

The Hand Eye Society Ball



“[The Society Ball] bridges the gap between the high culture of the art world and the city’s indie videogame scene...” — **Metro News**

The first **Fancy Videogame Party** we threw was at the Art Gallery of Ontario, and last year we held the Hand Eye Society Ball at the Masonic Temple. We have been invited back to this gorgeous space, and once again **700 attendees** will get to enjoy a curated selection of indie videogames around the world.

The **Hand Eye Society Ball** is now a hotly anticipated annual fundraiser for the world’s first videogame arts organization, meeting the public demand and community excitement about a black tie videogame event. **We are reaching out to potential partners** who are looking to connect with an audience of tastemakers, commentators, technical talent and passionate enthusiasts in the game space.

» Sponsorship Details

TARGET DATE

Sat. Sept. 24th, 2016

VENUE

The Masonic Temple
888 Yonge Street

BUDGET

Artist Fees	\$1000
Curation and Coordination	\$5000
AV/Technical Setup	\$2000
Marketing/promotion	\$2000
Total costs	\$10,000

All Sponsors (\$1000+) get their logo on the poster, website, ticket, and program.

All Gold Sponsors (\$2500+)

get the above plus a block of 15 tickets, 2 tweets to our 2500+ Twitter followers and 2 mentions on our 1200+ Facebook group

Presenting Sponsor (\$5000+)

get the above plus a block of 30 tickets, also gets the back page of the program and an announcement email to our 1200+ email subscribers

» Who is the Hand Eye Society?

The Hand Eye Society is a videogame arts organization dedicated to supporting and showcasing video games made primarily as a form of creative expression. The not-for-profit provides audience development, education, creative opportunities, mentorship, knowledge sharing and inspiration to game creators, enthusiasts, and the game-curious.

PAST PARTNERS



The Hand Eye Society both initiated and have consistently innovated in making videogames an integral and respectable part of our broader cultural fabric... All of us, everywhere else in the world, are still simply following the trails they’ve blazed.

—Brandon Boyer, Chairman
Independent Games Festival



For more on the Hand Eye Society, see www.handeyesociety.com/about