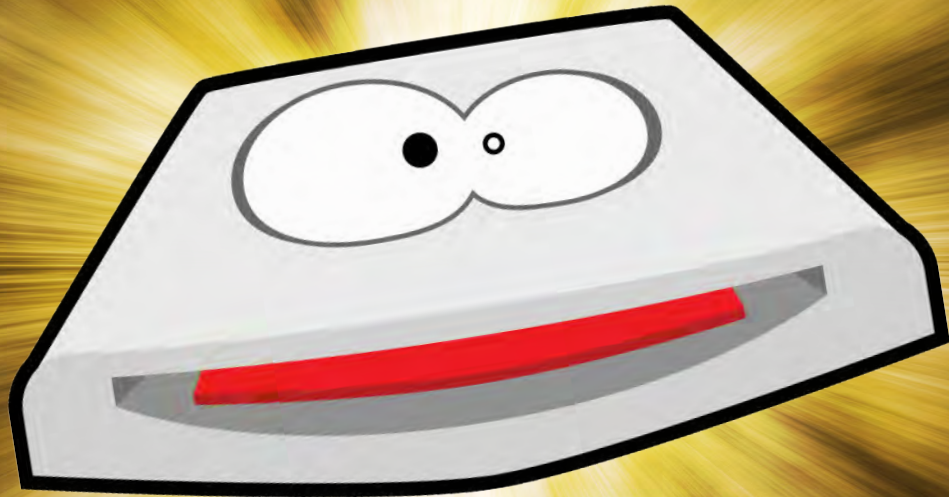


AWESOME



RETRO

AWESOME RETRO.COM

RETRO GAMING  
FOR EVERYONE!

