

Sponsor VGM CON 2025

Put your brand in front of a
thriving community



April 11 – 13, 2025 | Minneapolis



Background

VGM CON was started by Thomas Spargo in 2014 with a vision of creating an event for video game fans, artists, musicians, composers, and developers to connect and share their passion for video games. Since then, the organization has incorporated as a 501-c3 non-profit, and convention has grown each year, adding new sub-events - expanding the scope to include educational programs for K-12 students, curated jam space with master classes, and an online charity speedrunning marathon!



VGM CON: Dimensional Riff

VGM CON is Minnesota's Video Games and Music Convention, an annual celebration of live video game music, panels, open gaming, workshops, a speedrun marathon, tournaments, indie games, artists, and more! VGM CON will gather 1000+ attendees and creators on April 11 – 13, 2025 to share their passion for video games and music. Our 2025 event will be hosted in person and online.

Our hybrid event will let attendees from around the world celebrate video games and music.



In-Person Event

The motto for our in-person events is “an experience you can’t get at home.” We demonstrate this with high quality concerts from talented musicians, libraries of current and retro games, game demos from rising independent game developers, panels and workshops from industry influences, interactive events for attendees to learn and grow, and plenty of space to make new connections.

In 2024, we hosted over 950 people at our event.



Online Streaming

In 2021, we moved our annual event online utilizing Twitch and Discord. Attendees could watch panels and performances on our livestream, interact with other attendees on Discord, or even participate in our charity album jam that with our 6-track album release.

Each year, over thousands of people tune into the Midwest Speedfest and VGM CON streams.



Attendee Demographics

Gender

74.9% Male

22% Female

1.6% Prefer Not
to say

1% non-binary

Age

7% 12 and under

10.3% 13-17

6.7% 18-20

37% 21-29

28.4% 30-39

7.5% 40-49

2.4% 50 and older

In 2019, we conducted a full census
to see how they self identified:

Race

83.7% White

6.2% Hispanic or Latino

3.1% Black or African American

8% Asian/Pacific Islander

2.3% Other

21% identified as “Aspiring Creators”

15% identified as “Professional Creators”





Music



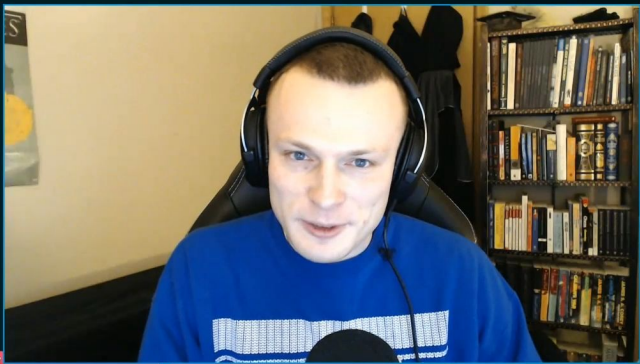
Gaming





Jam Space





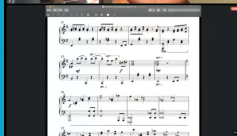
ZDMAJOR7

ILLFRESHH
AAREKMG
DS_MUSIC
KIWIBURRR

BRIANSTEWART

\$20.00

SIDE QUEST



VGLeadSheets.com

C Bb Eb F Alto Bass Vocals

kaka Reset

The Legend of Zelda: A Link to the Past
Kakankko Village

C

Kakariko Village
From The Legend of Zelda: A Link to the Past
Composed by Koji Kondo
Transcribed by Ter Renge

J. - 68

B \flat G- C- F

A B \flat G- C- F B \flat G- C- F

B \flat F B \flat G- C- F B \flat B \flat

B B \flat B \flat /D C- F7 B \flat B \flat /A \flat

B \flat B \flat /D C- F B \flat

D.C.



SIDE QUEST



Workshops & Panels

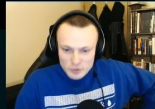


ENJI FOLLOW
DRT FOLLOW
EFFECT FOLLOW
DODWINKER FOLLOW
3RT FOLLOW

ILLFRESHH FOLLOW
AAREKMG FOLLOW
DS_MUSIC FOLLOW
KIWIBURRR FOLLOW
CHARLESRITZTV FOLLOW



SIDE QUEST





Orchestra Clinic



bungied2thetree

SOUNDRIP

Pokemon Sword/Shield

Any% 01:15:25 EST 05:00:00

\$2,820 | [Twitch](#) | [Instagram](#) | [Twitter](#) | [Schedule](#) | [Throw Kirby a](#) | [Carbonfund.org](#)

400

30:32.78

SIDE QUEST

VGM CON

VALDIOMX FOLLOW EYEOF_NEWT FOLLOW
ORIONSAGE79 FOLLOW JEL_AS_HARLEYQ 100 BITS FOLLOW
CRAFENLIDIGIS FOLLOW

Charity Speedrun Marathon



moonblazewolf

SOUNDRIP

Fire Emblem: Three Houses

House Bidwar 00:00:00 EST 01:45:00

\$343 | [Twitch](#) | [Instagram](#) | [Twitter](#) | [Schedule](#) | [Language](#) | [Incentives](#) | [Twitter](#) | [Carbonfund.org](#)

Midwest SpeedFest

41,553

Select a mission.

1. First Contact

(Conditions for Master Rank)
All players achieve 50% hit accuracy or more.

Completion Status

Start

Extra

0:00:00

10 Missions

Mintendo Land: Metroid Blast

\$26,000+

Raised for our Charity Partners from 2019 to 2024, in partnership with Midwest Speedfest.



Sponsorship Opportunities



Reach - (as of January 2025)

VGM CON has many channels across social media platforms. Partnering with us will extend your reach to the gaming, music, and local audiences

Facebook

VGM CON Group - 441 Members

VGM CON Page - 977 Followers

VGM CON Event - Typically 500+ Responses

VGM CON Twitch - 972 Followers

VGM CON Discord - 851 Members

VGM CON X - 1631 Followers

Midwest Speedfest Twitch - 4900 Followers

Email list - 2000+

Unique Website visits - Avg 1000/month

Posters put up at 30+ stores in the Midwest



Sponsorship Levels

	Boss	Hero	Key	Gold
Boss Stage Presented by [Your Company]	✓			
Hero Stage Presented by [Your Company]		✓		
Key Stage Presented by [Your Company]			✓	
Sponsored Social Media Post (All channels)	2	1	1	
Logo on Twitch Stream	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
In-Person VIP Tickets	4	2	1	
Regular VGM CON Tickets	8	6	4	4
Exhibitor Space	10x10	10x10	5 ft Table	5 ft Table
Cost	\$3,000	\$2,000	\$1,000	\$500



Custom Options

VGM CON is happy to collaborate on a custom sponsorship option. Past projects include:

Voodoo Ranger Lounge - a bespoke brand activation featuring arcade cabinets, custom background photoshoot, and a full service bar.

Red Bull - To keep attendees energized, they provided energy drinks to attendees of certain late-night events to keep the festivities going.

Science Museum of MN - Attendees were able to learn about the history of video games and gain an understanding of electrical signals that provide the input to control their favorite characters in this interactive exhibit.



Questions?

Please feel free to contact us and we can tell you more about our event!

If you don't see what you're looking for here, we're happy to tailor a package to your needs. Previous tailored partnerships have included branded lanyards, lounges, sampling, content or swag for all attendees of VGM CON.

Vaughn or Thomas at marketing@gamersrhapsody.com

Thomas @ 952-484-9482

