



Sponsorship



Animex stats*



1,200+
delegates



200+
online
international
delegates

1000+
fans



400+
professionals

800+
students



All schools in
the Tees Valley
Combined
Authority

*based on 2019 attendance data and projected to factor in larger venue and bigger programme. Animex 2020 and 2021 were both virtual due to the pandemic.

Sponsors 2021



#RaiseTheGame
Diversity Pledge



SQUARE ENIX

KUCHEZA



NORTHFORGE.



Lucid



INSOMNIAC
GAMES



Making the Leap.



OMDIA



Swag Bag Sponsor £200

- > **One free Animex Pro Pass to the event**
(access to all events including the Industry Lounge for networking).

- > **Your logo on the animex.tees.ac.uk website**
(linked to your website).

- > **Promotional take-aways for visitors to add to their swag bag.**



Interested? Please get in touch
scedt-events@tees.ac.uk

Merchandise Vendors £300

- > A 2mx1m space to sell merchandise.
- > Table and chairs, power supply and wifi provided.
- > Prominent position in Middlesbrough Town Hall for the duration of the festival.
- > One advert on our Animex social media channels.
- > Your logo on the animex.tees.ac.uk website (linked to your website).
- > Your participation announced through University and Animex social media accounts (Twitter, LinkedIn, Facebook).

