold, what next? It's super easy! Simply shoot an email to:

jay.heinze@gr8bitlive.com

Let us know you're interested! Checks can be made to GR8bit Live! and we offer a receipt for your records and also a W-9 if required.

After that, simply stay in touch with us either through e-mail, or one of our social media outlets:

facebook.com/gr8bitlive

twitter.com/gr8bitlive

gr8bitlive.com



gr8bitlive.com

On a more personal note, I'd like to say that working with the GR8bit Live! team these past two years has been amazing.

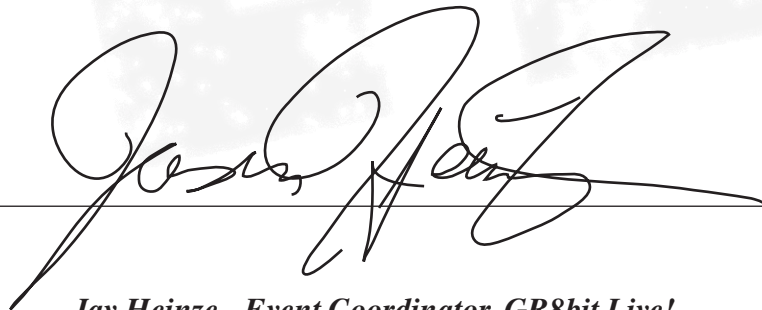
I recently moved here to Grand Rapids in December of 2013 for a new job, and early 2014 came across GR8bit Live! II. It was right up my alley! Video game music, good people, and all for a good cause. I was hooked.

After spending the evening taking photos and sharing them with the bands and with the venue, I was contacted by Mark of Playing with Power about being more involved with GR8bit Live! They were looking for someone to help with marketing and since I am a graphic designer and work in marketing, it was a perfect fit!

So that's how I got involved and I couldn't have asked for a better team to work with on this amazing event.

THANK YOU so much for your time and consideration in supporting GR8bit Live! and our cause. Like I said, we cannot do what we do without the support of people and businesses like you!

We thank you and our charities thank you!



Jay Heinze - Event Coordinator, GR8bit Live!





To Whom It May Concern:

This letter is to confirm that GR8bit Live is an approved event of the Helen DeVos Children's Hospital Foundation. Jay Heinze, Joe Harvey, and Mark Lago are the event coordinators.

The proceeds from this event will benefit Helen DeVos Children's Hospital in Grand Rapids, MI. Helen DeVos Children's Hospital was created in 1993 to fill a critical gap in West Michigan health care—the need for a hospital devoted to infants, children and adolescents. Our clinical teams of pediatric specialists, dedicated nurses and caring support staff members also include the pediatricians of tomorrow—medical students and residents in our physician training program. We provide exceptional care to every child who comes to us, regardless of ability to pay.

Thanks to the efforts of GR8bit Live and their generous donors, in the last two years we have been able to purchase almost \$4,000 in gaming equipment for our Child Life department. From games to controllers to new Wii U gaming systems, each item purchased helps bring joy to the patients and families we serve.

Please feel free to contact me should you have any questions about the validity of this event. I can be reached at 616.391.9125 or laurie.alighire@spectrumhealth.org.



gr8bitlive.com

