

What is Vandal Gaming Convention?

Vandal Gaming Convention (VGC) is a University of Idaho community outreach event focused on bringing students together with their peers across the Palouse region. Our event works to improve student enrollment and retention through increased community involvement and by bringing a significant value to our students and community.

VGC has grown over the last 10 years to become a signature event at the University of Idaho. After each VGC, we receive many requests to make sure we have the event again the following semester. The first VGC (then “Vandal Overnight Games”) brought in over 300 attendees with recent events reaching upwards of 800. Since that event we have grown, adding tournaments, vendor booth spaces, presentations, and other activities.

VGC is an inclusive, diverse event, including people from all walks of life, and all gaming fandoms. With participants ranging from high school up through retirement, individuals and families, board games, card games, tabletop games, consoles, PCs, and everything in between, there is something for nearly everyone at VGC.

As the event grows, we look to provide more tournaments, accommodate more students, and bring in more community members to enjoy the daylong event. We continually improve VGC by reaching out to student organizations across our campus for input and participation, as well as looking to community organizations for support in creating entirely new opportunities and events.

More information can be found on our website: uidaho.edu/vgc

Engagement

In this annual event we gather students and community members from across the Palouse region to join together in one of their favorite pastimes, gaming. We look to provide a complete experience, including areas for consoles, handhelds, PCs, an arcade, tabletop, board games, spectating, presentations/panels, vendor sales booths, cosplay, artists, authors, and many more; we’ve got something for everyone.

The Future

Vandal Gaming Con is growing quickly. Interest in the event is spreading throughout the Palouse region, as well as within the University of Idaho from students all the way up to the University of Administration, who has joined us whenever their time permitted. Our previous events have exceeded our goals, and we hope to continue that trend as we move forward.

We plan to engage not only University of Idaho students, but other local colleges such as Washington State University, St. Andrews Community College, and Lewis and Clark State College. We also bring in community members from across the Palouse region, reaching out to community organizations such as the Palouse Board Gamers.

Over the last 10+ years of running our event, it has grown in attendance, events, and the activities we have been able to offer, growing near to capacity in our current space. As we look to the future, we hope to increase attendance and bring our event into the University’s ASUI-Kibbie Activity Center, the University’s multi-use facility and indoor football stadium.

Dates

Vandal Gaming Con runs yearly, in the spring. The 2024 event will be Saturday, March 30th at the University of Idaho’s Bruce M. Pitman Center.

Estimated Costs

Vandal Gaming Con expenses include event space rental, food, staffing, television and presentation electronics, networking infrastructure, game hardware and software, and more. The network infrastructure we use allows us to provide a dedicated, high speed/low latency, gaming network. We utilize many projectors, TVs, PCs, consoles, and large table spaces for card/board games, all set up in the two large ballrooms and other spaces of the Pitman Center to house as many gaming arenas as possible.

VGC will be funded in part by the University of Idaho Office of Information Technology. However, your in-kind material or financial donations are what allow this event to be successful while providing even more value to all vendors

Investment Value

By sponsoring Vandal Gaming Con, you will have your company's name, product, or service in front of a captive, and interest-driven group of Palouse students, other sponsoring businesses, and community members.

Surrounding Demographics in the Palouse

| Location | Population | Median Age | College Students | Distance to Event |
|--------------|------------|------------|------------------|-------------------|
| Moscow, ID | 23,800 | 24.2 | ~11,000 | Hosted here! |
| Pullman, WA | 29,799 | 22.3 | ~19,000 | 9 miles |
| Lewiston, ID | 31,894 | 39.9 | ~5,000 | 32 miles |

Partnership Goals

- Present your business to the Palouse gaming population as a supporter of this student and community involvement event.
- Increase visibility and business opportunities in the region through brand recognition in the Vandal Gaming Con material and event announcements.
- Remind our students and regional gamers that your business is an integral part of our community.
- Provide a launch pad for ongoing communication and interactive opportunities with the University of Idaho.

Sponsorship

"Sponsoring" the event can mean a lot of things, and we strive to be flexible with our partners to make sure we all benefit. The simplest way to sponsor Vandal Gaming Con is through financial contributions. You can [Give Boldly Now](#) if you'd like to make a monetary donation to VGC.

However, the ways to contribute and get your brand in front of our students, staff, and community don't stop there. We happily accept any in-kind donations, either by way of sending over prizes that we can give out during the event, or through direct participation at the day of Vandal Gaming Con and running an event in-person! For either of these options simply email us at vgc@uidaho.edu and let us know what you are interested in doing, and how we can help facilitate.

Whatever your contribution to our event, VGC will provide the following:

- A link back to your website from our [Sponsors website](#)
- Your logo on our digital advertising
- Your logo on our print advertising when possible
- At-event announcements/acknowledgement and thank you

Vendor/Display Booth

Another way to join us at VGC is to purchase a Vendor Booth, an approximately 8' wide space including a table (6' while supplies last, otherwise 4' will be provided) and 2 chairs. Booths will be located just inside or in proximity of the main entry of the venue, ensuring as many attendees as possible will pass through the booth area.

Our past vendors have lauded our booths as providing them with more sales than any event they have attended in the past. Our students and community have only limited, local, access to vendors supplying luxury gamer culture items, creating an unfilled niche in our area. Set up your booth here and introduce your products to our underserved community.

You can reserve a booth by emailing vgc@uidaho.edu, note that space is limited, and booths are first come first served. We charge a fee of \$50 per booth area. The cost can be offset by any other donations, including in-kind donations. If you wish to offset your cost, please include information on how you intend to sponsor VGC in your email.

A successful VGC is only possible through sponsorships and vendors from organizations like yours. We hope you'll see that partnering with VGC can aid your company's marketing and promotional goals at the University of Idaho and surrounding Palouse region. Our team is committed to working with you to develop a value proposition that maximizes your investment and matches your company's needs. If you have alternate ideas on how your company can participate or what you would like to receive in return, please let us know. We would be happy to have you join us!

VGC and all those involved in orchestrating it are proud to be working to bring this new tradition to our campus and community. We appreciate the great success we have seen thus far. Please consider sponsoring Vandal Gaming Con to help develop and improve this fantastic signature event at the University of Idaho and surrounding communities. Thank you for your time. We appreciate your consideration.

If you would like to participate in the Vandal Gaming Con event, please contact:

The Vandal Gaming Con Team

vgc@uidaho.edu