



BIG BUCK
HUNTER[®]
SPONSORSHIP
OPPORTUNITIES

➤ WHAT IS BIG BUCK HUNTER? ➤

THE WORLD'S FAVORITE HUNTING GAME!

Found in bars, restaurants, family entertainment centers and homes around the globe.

ONE OF THE BEST-SELLING ARCADE GAME FRANCHISES OF ALL-TIME!

More than 47,000 units sold since the series' inception in 2000.

A CULTURAL ICON FOR OVER 20 YEARS!

The brand has extended beyond the traditional arcade game to home consoles, mobile apps, plug-and-play games, pinball machines, slot machines... even beer cans and race cars!



≡ THE BIG BUCK UNIVERSE ≡



ARCADE 1 UP

BIG BUCK HUNTER MARKSMAN

BIG BUCK HUNTER

≡ A BIG BUCK HISTORY LESSON ≡

2000



BIG BUCK HUNTER

2002



BIG BUCK HUNTER
SHOOTER'S CHALLENGE

2005



BIG BUCK HUNTER
Call of the Wild

2006



BIG BUCK HUNTER
PRO

2007



BIG BUCK HUNTER
RELOADED

2009



BIG BUCK HUNTER
OPEN SEASON

2010



BIG BUCK
OF THE WORLD

2012



BIG BUCK
HD

2015



BIG BUCK
HD
WILD

2020



BIG BUCK HUNTER
RELOADED

GENERATION 1

GENERATION 2

GENERATION 3





➤ BIG BUCK HUNTER: RELOADED ➤

THE BEST BIG BUCK YET!

This current iteration of Big Buck Hunter includes:

- 10 Huntable Animals (150 Hunting Sites)
- 4 Story-Driven Campaign Modes



- Bow Hunting Mode
- Live Online Matchmaking
- Weekly Cash Tournaments
- 2,000+ Online-Connected Big Buck Hunter Arcade Games
- 808,000+ Registered Big Buck Hunter Player Accounts



≡ BIG BUCK WORLD CHAMPIONSHIP ≡



The annual Big Buck World Championship, a first-of-its-kind arcade Esports event, took place for a 13th year in October 2021 at Joe's Live in Chicago with **21,361 people** attempting to qualify for the competition.

The 2021 Big Buck World Championship was streamed live on the front page of Twitch to an audience of **over 91,000 viewers!**

The upcoming Big Buck World Championship in October 2022 will feature a massive two-day, double-elimination tournament, 128 finalists and a **\$100,000 prize pool!**



WORLD CHAMPIONSHIP RECAP



A central graphic for the Big Buck World Championship XIV event. The background is a dark, celebratory scene with green and gold confetti and light trails. At the top, the word "MARKSMAN" is visible on both sides. The central focus is a shield-shaped logo with a buck silhouette at the top, containing the text "BIG BUCK WORLD CHAMPIONSHIP XIV" in a stylized, metallic font. To the left of the shield, it says "powered by skillz". To the right, it says "JOE'S Live". Below the shield, the word "RECAP" is written in large, red, hand-painted letters on both sides. At the bottom of the graphic, the dates "OCTOBER 1ST-2ND, 2021" are displayed in white.

MARKSMAN

powered by **skillz**

BIG BUCK
WORLD
CHAMPIONSHIP
XIV

JOE'S
Live

RECAP

RECAP

OCTOBER 1ST-2ND, 2021



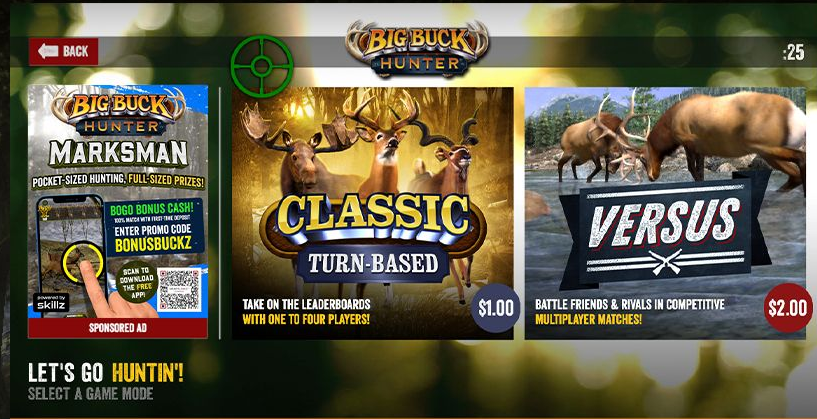
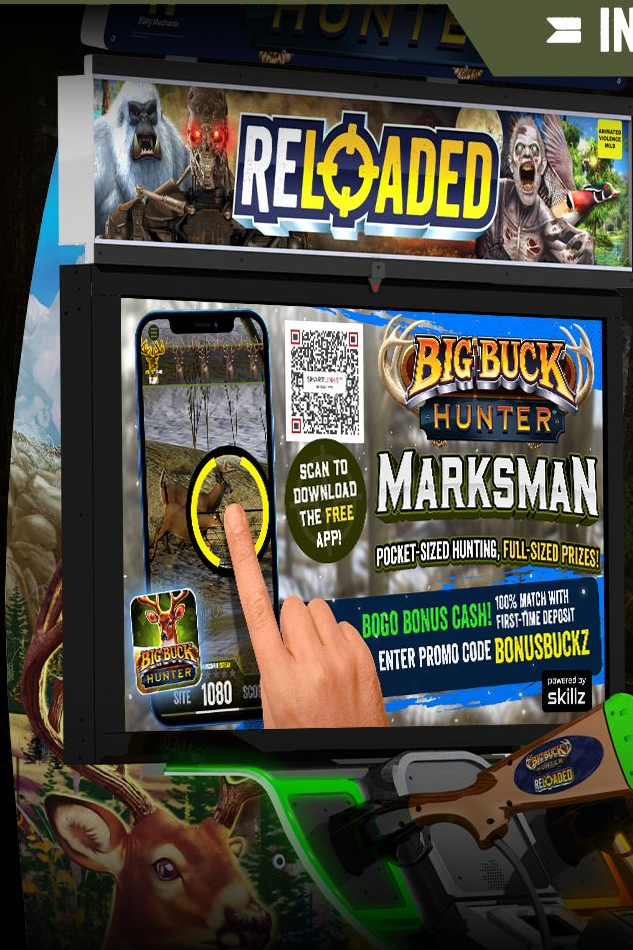


