



NATIONAL COLLEGE TOUR
LIVE CONCERT AND VIDEO GAME CHALLENGE

EA SPORTS AND THE GAME HAVE TEAMED UP AND ARE HEADING OUT ACROSS THE COUNTRY TO CHALLENGE STUDENTS IN MADDEN NFL '12 AND BATTLEFIELD 3

Event
EA SPORTS & The Game College Tour

Game Titles
EA SPORTS Madden NFL '12
Battlefield 3

Event Description
The **EA SPORTS & The Game College Tour** is a highly competitive, national collegiate video game tournament to find the best player of EA SPORTS Madden NFL 12 and Battlefield 3 Games.

Tournaments

- Each College will host a tournament which will take place on college campuses nationwide (1 tournament per game title)
- The Winner of each Tournament will play The Game onstage

Concert

- The Game will perform a live concert, free to the students of the hosting University.
- Prior to the Concert, The Game will play the winners of the Tournaments onstage, featured on a large screen.

Tour Dates

- October 5-October 10, 2011

Event Hours
The event runs between 5-6 hours and is based on the number of tournament competitors. A generic schedule for each school, including set up and break down is outlined below:

- Load In / Set Up: 10A-2P
- Registration: 2P-3P
- Tournaments: 3P-6P
- Finals Onstage: 6P
- Concert: 6:30P-8:00P (45-60 minutes)
- Load Out: 8P-10P

Winner
The Campus Champion for Madden NFL '12 and Battlefield 3 will be awarded the chance to play The Game on stage prior to the live concert.

THE GAME
CONCERT FOR
COLLEGE STUDENTS

NATIONAL COLLEGIATE
VIDEO GAME
COMPETITION

EA GAME TITLES
MADDEN NFL '12
BATTLEFIELD 3

CAMPUS CHAMPIONS
PLAY THE GAME
LIVE ONSTAGE

4 CAMPUS STOPS

OCTOBER 5 THRU
OCTOBER 10, 2011



Event Overview – Equipment, Vehicles, Power

Tournament Gaming Area

A space of 40' x 40' is needed to run and execute the two Video Game Tournaments. This location can be indoors or outdoor, near the venue where the concert will take place.

- Total Event Footprint: 40' x 40'
- Total Event Space Needed: 1,600 Total Square Feet
- Event space must be on a solid surface
- This event should be indoor or outside, preferably shaded area

Tournament Elements

- **Sixteen (16) Game Port Kiosks - provided by Game Live Events**
Each Kiosk is approximately: Length: 3' / Width: 3' / Height: 6'
- **One (1) Registration / Information Table**
- **One (1) PA System / Event Emcee**
- **Event Signage / Graphics**



TRANSPORT

- **One (1) Sprinter Van**
 - This truck transports the Crew across the country
 - Ideal for this truck to stay onsite, if possible. If not, a parking space would need to be identified
- **Two (2) SUV's**
 - The Game's team transport
- **One (1) 53' Non-Branded Semi Truck**
 - This truck will be onsite for Load In and Load Out
 - Need Parking Space for Truck to park during event

VIDEO GAME POWER REQUIREMENTS

- Power Is Needed. Power requirements are outlined below.
- If power is not available, we will rent a generator to bring onsite to power the kiosks
 - Need 120 amps / 6 Dedicated Circuits

LOAD IN REQUIREMENTS

- Load In will take place (4) hours prior to event start time
- No stairs, sharp turns or steep ramps for Load In Path
- Student volunteers are welcomed for load in



The Game TECHNICAL & HOSPITALITY RIDER 2011

SOUND CHECK REQUIREMENTS

- A sound check is required prior to performance.
- ARTIST will be granted a sixty (60) minute sound check at least two hours prior to to venue business hours the day of show.

