

THE HISTORIC  
DOCKYARD  
CHATHAM



40 YEARS  
1984-2024



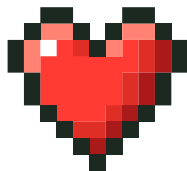
# MEDWAY GAMING FESTIVAL 2024

SPONSORSHIP PACK

#MGF24

START





15th & 16th June 2024

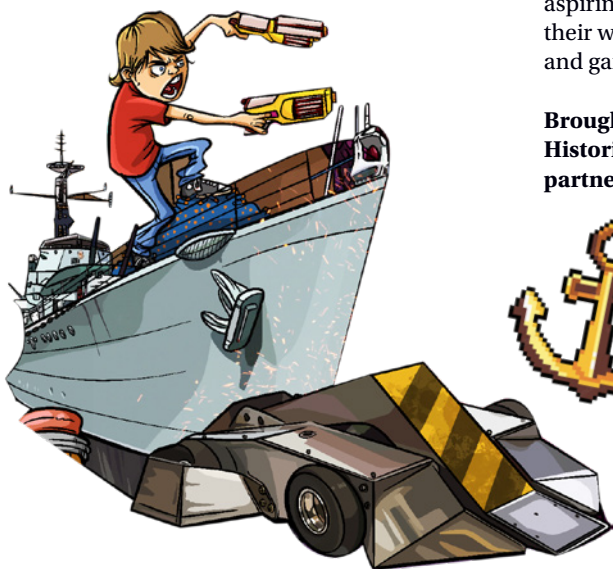
# INTRODUCING MGF24

*Where the unexpected happens!*

The Medway Gaming Festival aims to create a comprehensive and impactful event that addresses various aspects of the gaming industry and its influence on difference facets of society in a historic environment that promotes creativity and innovation.

Now in its third year, the MGF is an annual celebration of gaming culture, bringing together gamers, industry professionals and enthusiasts for a weekend of adventures. The MGF has been carefully curated to captivate and appeal to enthusiastic gamers of all ages and skill levels. It provides an opportunity for professionals and aspiring game developers to showcase their work, test it with a live audience, and gain quality feedback and insight.

Brought to you by the Chatham Historic Dockyard Trust in partnership with Fragers Ltd.





THE HISTORIC  
DOCKYARD  
CHATHAM



40 YEARS  
1984-2024



# OUR CHARITY

**We are an award winning charity with a track record of successfully unlocking heritage for public benefit.**

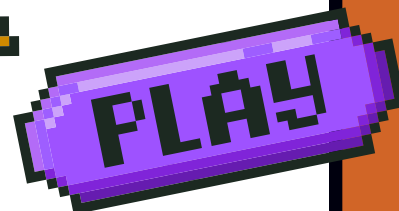
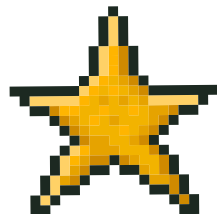
The Chatham Historic Dockyard Trust is a charitable organisation entrusted with the stewardship of The Historic Dockyard Chatham – an 80-acre conservation site encompassing 100 buildings and structures, 47 scheduled ancient monuments, and 54 listed Historic Buildings (Grade I, and Grade II\*).

We are recognised for outstanding delivery of our visitor attraction offer, youth education programme, film & photography hire, corporate hospitality and major capital development. Chatham Historic Dockyard Trust not only manages the preservation of The Historic Dockyard Chatham estate, but also cares for over 70,000 objects in its collection – ranging from archaeology, rigging, hand tools, machinery, to fine art and photography.

**Our work is recognised nationally and has led to a number of awards:**



40  
YEARS



40 YEARS  
1984-2024





# SPONSORSHIP OPPORTUNITIES



**Sponsorship is important to the success of the Historic Dockyard. Our sponsors can enjoy a flexible approach to partnership opportunities and a wide range of bespoke benefits designed to achieve their desired aims.**

We are always keen to partner with organisations where our brand values are aligned and we welcome an opportunity to discuss with you our sponsorship packages.

## EVENTS

Sponsoring one or several of our flagship events, Medway Gaming Festival, Salute to the 40s and Mission Christmas.

## EXHIBITIONS

Supporting our amazing exhibitions is a great way of raising awareness of your organisation over a 6-9 month period.

