



SPONSOR PITCH DECK

PLAY CREATE COLLABORATE

Norwich Games Festival is a celebration and exploration of 'all things games' for community, education and industry.

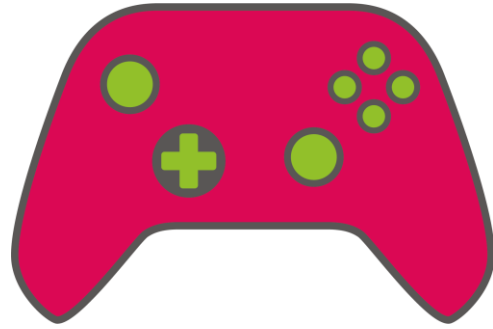
Could you be a part of making this great event even better?

Presented by:

the
forum

Lead Partner:

NORWICH
UNIVERSITY
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#NGF26 will take place between **Saturday 23 – Saturday 30 May 2026.**

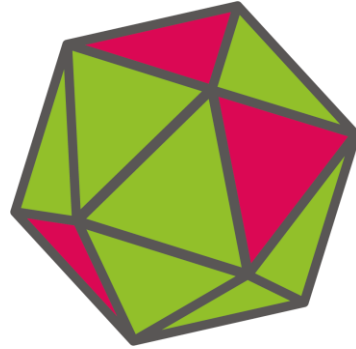
The Festival, presented by The Forum and supported by Lead Partner, Norwich University of the Arts, is full of hands-on gameplay, industry panels and talks, interactive workshops and designer and developer showcases, held at The Forum and at local partner venues.

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Over **40,000** people attended NGF25 over the 6-day Festival.

Visitors ranged from families, students and local games and tech organisations and community groups. Over 25% of visitors identified as disabled with over 30% identifying as being neurodivergent.

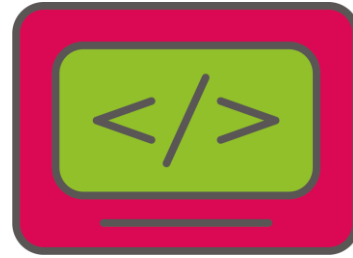
Norwich Games Festival supports **creativity, education**, nurturing **career** aspirations and supporting the local creative and tech **economy**.

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NGF26 will be promoted across **The Forum Norwich** and **Norwich Games Festival** digital platforms.

	16.7K	38.5K	7.5K	2.4K	5.1K
					
					

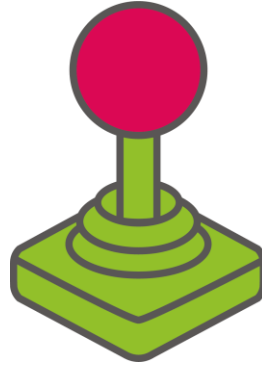
Figures accurate as of October 2025

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NGF25 received incredible feedback from attendees and contributors...

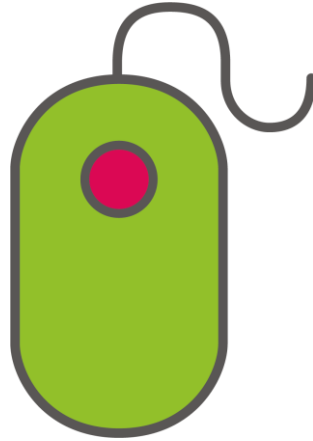
- Over **97%** of attendees enjoyed Norwich Games Festival 2025
- Over **60%** of attendees came to Norwich specifically or in part to attend NGF
- Over **45%** of attendees visited the Festival more than once
- Over **35%** of attendees said they work in or want to work in games
- Collaborated with **125** unique contributors

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Would you like to sponsor Norwich Games Festival?

We have various sponsorship packages available and offer bespoke options depending on your organisation's needs.

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NGF 3-YEAR SPONSOR

- Co-branding on all relevant marketing materials
- Dedicated exhibition space in The Atrium for the duration of the Festival
- Support from The Forum's Marketing Team in the run up and during the Festival
- Prominent company logo in The Forum in the run up and duration of the Festival
- Opportunity for speaker introduction by the sponsor
- Free entry to ticketed events*
- Access to relevant feedback and evaluation, such as footfall and anonymised survey data
- Access to relevant photos and video content
- Up to 10% discount* on venue hire at The Forum for 12 months from 1 June 2026.

(*conditions apply)

These packages cost between £2500 - £12000 per year for 3 years

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Lead Partner:

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NGF 3-YEAR SPONSOR: INSERT CREDITS

The preferred deadline for our 1-year sponsorship is **Friday 16 January 2026**.

Only three 3-year sponsorship packages are available, and they will be agreed to on a first-come, first-serve basis.

You will receive up to a 10% discount on all venue hire at The Forum for 12 months after NGF26*

(*conditions apply)

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Lead Partner:

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NGF 1-YEAR SPONSOR

- Your branding on relevant print and digital marketing materials
- Dedicated exhibition space in The Forum for the duration of the Festival
- Support from The Forum's Marketing Team in the run up and during the Festival
- Your logo featured on NGF promotional material in The Forum spaces
- Opportunity for speaker introduction by the sponsor
- Free entry to ticketed events*
- Access to relevant feedback and evaluation, such as footfall and anonymised survey data
- Access to relevant photos and video content
- Up to 10% discount* on venue hire at The Forum for 12 months from 1 June 2026.

(*conditions apply)

These packages cost between £2500 - £10000

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Lead Partner:

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NGF 1-YEAR SPONSOR: INSERT CREDITS

The preferred deadline for our 1-year sponsorship is **Friday 16 January 2026.**

Only five 1-year sponsorship packages are available, and they will be agreed to on a first-come, first-serve basis.

You will receive up to a 10% discount on all venue hire at The Forum for 12 months after NGF26*
(*conditions apply)

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BESPOKE SPONSORSHIPS

Could include:

- Branding on relevant marketing materials
- Dedicated exhibition space at The Forum
- Access to feedback and evaluation, including agreed data such as footfall and anonymised survey data
- Opportunities for activity introductions by the sponsor, for relevant activity or events
- Up to 10% discount* on venue hire at The Forum for 12 months from 1 June 2026

(*conditions apply)

- Other opportunities are available, depending on package agreed.

These packages can be of monetary value or in-kind

There is no limit on the number of bespoke sponsorships available. Bespoke sponsors may support a day, theme, activity or guest / speaker – please get in touch by **Friday 16 January 2026** to discuss all potential options.

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What our Lead Partner and other sponsors said:

“Really impressed - well organised with a great set of exhibitors and agenda”

“Really well organised and attended event. Fantastic showcase of Norfolk's games industry”

“Superb attendance, great opportunity to promote support we had available and played really neatly into the mapping work we are doing to support and promote our regional gaming sector”

All sponsors will be invited to relevant networking opportunities, and to contribute to the shaping of future Festival content.

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Thank you for taking the time to explore #NGF26, one of the largest, free to attend games and technology festivals in East Anglia.

We look forward to working with you!

CONTACT

Please get in touch with Norwich Games Festival to discuss how you can be part of NGF26 and beyond!

The Forum office: 01603 727950 | Direct (Ellie Buchan): 01603 727696

games@theforumnorwich.co.uk

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