TECHNICAL REQUIREMENTS

- PROMOTER shall supply professional lighting and sound equipment including the following items:
- 120db Distortion Free at the FOH Mix position
- Two (2) Klark 1/3 Octave EQ's with Remote (DMX Vocals)
- Three (3) Skirted table on stage for DJ equipment
- Two (2) BSS-901
- One (1) Eventide H-300 Harmonizer
- Two (2) DBX-120
- One (1) Roland SDE-1500, 2000 or 3,500
- Two Yamaha SPX-990's
- One (1) Yamaha Rev 7 or Rev 5
- One (1) Cross Fade Mixer
- Four (4) Monitors; 3 on stage, 1 by DJ
- Two (2) Technic 1200 or 1210 Turntables with Needles
- One (1) Pioneer CDJ-1000
- One (1) Stanton SMX 501 Techno Scratch Mixer – 3 Channel
- One (1) Vestex 05 Mixer
- One (1) DJ Microphone and Boom Stand
- One (1) Portable Real Time Analyzer with Calibrated Microphone
- Four (4) XLR Cables to RCA
- Amplifiers
- Speakers
- Five (5) Cordless Microphones - Shure Only – Professional Series with 300 Foot Range
- Professional sound technician at venue to address sound issues and technical problems at all times, i.e. delivery of equipment, set---up and breakdown, all wiring and cables for sound.
- ARTIST also uses Instant Replay.
- Maximum 32' x 40' stage. Any smaller stage size is upon approval only and will be considered depending on the size of the venue. Any larger stage size is welcome.
- Lighting should be adequate for the room and be "concert style" (gel lighting cans in front and back – no trees). Complete lighting setup shall be set before Artist's arrival with the inclusion of some moving lights on stage.
- Purchaser shall provide a concert---style ("blow---through") barricade in front of the stage from rack/stack to rack/stack positions.
- Lighting to include: Eight (8) Red Police Beacons, (4) Xenon Super Trooper Spotlights, ten (10) Mulfays / 360K Package
- Two(2) High End Fog Machines with working fans
- Clip-on/Lapel mics or headset mics for use during video game finals on stage (minimum 2-3)



VIDEO PROJECTION

- If College Venue has a front or rear projection unit, and screen, located inside the venue, Artist will utilize this projection unit and screen for the final tournament game play event. The minimum projector throw on stage will require 16 feet from projector to screen. If the College Venue does not have a projection unit and screen, GLE will place 9' x 7' screen onstage and rear project final tournament game play utilizing GLE equipment.

SECURITY REQUIREMENTS

- Adequate security required at ALL TIMES during event with special attention during ARTIST performance.- including proper personnel, barricades and security walls

DRESSING ROOM REQUIREMENTS / for The Game at the Venue

- PRIVATE CLEAN DRESSING ROOM - VIP STANDARD. Comfortably and tastefully furnished, air-conditioned.

- ALL DAY

- Full compliment of condiments, plates, silverware, cups, glasses.
- Hot Coffee and Hot Tea
- (3) cases of cold bottled water(1) on stage & (1) at VIP
- (1) 12-Pack Sprite and Coke
- (1) 12-Pack Ice Tea
- (1) 12-Pack Lemonade
- (12) Milks – Whole and Low Fat
- Assorted Fresh Juices

- LUNCH – 10 People

- Hot and Cold Sandwiches – Roast Beef, Turkey, Burgers
- Hot Soup – Chicken Noodle, Vegetable or Beef
- (3) Salads – Pasta, Chicken, Tuna or Macaroni
- Assorted Breads , Rolls, Cookies and Chips (Doritos)
- Assorted Cookies – Oatmeal, Chocolate Chip, Oreos

- DINNER – 10 People

- Fresh Baked, Fried or Grilled Fish Entrée
- Roast Beef or Grilled Poultry Entrée and Gravy
- Sides of Green Salad and Dressing
- Sides of Steamed Vegetables
- Red Beans and White or Brown Rice
- Mash Potatoes and Gravy
- Baked Potato or Corn on the Cob and Plantains
- Assortment of Bread and Rolls
- Assorted Desserts

- BACKSTAGE

- (12) White Towels / Large and Small
- Iron / Ironing Board / Steamer / Starch / Two (2) Wardrobe racks
- Two (2) full length mirrors