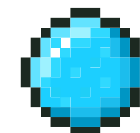
## EDUCATION

You can support us in delivering inspiring learning experiences for children from EYFS stage up to KS5.

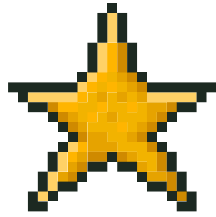
At The Historic Dockyard Chatham we pride ourselves on delivering a programme of events that provide innovative and creative experiences that resonate with a wide audience range, while also connecting them to an incredible 400 years of heritage over an amazing 80acre site. The historical architecture and maritime ambiance provides a creative environment for hosting art exhibitions, performances, cultural events, it is used as a popular filming location and provides a unique backdrop for creative expressions.

**For the Chatham Historic Dockyard Trust, the concept behind MGF is to create a platform for gamers and enthusiasts across Medway and beyond to come together and share their passion for gaming.**

The MGF provides visitors with a unique experience at the dockyard site for a huge range of gaming, cosplaying, and entertainment as part of a gaming extravaganza weekend. Gaming has transcended from a hobby to a culture and is one of the fastest growing industries with gaming being used as a primary outlet for socialising, the Chatham Historic Dockyard Trust is embracing the world of digital technology as a creative tool and a way to connect people.



# JOIN IN THE SUCCESS



The Medway Gaming Festival is building upon its growing success, 2023 saw a 39% increase in visitors and is set to attract 8,000 visitors in 2024.

We are inviting local organisations the opportunity to become a sponsor and join in the success of the MGF as its popularity grows.



## MGF24 OFFERS THE FOLLOWING:



### SKILLS & EMPLOYMENT

Building on partnerships with educational institutions to showcase STEM skill development and connecting with local STEM employers, linking career prospects and professional development in the industry. The MGF attracts young people who have a keen interest and skills in the digital world and could be looking for opportunities in education, training or employment.



### CREATIVITY

Embracing and promoting creativity, showcasing the creative work that is integral to the gaming and tech industries from artistic visual design, music composition, animation storytelling and immersive media. The MGF and Historic Dockyard Chatham naturally aligns and supports the Creative Medway agenda.



### POP CULTURE

Celebrating and exploring the intersection of gaming with popular culture such as film, TV, media, music and fashion, exploring retro gaming and integrating The Historic Dockyard Chatham as a filming location.



### FUTURE TECH

Showcasing cutting edge technologies and innovations in the gaming industry through interactive displays, exhibitions, demos and tech talks. Provides a platform for exploration and networking opportunities.



### HERITAGE & LEARNING

Dedicated to increasing the impact of The Historic Dockyard Chatham through innovative reuses and presentation of heritage assets to make it relevant to a wide audience while providing excellent experiences and inspirational learning for all.



### MILITARY CONNECTIONS

Connecting to military links of this historic site and local area through gaming and the military, including simulations and technologies used in training.



### HEALTH & WELLBEING

Promoting conversations around the impact of gaming on mental health and embracing neurodiversity in the gaming world. Promotion of physical movement through a wide range of games and activities. Generating a broader understanding about topical issues facing society and providing a responsible response.



### EQUALITY, DIVERSITY & INCLUSION

Creating an environment where everyone feels welcome through careful curation of the spaces and activities provided and promoting these values.



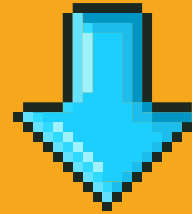
### SOCIAL VALUE

Fostering a sense of community and social responsibility by working with local suppliers, charities, clubs, societies and organisations in the local area to maximise a positive impact on the local area.



# WHY SPONSOR THE MEDWAY GAMING FESTIVAL?

The advantage of supporting the MGF are diverse:



## BRAND EXPOSURE

Medway Gaming Festival has experienced year on year audience growth. In 2024, visitor numbers are expected to reach 8,000.

## BRAND RECOGNITION

Our dedicated Marketing Communications team can integrate sponsor branding across digital and physical media. From logo placements, prominent exhibition stands and key-note speaker opportunities, we can tailor the offer to maximise your brand visibility.

## NETWORKING AND COLLABORATION

Connect and develop valuable links with industry leaders, professionals and reach potential customers, students or employees.

