



THE 8TH ANNUAL GUNDIE AWARDS

SPONSORSHIPS AT A GLANCE

January 18, 2027 / Venetian Theatre, Las Vegas

Choose your part of the celebration

team@thegundies.com

1 / 3

01 Awards Season

02 Reception + Red Carpet

03 Ceremony + Livestream

01 Awards Season

Nomination and voting season / artwork prepared for the awards

Nomination Sponsorship

Now through October 31, 2026

Your brand on the nomination page and confirmation email, with your link or offer. 2 VIP tickets.

Sold out

Sold out

Category Sponsorship

December voting through the ceremony

Own 1 category across daily voting, the show and Rumble. Present the trophy on stage. Includes venue branding. 5 VIP tickets.

\$10,000

19 categories

Post-Vote Experience

December 1–15, 2026 / after fans submit their votes

Fans finish voting, join your branded interactive experience with 3 tries daily, then claim your discount code and visit your store. 5 VIP tickets.

Starting at \$15,000

Open

[How it works + format options / page 3](#)

Category Sponsorship on the night: Your Top 5 nominee video plays during the show. Your 30-second commercial loops throughout the venue. Ballot branding reaches fans returning daily December 1–15.

Trophy + Creative Partnership

Season artwork + ceremony

Your brand becomes the Gundie character across 19 categories and event creative. Includes winner trophies, branded cases, shipping, a trophy for your team and a making-of film. 15 VIP tickets.

Inquire

Open

Sold-out partnerships

Title Partnership / 20 VIP tickets

Sold out

Rumble Livestream Partnership / 20 VIP tickets

Sold out



Rumble is the official livestream partner.

Every sponsor receives website and email-logo placement plus social recognition. VIP quantities are shown by package.

All times Pacific. Commercial/trivia VIP tickets: 2 per spot/round, maximum 8 per company.

All sponsors: website logo, social recognition and email-logo placement after sign-up.



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January 18, 2027 / Happy Hour and pre-show

Happy Hour Sponsorship

5:00 PM / reception

Reception naming, food and hospitality, branded cups and napkins, a signature drink and lobby screens. 5 VIP tickets.

Sold out

Sold out

Guest Wristband Sponsorship

At check-in

Your logo on the wristband guests wear all evening. 3 VIP tickets.

Sold out

Sold out

Photo Booth Sponsorship

During the evening

Branded photos with a shareable image and an on-site print. 5 VIP tickets.

\$7,500

Open

Red Carpet Broadcast

5:30–7:15 PM / live on Rumble

Red Carpet Pre-Show

Branded show + interviews

Branded set, sponsor interview, host callouts and 2 included 30-second ads. All completed red-carpet interviews delivered within 2 weeks of the ceremony. 5 VIP tickets.

Sold out

Sold out

Pre-Show Commercial Spot

Separate paid ad inventory

Supplied 30-second ads, paired into 1-minute windows. 2 VIP tickets.

Inquire

12 paid spots

03 Ceremony + Livestream

January 18, 2027 / trivia, awards and interviews

Trivia Round

7:15–8:00 PM / live on Rumble

A 45-minute program. Your logo on phones and the main trivia screen beside the host. 2 VIP tickets.

\$3,000 per round

5 rounds

Interactive Livestream

During the Rumble broadcast

Viewers scan the broadcast QR code, join your interactive experience on their phones, then claim your discount code and visit your store. 5 VIP tickets.

Starting at \$15,000

Open

[How it works + format options / page 3](#)

Ceremony Commercial Spot

During the awards broadcast

Your supplied 30-second ad on Rumble. 2 VIP tickets.

Inquire

5 paid spots

Stage Presentation

On stage + live on Rumble

2 minutes to speak, plus a 1-minute sponsor-supplied video slot. 4 VIP tickets.

\$10,000 per slot

1 of 2 slots left

Backstage Winner Interviews

Event night / winner interviews

Branded set, host callout in every interview and social collaboration. All completed winner interviews delivered within 2 weeks of the ceremony. 5 VIP tickets.

\$10,000

Open

Organic reposting is included. Dedicated emails: Trophy + Creative, Red Carpet Pre-Show, Post-Vote Experience and Interactive Livestream.

All times Pacific. Commercial/trivia VIP tickets: 2 per spot/round, maximum 8 per company.

All sponsors: website logo, social recognition and email-logo placement after signup.



01 Awards Season

02 Reception + Red Carpet

03 Ceremony + Livestream

SPONSORSHIP EXPLAINED

Interactive Digital Experiences

Fans play your branded game after voting or during the livestream, then claim your discount code. Explore the concept examples, or develop a new idea with feedback from your brand.

Choose when fans participate

01 / AWARDS SEASON

Post-Vote Experience

December 1–15, 2026

1

Submit votes

Fans finish voting for their Gundies picks.

2

Choose to participate

They enter your branded interactive experience, with 3 tries daily.

3

Claim your reward

Claim your sponsor-chosen reward and follow the offer to your store.

Your brand's role: Sponsor branding inside the experience, with a leaderboard, sponsor-chosen reward and direct link to your store.

The existing format allows 3 tries daily. Participation earns no extra votes.

03 / CEREMONY + LIVESTREAM

Interactive Livestream

January 18, 2027 / during the Rumble broadcast

1

Watch the broadcast

Hosts invite viewers to participate.

2

Join on a phone

Viewers take part in your branded interactive experience.

3

Claim your reward

A discount-code CTA sends participants to your store.

Your brand's role: Sponsor branding inside the experience, with host invitations, a discount-code reward and a direct link to your store.

Broadcast integration is subject to production testing.

Choose the format for either sponsorship

Existing interactive experience**Starting at \$15,000**

We reskin the selected game for your brand. Your artwork and colors are included, with your reward offer after play. You supply codes and prizes; The Gundies contacts winners and ships prizes.

Each timing option is a separate sponsorship. Both offer an existing or custom format.

In the lobby: Build + Try concepts let guests explore your products in person. These custom activations are scoped separately. See the interactive experience gallery for each concept's placement.

Custom interactive experience**Separate quote**

Develop an original game with your brand's feedback. The selected concept and scope determine pricing.