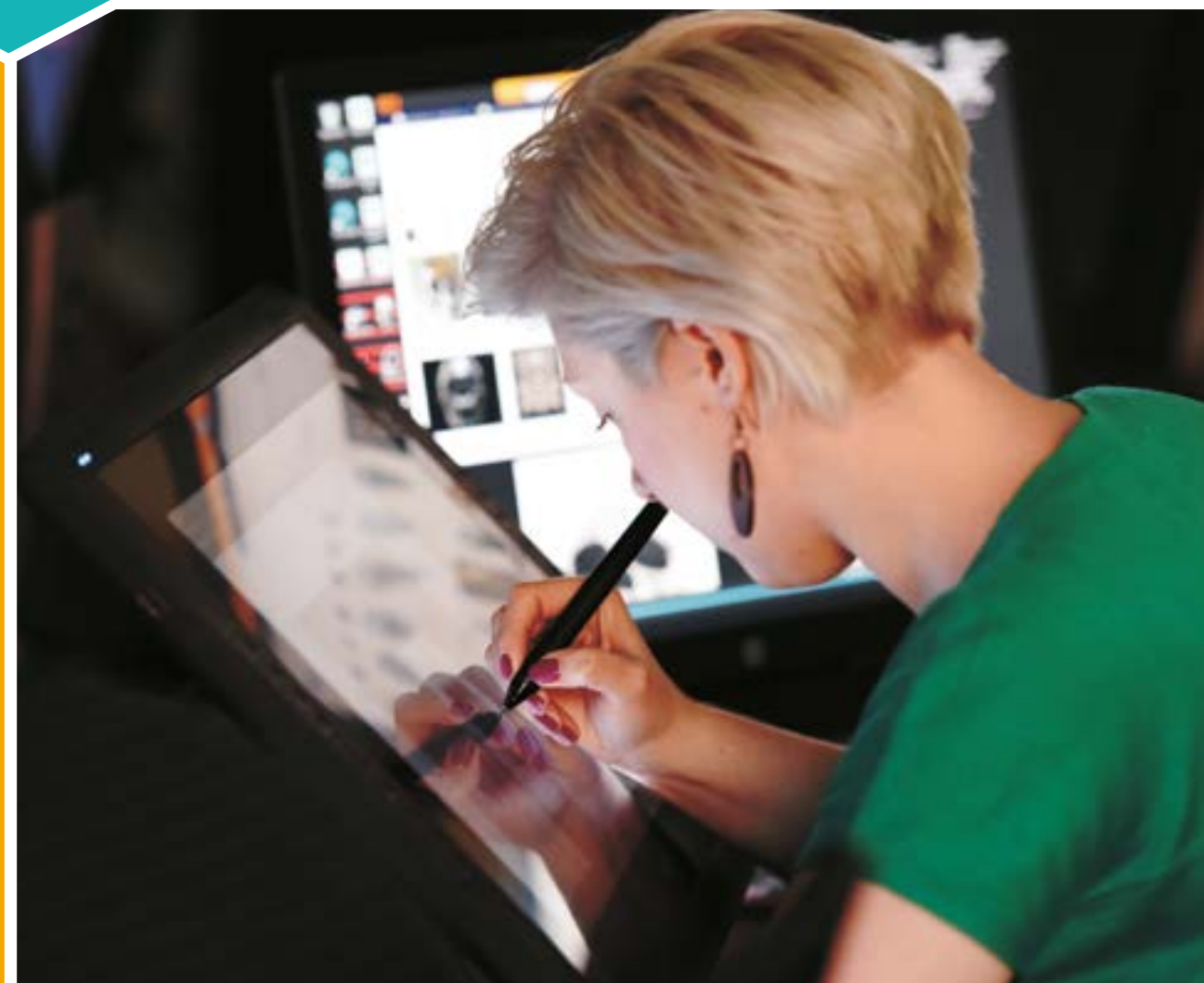


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Recruitment Sponsor £1,000

Animex runs alongside ExpoTees, our final year showcase of student work to industry (tees.ac.uk/expotees), providing speakers and Animex passholders an opportunity to view the work of the next generation of animators, artists and games creators. The exhibition takes place on Wednesday 18 May 1.00pm-5.00pm.

- > **Two free Animex Pro Passes to the event**
(access to all events including the Industry Lounge for networking).
- > **Recruitment stand at the event in a prominent position alongside exhibiting AVFX, games and concept art students.**
- > **Your own room for interviewing students or to act as a base during the event.**
- > **A runner to support you for the duration of ExpoTees.**
- > **Lunch and refreshments served in your room.**
- > **Support with shortlisting and arranging interviews outside of the event.**
- > **Your logo on the animex.tees.ac.uk website**
(linked to your website).
- > **Your participation announced through University, Animex and ExpoTees social media accounts** (Twitter, LinkedIn, Facebook).



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Animex Academy Sponsor £1,000

Support our mini Animex programme delivered in schools and Animexperience, our stop-motion film workshop and red carpet screening of the films made by participating school children.

- > **Present a prize and certificate to children at Animexperience.**
- > **Named within any press releases to regional and national press** (copy placed on animex.tees.ac.uk and tees.ac.uk).
- > **Feature in one of our business digital newsletters to 700+ businesses.**
- > **Your logo on the animex.tees.ac.uk website** (linked to your website).
- > **Your participation announced through University and Animex social media accounts** (Twitter, LinkedIn, Facebook).



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Software Trial Sponsor £1,500

- > **Two free Animex Pro Passes to the event**
(access to all events including the Industry Lounge for networking).

- > **Free access to a trial version of your software for the duration of the event.**

- > **One advert on our social media accounts**
(Twitter, LinkedIn, Facebook).

- > **Exhibition stand in a prominent position at the event.**

- > **Your logo on the animex.tees.ac.uk website**
(linked to your website).