## TARGETED AUDIENCE

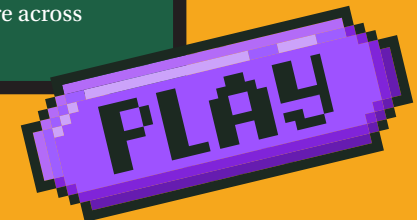
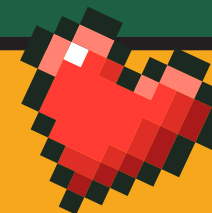
Reach a highly engaged and passionate audience of gamers and tech enthusiasts.

## SOCIAL VALUE

Underpin your corporate social value strategy and activities. We understand that every partnership is unique. The Chatham Historic Dockyard Trust has a strong track record of partnership collaboration that is mutually beneficial and most importantly has a long-lasting positive impact. We would welcome a conversation with you to customise a sponsorship package that aligns with your organisational goals and objectives.

## SOCIAL MEDIA AMPLIFICATION

Leverage our social media reach and engagement to amplify your brand message. Our dedicated Marketing Communications team can work closely with you to create engaging content and ensure maximum exposure across various platforms.

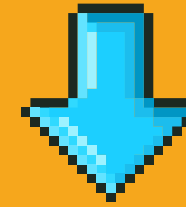


We understand that every partnership is unique. The Chatham Historic Dockyard Trust has a strong track record of partnership collaboration that is mutually beneficial and most importantly has a long-lasting positive impact. We would welcome a conversation with you to customise a sponsorship package that aligns with your organisational goals and objectives.

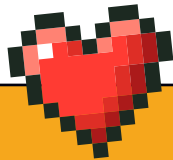


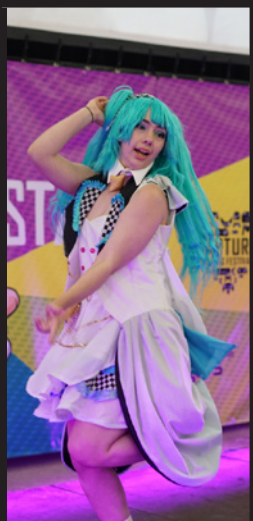
# SPONSORSHIP PACKAGES

Partnering with the Medway Gaming Festival provides a unique opportunity to showcase your brand to a captivated audience. We look forward to the possibility of working together to create a memorable and successful event. Thank you for considering the Medway Gaming Festival as a strategic partner