YEAR-ROUND OPPORTUNITIES!

This document does not represent all available partnership opportunities.

If we can dream it together, we can do it together!

≡ IN-GAME ADVERTISEMENTS ≡



All online-connected Big Buck Hunter arcade games feature in-game ad placements throughout the player experience, generating an average of **23 million total impressions per month!**



≡ BRANDED TOURNAMENTS ≡



**EMBRACE THE SPIRIT
OF COMPETITION!**

Present a limited-time, branded tournament across all online-connected Big Buck Hunter arcade games. Players interact directly with your brand while competing for prizes!

BUSCH BEER
BIG BUSCH CHALLENGE 2020

OCTOBER 1ST *thru* **31ST**

EVERY PLAY = 1 ENTRY
TO WIN 1 OF 25 **BUSCH COOLERS!**
A SUB MARK

BAG THE MAJESTIC GREAT WHITE BUCK
GET ENTERED TO WIN THIS →

WIN ME!

START DATE
08/24/20

TOURNAMENT
MODE
SPOTLIGHT

END DATE
09/24/20

PRIZE POOL

1ST PLACE	\$100.00	11TH PLACE	\$5.00	21ST PLACE	\$5.00
2ND PLACE	\$75.00	12TH PLACE	\$5.00	22ND PLACE	\$5.00
3RD PLACE	\$50.00	13TH PLACE	\$5.00	23RD PLACE	\$5.00
4TH PLACE	\$25.00	14TH PLACE	\$5.00	24TH PLACE	\$5.00
5TH PLACE	\$20.00	15TH PLACE	\$5.00	25TH PLACE	\$5.00
6TH PLACE	\$10.00	16TH PLACE	\$5.00		
7TH PLACE	\$5.00	17TH PLACE	\$5.00		
8TH PLACE	\$5.00	18TH PLACE	\$5.00		
9TH PLACE	\$5.00	19TH PLACE	\$5.00		
10TH PLACE	\$5.00	20TH PLACE	\$5.00		



≡ FREE PLAY CODES ≡

THANKS FOR COMING TO THE PRE-PARTY!

Jägermeister

YOUR NEXT GAME IS ON US!

PRESS BOTH START BUTTONS AT THE SAME TIME AND ENTER THIS CODE:

PLAY A ROUND ON US!

MOOSEHEAD Lager

CONQUER THE WILD

PRESS BOTH START BUTTONS AND ENTER THIS CODE:

0000-0000-0000

PROUDLY INDEPENDENT SINCE 1867
Enjoy Responsibly
©2014 Moosehead Brewing Company, Stoughton, VT
www.mooseheadbrewing.com

Play Mechanic

RAW THRILLS

A WIN-WIN FOR CUSTOMERS!
Incentivize product engagement with promotional codes redeemable for free plays on any online-connected Big Buck Hunter arcade game!



≡ WEB & SOCIAL INTEGRATION ≡

OLD WISCONSIN

HUNT FOR BETTER FLAVOR!

**EAT MEAT SNACKS.
HUNT FOR FREE.**

Sound too good to be true? Think again!
We've teamed up with our friends at Old Wisconsin™ to give you a tasty deal!
FREE GAMEPLAY on both Big Buck HD®
AND the Big Buck Hunter™ Pro: Tournament Edition mobile app!