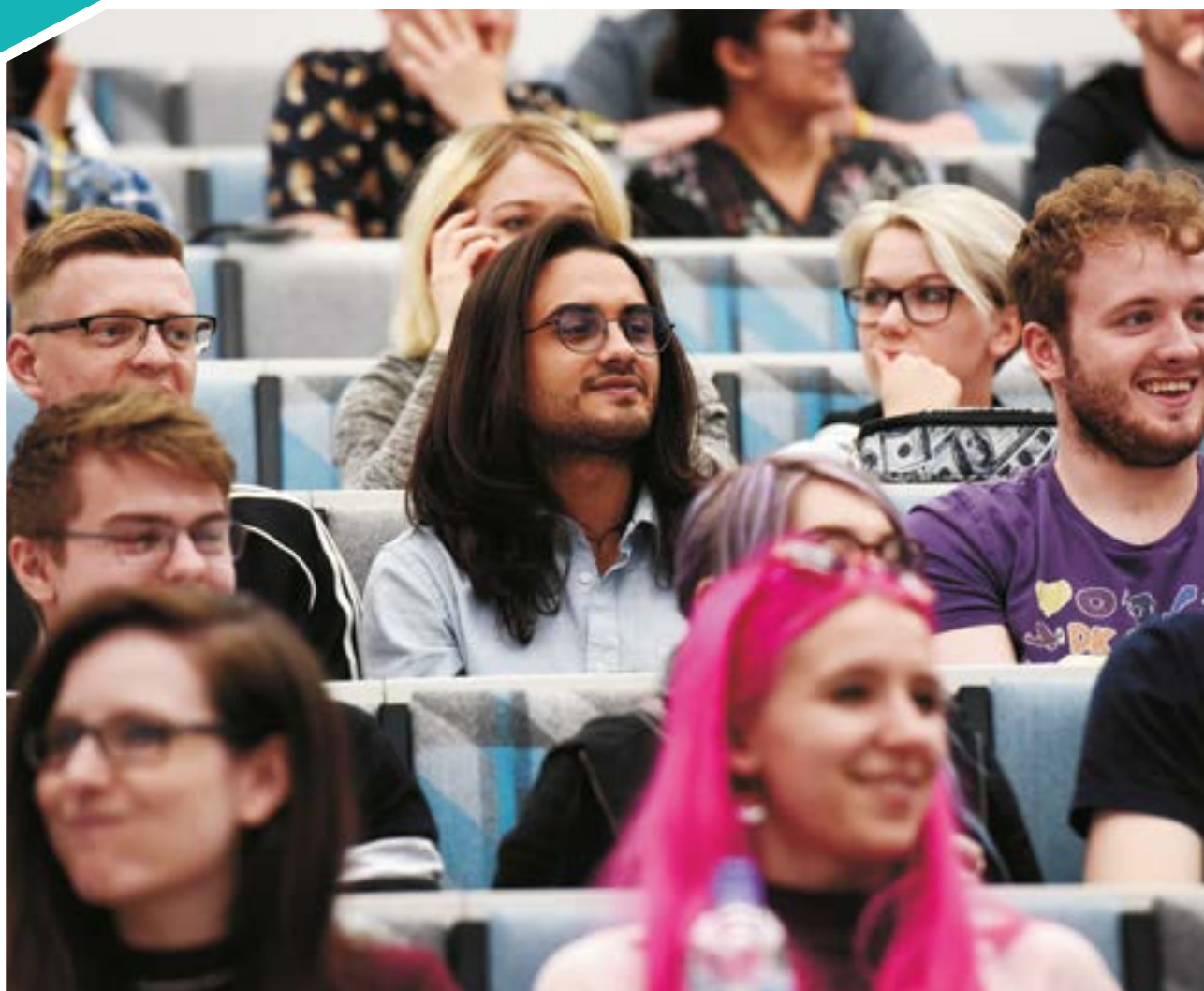
- > **Your participation announced through University and Animex social media accounts** (Twitter, LinkedIn, Facebook).



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Festival Sponsor £2,000

- > **Animex Pro Passes x5**
(access to all events including the Industry Lounge for networking).
- > **Named within any press releases to regional and national press**
(copy placed on animex.tees.ac.uk and tees.ac.uk).
- > **Feature in one of our business digital newsletters to 700+ businesses.**
- > **Thanked by name in the welcome video.**
- > **Exhibition stand in a prominent position at the event.**
- > **Your logo on the animex.tees.ac.uk website**
(linked to your website).
- > **Your participation announced through University and Animex social media accounts** (Twitter, LinkedIn, Facebook).



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Animex Bus Studio Sponsor £2,000

- > **Have your game showcased on our coach and played by 16-18 year olds across Teesside.**

- > **Your logo will appear on the coaches vinyl wrap alongside Animex and Teesside University artwork and branding.**

- > **Access to official photos taken for your own marketing.**

- > **Your logo on the animex.tees.ac.uk website**
(linked to your website).

- > **Your participation announced through University and Animex social media accounts** (Twitter, LinkedIn, Facebook).



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Animex Trade Sponsor £3,000

- > **Trade exhibition stand in a prominent position at the event.**
- > **One advert a month to be placed on Animex social media accounts.**
- > **Animex Pro Passes x5**
(access to all events including the Industry Lounge for networking).
- > **45 minute pre-recorded talk to promote your studio or product, available online for the duration of the festival and for one month afterwards.**
- > **Promotional take-aways for visitors to add to their swag bag.**
- > **Your logo on the animex.tees.ac.uk website**
(linked to your website).
- > **Your participation announced through University and Animex social media accounts** (Twitter, LinkedIn, Facebook).



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Animex Conference Dinner Host £3,000

- > **Sponsored 'top' table at conference dinner for six colleagues.**

- > **Sponsored after-dinner toast.**

- > **Thanked by name at the opening of the event.**

- > **Opportunity to address guests during conference dinner welcome.**

- > **Your logo on the animex.tees.ac.uk website**
(linked to your website).

- > **Your participation announced through University and Animex social media accounts** (Twitter, LinkedIn, Facebook).



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