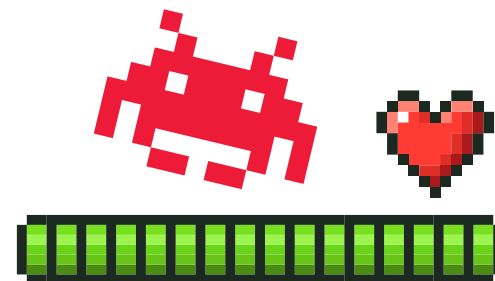


|            | ANCHOR  | PROPELLER  | SAIL  | ADMIRAL  |
|------------|---|--|---|--|
|            | Supporting Partner<br>£2500 +   | Event Contributor<br>£5000 +   | Official Event Partner<br>£10,000 +   | Title Sponsor<br>£25,000 (Exclusive Partnership)   |
| PRE-EVENT  | <ul style="list-style-type: none"> <li>✓ Prominent logo placement on promotional materials</li> <li>✓ Mention on MGF landing page (<i>on thedockyard.co.uk</i>) and link through to your own site</li> </ul>                  | <ul style="list-style-type: none"> <li>✓ Prominent logo placement on promotional materials</li> <li>✓ Mention on MGF landing page (<i>on thedockyard.co.uk</i>) and link through to your own site</li> </ul>                 | <ul style="list-style-type: none"> <li>✓ Featured in all press releases</li> <li>✓ Prominent logo placement on promotional materials</li> <li>✓ Mention on MGF landing page (<i>on thedockyard.co.uk</i>) and link through to your own site</li> </ul>  | <ul style="list-style-type: none"> <li>✓ Dedicated single point of contact from the team</li> <li>✓ Featured in all press releases</li> <li>✓ Prominent logo placement on promotional materials</li> <li>✓ Mention on MGF landing page (<i>on thedockyard.co.uk</i>) and link through to your own site</li> <li>✓ Social media shout outs &amp; dedicated posts</li> </ul>   |
| IN EVENT   | <ul style="list-style-type: none"> <li>✓ Prominent logo placement on all promotional materials</li> <li>✓ Exclusive naming rights to an activity within the event</li> <li>✓ Standard space in the exhibition area</li> </ul> | <ul style="list-style-type: none"> <li>✓ Prominent logo placement on all promotional materials</li> <li>✓ Exclusive naming rights to an activity within the event</li> <li>✓ Premium space in the exhibition area</li> </ul> | <ul style="list-style-type: none"> <li>✓ Prominent logo placement on all promotional materials</li> <li>✓ Exclusive naming rights to an activity within the event</li> <li>✓ Premium space in the exhibition area</li> <li>✓ Opportunity to provide a keynote speaker</li> <li>✓ Opportunity to host a tournament or panel</li> </ul> | <ul style="list-style-type: none"> <li>✓ Prominent logo placement on all promotional materials</li> <li>✓ Exclusive naming rights to main stage and tournament areas</li> <li>✓ Premium space in the exhibition area</li> <li>✓ Opportunity to provide a keynote speaker</li> <li>✓ Opportunity to host a tournament or panel</li> <li>✓ Opportunity to host your business network in Commissioner's House during the event</li> </ul> |
|            | <ul style="list-style-type: none"> <li>✓ <b>10 TICKETS</b> complimentary tickets for staff</li> <li>✓ 10% Discount code for staff / students</li> </ul>   | <ul style="list-style-type: none"> <li>✓ <b>25 TICKETS</b> complimentary tickets for staff</li> <li>✓ 25% Discount code for staff / students</li> </ul>  | <ul style="list-style-type: none"> <li>✓ <b>50 TICKETS</b> complimentary tickets for staff</li> <li>✓ 50% Discount code for staff / students</li> </ul>   | <ul style="list-style-type: none"> <li>✓ <b>100 COMPLIMENTARY TICKETS</b> for staff</li> </ul>   |
| POST EVENT |   | <ul style="list-style-type: none"> <li>✓ Sponsorship Evaluation Report provided</li> </ul>   | <ul style="list-style-type: none"> <li>✓ Sponsorship Evaluation Report provided</li> <li>✓ Complimentary meeting space for 1 meeting throughout the year.</li> <li>✓ 10 Complimentary tickets to other events held at The Historic Dockyard Chatham during 2024</li> </ul>  | <ul style="list-style-type: none"> <li>✓ Sponsorship Evaluation Report provided</li> <li>✓ Complimentary meeting space for 2 meetings throughout the year</li> <li>✓ 20 Complimentary tickets to other events held at The Historic Dockyard Chatham during 2024</li> </ul>   |





# KEY STATS



**50,000**

Followers engaged across our social media platforms

**39%**

The increase on visitor figures from the MGF held in 2022

**1.7M**

The number of views The Historic Dockyard Chatham website receives per year

**40,000**

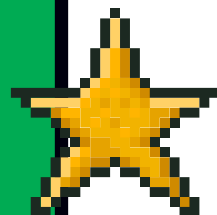
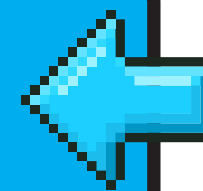
The number of page views MGF landing page received in 2023

**55%**

Of visitors to the 2023 MGF were new

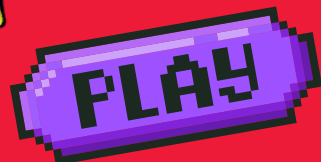
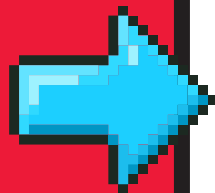
**8,000**

Visitors expected for 2024





# MGF24 OFFERS THE FOLLOWING EXCITING CONTENT



## GAMING EXTRAVAGANZA

Visitors can explore the latest and greatest in the gaming world with cutting edge technology, VR experiences and a diverse range of gaming platforms. From classic retro games to the hottest new releases, there will be something for every gamer.



## ESPORTS TOURNAMENTS

Witness intense esports battles as top players compete for glory and fantastic prizes. Whether you're a casual observer or a seasoned esports enthusiast, the adrenaline will be pumping.



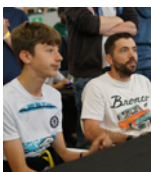
## COSPLAY

Unleash your inner geek and come dressed as your favourite gaming character. Join the cosplay parade, compete in the costume contest, meet like-minded enthusiasts who share your passion for all things geeky.