Look for specially-marked packages and **GET HUNTIN'!**

WWW.BIGBUCKHD.COM/MEATSNACKS

Available on the iPhone
App Store

GET IT ON
Google play

BIG BUCK HUNTER HD

BIG BUCK HUNTER™ TE

Beef
MILD & SWEET
MILD & SWEET
MILD & SWEET

Turkey
MILD & SWEET
MILD & SWEET
MILD & SWEET

NEW!

NEW!

NEW!

NEW!

START A CONVERSATION!

Connect with the active Big Buck Hunter community through our social media platforms, email newsletters and official website!

59,000+ Social Media Followers

76,000+ Email Subscribers

8,300+ Monthly Website Visitors



➤ **BRANDED IN-GAME CONTENT** ⇐



**BECOME A PART OF THE
BIG BUCK HUNTER FRANCHISE!**

The Play Mechanix development team
will create customized, playable in-game
content centered around your brand.





**BIG BUCK
WORLD
CHAMPIONSHIP
SPONSORSHIP**

HIGH-IMPACT ACTIVATIONS!

≧ CHAMPIONSHIP ACTIVATIONS ≦



OUR PLAYERS ARE ENTHUSIASTS!

From product sampling to livestream advertisements to main stage signage to a title sponsorship, partner with the Big Buck World Championship to capitalize on the excitement surrounding the premier arcade Esports event of the year!



PARTNERSHIP CASE STUDY:



In 2019, Busch Beer and Big Buck Hunter launched an all-encompassing partnership featuring the following activations.

➤ BUSCH BEER X BIG BUCK HUNTER ➤

ON- AND OFF-PREMISE ACTIVATION

- Busch Beer-branded Big Buck Hunter arcade games created and sold to wholesalers nationwide
- Co-branded cans sold in retail locations included a QR code that directed players to an exclusive web-based game with the chance to win prizes, including a Busch Beer-branded arcade game



➤ BUSCH BEER X BIG BUCK HUNTER ➤

HUNTING FOR A CAUSE

- A branded tournament - the “Great White Buck Challenge” - with Busch Beer-themed prizes was available on all online-connected Big Buck Hunter arcade games
- Busch Beer-branded Big Buck Hunter player cards sold with proceeds supporting conservation efforts by the National Forest Foundation
- An accompanying in-game advertisement campaign that garnered **28,855,675 impressions**

An advertisement for the "Great White Buck Challenge". It features a blue background with a forest scene. At the top, it says "GET THE BUSCH BIG BUCK HUNTER PERMIT". In the center, there is an image of a "BIG BUCK HUNTER HUNTING PERMIT" player card. The card is orange and white, with a white buck's head on it. Below the card, it says "AND HELP PROTECT THE OUTDOORS." At the bottom, it says "ORDER NOW AT BIGBUCKHD.COM/BUSCH". There are logos for the National Forest Foundation and Busch Beer in the bottom corners.

➤ BUSCH BEER X BIG BUCK HUNTER ➤



BEER AND A SHOT

Big Buck Hunter free play codes were provided to customers who ordered Busch Beer at participating bars.



NASCAR WRAP

Big Buck Hunter branding adorned NASCAR star Kevin Harvick's car at the Southern 500 in Darlington, SC.



2019 CHAMPIONSHIP

Busch Beer had a major presence at the 2019 Big Buck World Championship held at the HyperX Esports Arena in Las Vegas.



PARTNERSHIP CASE STUDY:



In 2021, to promote the release of their new Big Buck Hunter: Marksman mobile game, Skillz was the presenting sponsor of Big Buck World Championship XIV.

≡ SKILLZ X BIG BUCK HUNTER ≡



MOBILE TOURNAMENT

A weekend-long tournament on Skillz' Big Buck Hunter: Marksman app for both on-site attendees and spectators at home featuring a \$5,000 top prize.



IN-VENUE SIGNAGE

Dedicated in-venue signage and areas, including the Skillz Big Buck Hunter: Marksman Mezzanine, Skillz VIP Lounge and a branded main stage.



LIVE & VIRTUAL HYPE

Promotion of Skillz and its services throughout both the live event and livestream productions.



≡ SKILLZ X BIG BUCK HUNTER ≡



SELF PORTRAIT PROJECT

A unique photo booth activation built into the cabinet of an old Big Buck Hunter Pro arcade game allowed attendees to snap and share fun memories.



SHIRT BRANDING

The Skillz logo was included on the sleeves of the popular event shirts provided to staff/qualified competitors and sold to attendees.



DIGITAL MARKETING

A total of 153 social media posts, 10 email newsletters and a 10-day in-game ad campaign that accumulated **5,703,278 impressions.**



The logo for the game 'Big Buck Hunter' is centered in the upper half of the image. It features the words 'BIG BUCK' in a large, bold, yellow font with a blue outline and a metallic sheen. Below this, the word 'HUNTER' is written in a smaller, yellow font with a blue outline, set within a dark blue, metallic-looking banner that has two screws on either side. The entire logo is framed by a pair of large, light-colored antlers. The background is a lush, green forest scene with trees and a path.

BIG BUCK
HUNTER®

THANK YOU!