

Ice & Dice 2023 Social Media Kit





Introduction

Ice & Dice is a tabletop gaming convention focused on indie games and 3rd party publishers that takes place in Cincinnati, Ohio USA in January of each year. We want to bring the experience of major publishers together with the energy of new game designers. 2023 will focus on bringing together the creators of the World of Darkness* for a Dark Reunion and VIP experience.

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Key messages

- Reinvented Ice & Dice convention.
- Focus on independent games and third party publishers.
- All types of games (RPG, board, miniatures, LARP).
- Game demo area.
- Dark Reunion of the creators of the World of Darkness*.
- Kickstarter from August 29th- September 30th, 2022
- Charity collaborators of Disabled American Veterans, Extra Life, and Tabletop Gaymers.



FAQ

- When is Ice and Dice 2023?
 - Ice & Dice 2023 is January 20-22, 2023.
- What is Ice and Dice?
 - Ice & Dice is a tabletop role-playing and board gaming convention focused on independent games and third-party publishers for all games.
- Why are you collaborating with charities?
 - We want to lift up the people who need it, and that extends outside of gaming too. We are collaborating with three charities to promote their mission to help make a difference.
- What charities are you collaborating with?
 - Disabled American Veterans, Extra Life, and Tabletop Gaymers.
- Where is Ice & Dice 2023?
 - Ice and dice will take place in Cincinnati, OH at Eastgate Holiday Inn & Suites.
- What does Dark Reunion mean?
 - We have been able to gather more than a dozen writers and artists who worked on the five original RPG systems for the World of Darkness: Vampire the Masquerade, Werewolf the Apocalypse, Mage the Ascension, Wraith the Oblivion, and Changeling the Dreaming.
- How much gaming will there be?
 - 22 RPG tables, 10 demo tables, 8 tables for miniatures/board games, 2 private VIP tables, and 2 LARPs during scheduled hours! 20 tables open 24 hours, from Midnight to 8 AM.
- Where can people buy tickets?
 - There will be a Kickstarter in late summer 2022, you can do late pledges through Backerkit afterwards, and then buy badges through tabletop.events (<https://tabletop.events/conventions/ice-dice-20221>).
- How can I sponsor Ice & Dice?
 - Contact Kathy Lusby for sponsorship opportunities including banners, program ads, table toppers, and more at hr.icedicecon@gmail.com
- Where is the gaming schedule?
 - The gaming schedule will be posted on tabletop.events here: <https://tabletop.events/conventions/ice-dice-20221>
- How can I volunteer for Ice & Dice?
 - See available positions here: <https://www.iceanddice.com/volunteer/> Contact Kathy Lusby at hr.icedicecon@gmail.com
- How often will you hear from us?
 - Once we reach our goal, we will let you know. If we get close to a stretch goal, we might reach out to ask you for help promoting.



Social media sample posts

Twitter and Instagram posts are character optimized for maximum impact. Facebook posts should be short enough to use a colored background to attract attention. Use them as is or as inspiration for your own post.

- **Dark Reunion is coming!** (*Twitter, Instagram*)
 - Ice & Dice will be the 1st time World of Darkness creators have reunited in 20 years. The Dark Reunion will feature panels & VIP experience.
- **Ice and Dice is coming!** (*Facebook, Twitter, Instagram*)
 - Ice & Dice is coming to Cincinnati, OH in January 2023. Get your badges now before they're sold out!
- **Support our charity partners** (*Twitter, Instagram*)
 - Ice & Dice charity partners are dedicated to making a difference. We're partnering with Disabled American Veterans, Extra Life, and Tabletop Gaymers.
- **Support our sponsors** (*Facebook, Twitter, Instagram*)
 - Sponsors make Ice & Dice happen! Support them by checking out the latest offerings on their social media and webpages.
- **Indie game focus** (*Facebook, Twitter, Instagram*)
 - Ice & Dice loves indie games and their developers! Come to the event to see the newest ideas and meet game designers!
- **Game developer focus** (*Facebook, Twitter, Instagram*)
 - Game designer or want to be one? Ice & Dice is the place for you! Join us for panels and mingling with the best people!
- **3rd party publisher focus** (*Twitter, Instagram*)
 - Ice & Dice features a focus on 3rd party publishing. We want all creators to be able to contribute to their favorite games/settings!
- **Tons of RPGs and boardgames** (*Twitter, Instagram*)
 - How much gaming will there be at Ice & Dice? 22 RPG tables, 10 demo tables, 8 miniatures/board game tables, 2 VIP tables, and 2 LARPs!
- **24 hour gaming space** (*Facebook, Twitter, Instagram*)
 - At Ice & Dice the fun doesn't stop when the clock strikes midnight! We have gaming space open 24 hours!
- **VIP dinner** (*Facebook, Twitter, Instagram*)
 - Saturday is our special VIP dinner where all our guests will be in attendance. Spend dinner talking to your favorite celebrity!
- **VIP package** (*Facebook, Twitter, Instagram*)
 - Do you have your Ice & Dice VIP package yet? Includes T-shirt, swag, and early game registration on Kickstarter!
- **Reserve your hotel room now** (*Facebook, Twitter, Instagram*)
 - Every hotel room booked reduces the cost burden on Ice & Dice. Book now with code ICE to get \$89/night*. Call 513-752-4400.
- **WoD larps** (*Twitter, Instagram*)
 - LARPs combine the best aspects of roleplaying, costuming, and immersion. Come play vampires and changelings from the World of Darkness at Ice & Dice!
- **Ice & Dice discord server** (*Facebook, Twitter, Instagram*)
 - Get involved in the Ice & Dice experience by joining the discord! <https://discord.gg/WxNZpNU9qw>



Hashtags

We've tested these hashtags to be the most effective in garnering attention. Try to use a few relevant ones (especially the first two!) on your next social media post for maximum impact.

- #icedicecon
- #iceanddice
- #kickstarter
- #darkreunion
- #worldofdarkness
- #vampire
- #vampirethemasquerade
- #v20
- #werewolftheapocalypse
- #magetheascension
- #wraiththeoblivion
- #changelingthedreaming
- #whitewolf
- #indie
- #indiedev
- #gamedev
- #indiegames
- #indiegame
- #gamedesign
- #rpgmaker
- #rpg
- #rpgs
- #ttrpg
- #ttrpgs
- #tabletop
- #tabletopgames
- #tabletopgaming
- #gaming
- #roleplaying
- #roleplayinggames
- #roleplayinggame
- #boardgames
- #boardgame
- #warhammer
- #miniatures
- #miniaturesgame
- #minis
- #larp
- #openworld
- #extralife
- #tabletopgaymer
- #veterans

Links

- Kickstarter (<https://www.kickstarter.com/projects/icedicecon/ice-and-dice-tabletop-gaming-convention-2023>)
- Website (<https://www.iceanddice.com/>)
- Tabletop Events (<https://tabletop.events/conventions/ice-dice-20221/>)
- Disabled American Veterans (<https://www.dav.org/>)
- Extra Life (<https://www.extra-life.org/>)
- Tabletop Gaymers (<https://tabletopgaymers.org/>)
- Sponsors
 - 2 Kings Games (<https://2kingsgames.com/>)
 - Lostlorn Games (<https://www.lostlorngames.com/>)
 - Maximum Roll Entertainment (<https://maximumrollentertainment.com/>)
 - Storm Bunny Studios (<https://www.stormbunnystudios.com/>)

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