SPONSORSHIPS

LAS VEGAS
MARCH 11-15, 2026

DEMOGRAPHICS

FOR THE LARGEST BOARD GAME CONVENTION ON THE WEST COAST

Attendees

3,700

2025 CONVENTION ATTENDEES

4,000

2026 PROJECTED ATTENDEES

$75,000

MEDIAN INCOME

AGE RANGE

3% 0-20

8% 21-29

32% 30-39

31% 40-49

26% 50+

RESIDENCY

14% LAS VEGAS, NEVADA

3% NEVADA (OUTSIDE LAS VEGAS)

83%

TRAVEL FROM OUT-OF-STATE

67% WESTERN US (OUTSIDE NV)

13 % EASTERN US

2% CANADA

<1% OUTSIDE US / CANADA

35%

FIRST TIME BOARD GAME CONVENTION ATTENDEES

The Dice Tower youtube channel

350,000

SUBSCRIBERS

23,000

VIDEOS

Millions

OF VIEWS EVERY YEAR

THE LARGEST BOARD GAME CONTENT CREATORS ON THE INTERNET

dicetowerwest.com

SPONSORSHIP

PREMIER SPONSOR

$7,500 *(2 available)*

Includes booth (20x20), with priority booth location selection
One hotel room Tuesday through Monday
Exclusive option to sell product at a table in Rotunda on Wednesday
8 badges total (demo or exhibitor)
Logo & link to your website on sponsor page of website
Logo on main event sponsor banner
Logo on sponsor page in program
Logo & link in 2 mailchimp eblasts
2 mentions on social media before event
1 full color banner in convention space
Full page ad in program *(or $500 credit towards program advertising)*
One pallet received and delivered with our shipping company
2 tickets to special DTW sponsor event
Includes one demo table

PROGRAM SPONSOR

$5,000 *(1 available)*

Includes back page program ad
plus one interior full page ad *(or $500 credit towards other program advertising)*
Mention on social media platforms
Logo & link to your website on sponsor page of website
Logo on main event sponsor banner
Logo on sponsor page in program
1 full color banner in convention space

SPONSORSHIP

CONVENTION BAG SPONSOR

$4,500 *(1 available)*

Bags will be created by DTW or 4000 approved bags can be provided in lieu of cost of sponsorship

Includes full color logo on front of the bag with Dice Tower West logo on back of the bag

4,000 game tote bags are created and distributed to attendees

Mention on social media platforms

Logo on website with link to your website

Logo on main event sponsor banner

Logo on sponsor page in program

1 full color banner in convention space

Full page ad in program
(or $500 credit towards program advertising)

LANYARD SPONSOR

$4,000 *(1 available)*

Lanyards will be created by DTW or 4000 approved lanyards can be provided in lieu of cost of sponsorship

Includes full color logo on lanyards for badge holders

4,000 lanyards are created and distributed to attendees

Mention on social media platforms

Logo & link to your website on sponsor page of website

Logo on main event sponsor banner

Logo on sponsor page in program

1 full color banner in convention space

Full page ad in program *(or $500 credit towards program advertising)*

dicetowerwest.com

SPONSORSHIP

CONVENTION SHIRT SPONSOR

$2,000 *(1 available)*

Includes logo placement within the T-shirt design, see diagram, your choice of position

Logo printed on the T-shirt will be one color of our choice (one of the four colors printing on the shirts)

Number of T-shirts to be print and sold will depend on sales

Logo on main event sponsor banner

Logo on website with link to your website

Logo on sponsor page in program

1 full color banner in convention space

May differ slightly

CUSTOM SPONSORSHIP

negotiable

If you have an idea for promoting in a way we don't have listed, share it with us. We will work with you to help make your idea a reality.

AREA SPONSORS

DEMO ZONE SPONSOR

$2,000 *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

HOT GAMES SPONSOR

$2,000 *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

VIP (VIG) SPONSOR

Provide 150 games

Company to be responsible for shipping games to DTW

Logo on VIG page in program

1/4 page Game Advertorial in program featuring the game

1/2 page ad in program *(or $300 credit towards program advertising)*

AREA SPONSORS

PLAY TO WIN SPONSOR

$2,000 *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

PLAY TO WIN / LIBRARY GAME INCLUSION

You provide a game to be included in the Play-to-Win lineup and a game for the DTW library

You receive:

Inclusion in the play-to-win section of the program

Inclusion in promotional materials for the play-to-win promotion

Immediate placement on the library shelf and inclusion in the library list

Games MUST arrive by February 2 to be included in this year's show

AREA SPONSORS

LIBRARY SPONSOR

$2,000 *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

SHOWS & PANELS ROOM SPONSOR

$2,000 *(1 available)*

Includes full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

AREA SPONSORS

EVENT CENTER SPONSOR

$3,000 *(1 available)*

Includes full color 8' x 10' sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

Full page ad in program *(or $500 credit towards program advertising)*

FLEA MARKET SPONSOR

$2,500 *(1 available)*

Includes full color sponsor banner at area

Ability to set up a table and sell product outside of flea market

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

AREA SPONSORS

PAINT & TAKE SPONSOR

You provide: Supplies for the Paint & Take room and staffing of the room

Sponsorship includes:

A full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

Logo included in the Paint & Take section of the program

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

AREA SPONSORS

PROTOTYPE CON SPONSOR

$2,000 *(1 available)*

You also provide: items for the daily drawings in the PrototypeCon Room, for example generic game pieces, blank playing cards, dice, etc.

Sponsorship includes:

A full color sponsor banner at area

Mention on social media platforms

Logo on website with link to your website

Logo on main event banner

Logo on sponsor page in program

Company name included on the cover of the PrototypeCon Schedule

2 tickets to special DTW sponsor event

1/2 page ad in program *(or $300 credit towards program advertising)*

A panel/lecture during the convention that is headed by your company with game designers that is promoted directly to the designers

6-foot table and 2 chairs in the PrototypeCon Room to promote your business directly to the designers *(an average of 65 game designers attend the PrototypeCon Convention. Table is available during exhibition hours. Retail sales at the table are not permitted.)*

Inclusion in emails sent directly to the designers who have attended the convention in the past *(a list of over 300 game designers)*