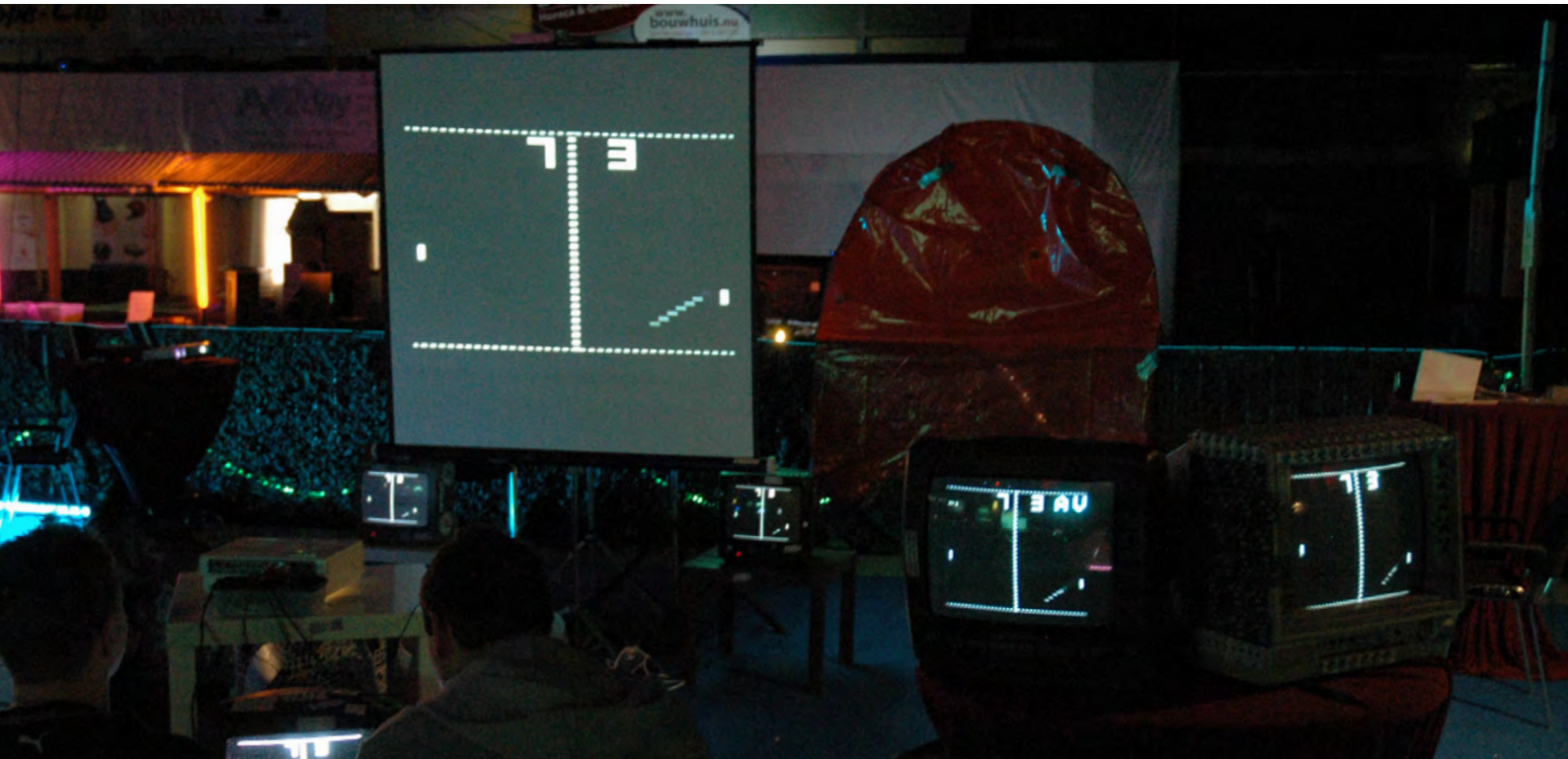






# LAN PARTIES

Awesome Retro is regularly invited to LAN parties. We provide gamers a welcome break from the hard-core modern shooters and RTS games. Visitors are often amazed at the huge amount of cool games. The Pong competition is always popular. Everyone knows how to play without explanation, and the battles are always exciting; both to play and to watch.





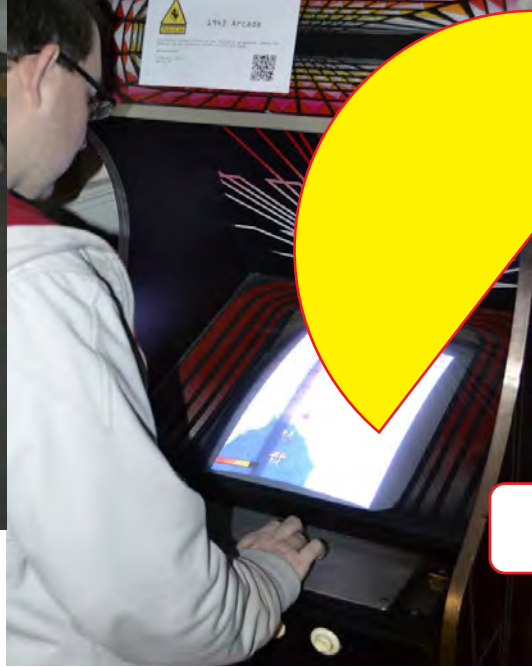


# OPEN AIR FESTIVALS

Awesome Retro has provided unexpected trips down memory lane for the visitors of smaller and larger outdoor music and technology festivals, ranging anywhere from 200 to 60.000 visitors. The response is always good: The consoles are never idle, as friends and strangers alike challenge each other, in games sometimes dating from before they were born.



