



RFLAN SPONSORSHIP REQUEST:

I represent a large Perth-based Gaming organisation known as Red Flag Lan Fest, or RFLAN for short, as seen on Channel 9's "Just A Game" in early January 2004, and numerous shows on Access 31 and Channel 10. RFLAN brings the concept of a networked computer gaming event, otherwise known as a LAN, to the heart of Western Australia. We bring this action to gamers and people who just enjoy socialising to shoot it out over 2 action packed days every three months.

RFLAN is a strictly not-for-profit incorporated organisation that has been established for over 5 years. Our organisation relies on support from sponsors, volunteers and the West Australian gaming community in order to succeed. All income generated by RFLAN is used to pay for the event and any revenue remaining is invested in future events to improve the entertainment value and enjoyment of the participants.

We use an Australian First gigabit network consisting of Netgear and HP gigabit switches. We run five large events a year each for 400-500 attendees. The often sell-out events are typically held in February, April, July, October and December, covering an entire weekend.

Other important details about our upcoming events and RFLAN in general are available at our website at www.rflan.org. We recently launched a whole new design with significant improvements including a new ticket system which allows attendees to pay via credit card.

We write to you to request your consideration for sponsorship in any way you feel you can assist in the running of our next event.

By sponsoring RFLAN we offer you the following **benefits**:



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- *Exposure to the large number of people (~600) that are expected to attend the event which includes the computer enthusiasts themselves, spectators, families and on many occasions, TV crew and newspaper promoters.*
 - *The events are located at the Curtin Stadium Curtin University Bently, Perth Western Australia.*
 - *You will be advertised on our official website at www.rflan.org on every page and on an in-depth page as can be seen from the site. We can also post news items when your company has a special offer on a particular product or service.*
 - *You will be advertised in as many places as possible at the event. This includes the availability for you to play advertisements or film clips on our projectors and plasma screens throughout the duration of the event. You are also welcome to submit various items such as posters and free-standing displays for advertising.*
 - *The administration team take a large number of digital photographs during the event which will be published via our website. These include competition winners, overview shots and photographs where your equipment/goods are displayed.*
 - *After the event, you will receive a detailed event report that includes images where your business is prominent. These outline the event and promotes that you successfully sponsored our event, and can be proudly displayed in your store or your website.*
 - *A sponsor area is also designated at each event, where you can demonstrate products, set up brochures or advertising material, or simply come down and take part in the event.*
 - *Other benefits can be negotiated with our team if these choices do not suit you or your business.*

In return, the sponsorship we are requesting is in the form of anything you feel will help us in running the event. Some examples include:

- *Prizes for competition winners ie: hardware and software, entertainment or gaming products. Cash prizes are also welcome.*
- *Computer modification equipment*
- *Any promotional clothing or advertising material such as banners, posters, vouchers or promotional goods that advertise your business.*

We are able to pick up any equipment and advertising material from any business within the Perth metro area before the event.

We look forward to hearing from you when you make your decision. Please do not hesitate to contact me if you have any further questions regarding this request.

Kind Regards
Melynda Sheldon
Secretary / Sponsor Coordinator
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Red Flag Lan Fest Inc is a strictly not-for-profit organisation that relies on support from sponsors, volunteers and the West Australian gaming community to succeed. All income generated by Redflag is used to pay for the running of the event and any remaining revenue helps to fund future events and make each one bigger than the last.