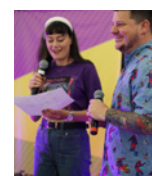
## TECH ZONE

Step into the future with our Tech Zone partners, showcasing the latest innovations in gaming hardware, software, and virtual reality. Test out the coolest gadgets and see what the future of gaming has in store.



## MGF LAN PARTY

Get ready for an epic gaming experience like never before! MGF LAN Party is here to bring gamers together for an unforgettable weekend of non-stop action, camaraderie, and intense competition.



## SPECIAL GUESTS

TO BE CONFIRMED

Rub shoulders with gaming industry professionals, influencers, and special guests. Get the inside scoop on upcoming releases, industry trends, and maybe even snag an autograph or two.



## MILITARY SIMULATIONS

Immerse yourself in the world of military simulations. From flight simulators to ground operations, test your skills in realistic scenarios and feel the adrenaline rush of a true warrior.



## TABLE TOP GAMES

Whether you're a seasoned dungeon master or a first-time player, the Medway Gaming Festival welcomes all adventurers. Bring your dice, gather your party, and let the tabletop adventures begin.



## BATTLE ROBOT ARENA

Join the Battle Robot Arena, compete, and prove your robot's worth! The ultimate champion awaits. Also, join our DIY Robot Workshop to craft your masterpiece and test your engineering skills!



## NOT SO VIRTUAL

Take a break from the virtual realm and try your hand at the ancient art of axe throwing, step into the ring for a wrestling rumble, experience the thrill of gel blasting – a tactical and exhilarating team sport that combines strategy and marksmanship, dive into intense Nerf warfare in our breath-taking arena. Victory is just a foam dart away.

# PROPOSED CONTENT FOR MGF24

## KEY

-  MUSEUM SQUARE
-  RETROLAND: NO.3 COVERED SLIP LOWER LEVEL
-  NO.5 COVERED SLIP
-  SMITHERY COURTYARD
-  CHURCH
-  GALVANISING SHOP
-  TENNIS COURTS



### SMITHERY COURTYARD

- Battle Robot Arena
- Robot Workshops



### CHURCH

- Esports



### GALVANISING SHOP

- LAN Party



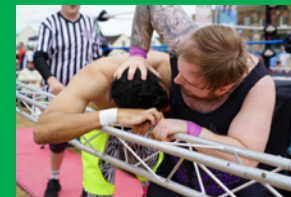
### NO.3 SLIP UPPER LEVEL

- VR Arena (18 VR Stations)
- Mixed Reality Green Screen Booths
- Free Play Stations
- Seated Experiences
- Arena VR



### RETROLAND: NO.3 COVERED SLIP LOWER LEVEL (100 Players)

- Retro gaming stations
- Unique Retro gaming Experiences
- Period Dioramas
- Arcade Zone



### MUSEUM SQUARE

- Food Zone
- Axe Throwing
- Wrestling Arena
- Gel Blaster Arena
- Bomb Disposal Robot Run
- Gamersbus (32 Players)
- Mediaeval Fighting
- Big Dockyard Games
- Life Sized D&D



### TENNIS COURTS

- NERF



### NO.5 COVERED SLIP

- Kids Gaming Zone (100 Players)
- Modern Gaming Zone (100 Players)
- Tournament Zone (60 Players)
- Retro Modern & PC Stations
- Military
- Table Top Games
- Interactive Zone
- Cosplay Village
- Traders/Merchandise
- Gaming Development Showcase
- Exhibitor Content
- Kids Gaming Stage
- Tournament Stage
- Cosplay Stage/Masquerade
- Content Creator/Education Stage
- Games Development Conference





THE HISTORIC  
DOCKYARD  
CHATHAM



**40 YEARS**  
1984-2024

# TO DISCUSS SPONSORSHIP OPPORTUNITIES

**TAMASIN JARRETT**

Event Producer  
Chatham Historic Dockyard Trust

Email: [tjarrett@chdt.org.uk](mailto:tjarrett@chdt.org.uk)

Mobile: 07990 543397

[thedockyard.co.uk](http://thedockyard.co.uk)

[www.medwaygamingfestival.co.uk](http://www.medwaygamingfestival.co.uk)

**#MGF24**