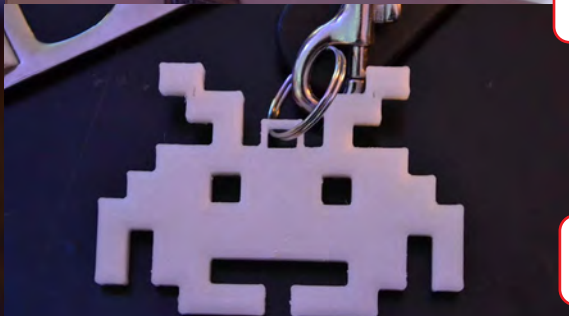




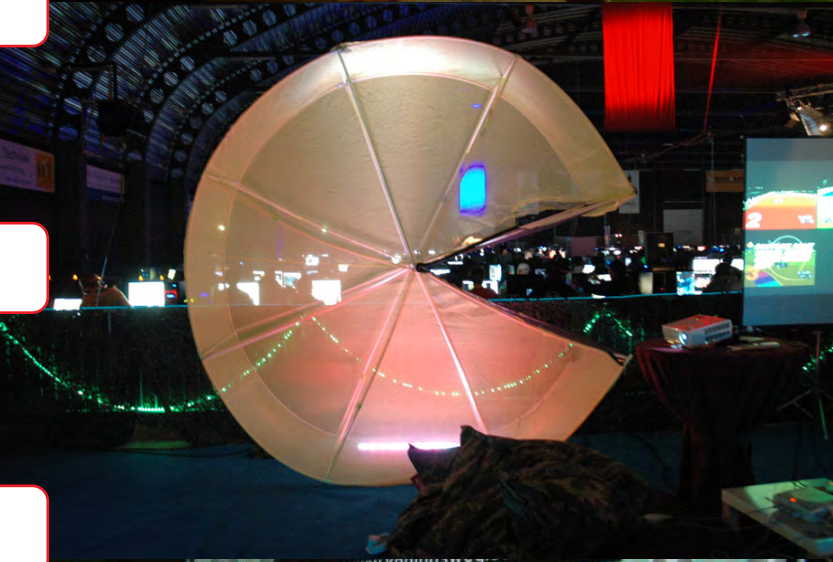
# RETRO GAMING NIGHT

The Retro Gaming Night is organised approximately twice a year. This event is organised independently by Awesome Retro, with a target audience of true retro gaming enthusiasts. Here, we set up the greater part of our inventory, including the old personal computers, dating all the way back to the Sinclair ZX Spectrum, Atari ST, and Commodore 64.

During the Night, which often lasts well past the morning, several 4-player competitions are held. Projected on huge screens, these include Pong, Super Smash Bros. Melee, Bomberman, Street Fighter, and Pokémon.











# HACKER EVENTS

As Awesome Retro has its roots in the Dutch hackers scene, we regularly attend international hacker-events. The biggest event to date has been the Chaos Communication Camp of 2011, in Finowfurt, near Berlin, Germany. There, Awesome Retro was part of Hx<sup>2</sup>, or "Hack Square", which was set up and sponsored by the Dutch HXX foundation, who also organized the largest hacker camp of The Netherlands in 2009, Hacking At Random, and helped found many Dutch hacker spaces.







# SPONSORING OPPORTUNITIES

Sponsoring Awesome Retro contributes to the conservation and availability of old games and consoles to a broad audience.



## Exposure

Awesome Retro is seen by tens of thousands of visitors on festivals and events on a yearly basis. Many passers-by take time to sit down and play the games of the past. Players are usually between 20 and 40 years old, mostly male and of very diverse backgrounds. A slight majority of these people work in ICT or other knowledge-industries. Our website and Facebook page are visited by hundreds of players and otherwise interested people each month.

## Your advantages

- Visitors recall the good old times - 100% positive reactions!
- Visibility with thousands of gamers and ex-gamers
- Partnership with a charitable organisation
- Enthusiastic team that thinks along with the sponsor



# Time line

## 2010

- Awesome Retro emerges from a number of private collections of game consoles which are donated to use at the first event
- Visited 2 events: **The Reality** (800 visitors) and **eth0:2010** (200 visitors)

## 2011

- Visited **8 events** in The Netherlands and Germany, including **Into the Woods** (2.500 visitors) and **Lefty Loosy** (300 visitors)
- First big (5-day) festival. Awesome Retro runs a sponsored tent at **Hx<sup>2</sup>** on the **CCC2011** in Germany (3.500 visitors). with many hundreds of players. Awesome Retro gains its first international attention here
- Organised the first Retro Gaming Night. Try-out for 15 visitors

## 2012

- Visited **11 events** in The Netherlands, United Kingdom, Germany and Sweden, including **Mysteryland** (60.000 visitors), **EMF-Camp** (500 visitors), **Campzone** (1.500 visitors), **The Identity** (400 visitors) and our second run at **Into the Woods** (3.000 visitors)
- Organised second and third Retro Gaming Night, for 30 and 50 visitors.
- Pong-competition on the main stage of the world's biggest LAN-party: **DreamHack** (15.500 visitors). Over 100 players competed for sponsored prizes!
- Launch of nationally well-received tribute-site **twilight-cd.com**
- Founding of the Awesome Retro Foundation

## 2013 (up to February)

- Project lead for Rainbow Island on **OHM2013**
- Issued the DDR Dancemat-hack competition, with 10 participating teams from all over Europe
- Visited **Frag-O-Matic** in Belgium (1.000 visitors)
- 6 events planned at this moment (including **Behind the Scenes**, **Gameland**, and **Mysteryland**)





# ORGANIZATION & CREW

Awesome Retro is a Dutch foundation, which has been active since 2010. Our mission is to provide Retro Gaming to a broad audience.

We are proud to boast a crew of dozens of volunteers from five different countries, who give their spare time and energy to put the awesome in Awesome Retro.



Visit our website at:

[www.awesomeretro.com](http://www.awesomeretro.com)

