

**TOKYO  
GAME SHOW  
2024**

**TOKYO GAME SHOW 2024  
Official Management Staff T-Shirts  
Call For Sponsorship  
(For Non-Gaming Companies)**

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Nikkei BP TOKYO GAME SHOW  
Management Office

## ~Sponsorship Outline~

TOKYO GAME SHOW (TGS) 2024 is calling for sponsors to support the "TGS Official Management Staff" who will guide visitors to the venue and provide guidance (limited to one sponsor only \*excluding game-related companies). As a benefit to the sponsor, the sponsor's logo will appear on the "TGS Official Management Staff" T-shirts.

If you are a company that would like to increase your company's presence among the trade visitors and game fans visiting TGS2024, we hope you will take advantage of this opportunity.

- Approximately 1,500 TGS official management staff will support visitors and exhibitors for the four days of the exhibition by providing a variety of services such as site guidance, reception, guidance, and interpretation.



## | Sponsorship Menu

### ● JPY 5,500,000.- (tax inclusive)

- Logo on T-shirts (Worn by about 1,500 total staff members )

Duration: Event Dates (4 days from September 26 to 29) + preparation days (from September 25)

※ Logo image: see next page

### • Other Logo Placement Locations

- ① TGS Official Website for Visitors (to be disclosed in July)
- ② Floor Map at Physical Venue
- ③ Floor Map Guide for distribution at the venue

### ◎ Notes ◎

- This will be a special sponsorship, so the menu will be limited to one company only.

- General companies (non-game related) are eligible for sponsorship.

※ Game-related companies cannot sponsor.

※ Infrastructure companies, or solution providers, etc. may be eligible for sponsorship, so please contact TGS Management Office.

- If more than one company applies, TGS Management Office will make the selection.

- Logo will be in ONE color.

※ Assume black or white letters as there may be more than one T-shirt color.

- Please note that although we will check the listing in advance, we are unable to confirm the actual product.

- In addition, products related to gambling, alcoholic beverages, cigarettes and other tobacco products, prohibited drugs, adult content, consumer credit, weapons and arms, and other anti-social activities are not allowed. For details, please refer to the CESA Global Policy (<https://www.cesa.or.jp/compliance.html>).

## | Closing Date for Application

● June 28 (Fri)

## | Schedule ※The below schedule is subject to change.

- July 19 (Fri) : Logo Data Submission
- July 30 (Tue) : Proofreading  
sample image submission
- August 2 (Fri) : Proofreading  
sample image return
- August 6 (Tue) : Resubmission of  
Sample Image
- August 8 (Thu) : Return of 2<sup>nd</sup> Proof
- August 9 (Fri) : Closing To Finish

To Contact / To Inquiry  
Nikkei BP TGS Management Office  
[tgs-ope@nikkeibp.co.jp](mailto:tgs-ope@nikkeibp.co.jp)

## | Logo on Staff T-shirts (Image)

