

Guide Book Overview

Launching a crowdfunding campaign for your game is an exciting journey, and LongPack Games & Toys is here to help you succeed.



Our Crowdfunding Guidebook is a comprehensive resource that provides essential tools and tips to make your campaign effective and engaging. We've compiled years of experience and insights into this

guidebook to support you in achieving your goals, whether you're a seasoned campaigner or a first-timer. The guidebook includes strategies for maximizing your campaign's reach and effectiveness, as well as tips for dealing with potential setbacks.

Remember that creating a successful campaign offers endless possibilities, and we are committed to supporting you every step of the way. Let us work together to make your campaign a success!



The Witcher: Old World

45,162 Backers

€ 6,840,648 pledged

BGG rating: 8.0

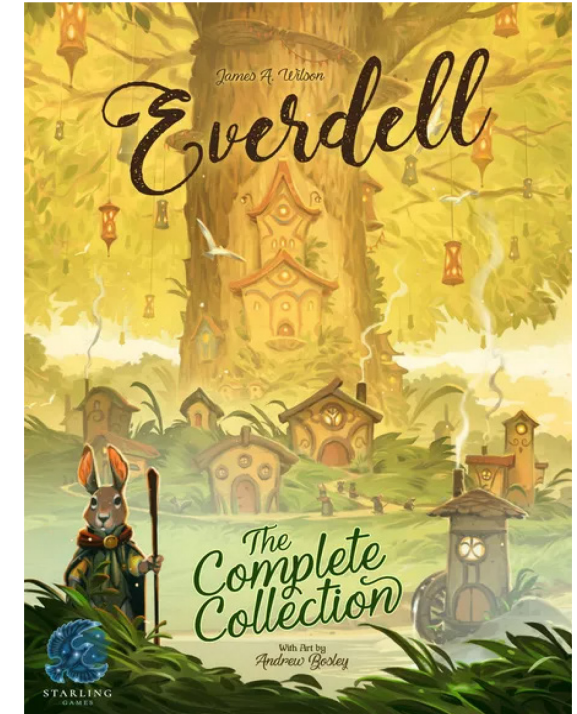


Campaigns

LongPack Games understands that your game design is your own creation, and we respect your artistic freedom. However, we offer valuable advice based on our extensive experience working with numerous game publishers. We believe that a profitable game is crucial to successfully delivering your product to customers. To achieve this, it is important to consider manufacturing during the design process. Here are a few tips we recommend:

- Aim to fill full card sheets to optimize the number of cards in your game.
- Keep components small to reduce box size.
- Use tokens with the same shape to minimize the number of punch board diecuts needed.
- Use standard components instead of custom designs.

By implementing these suggestions, you can reduce manufacturing costs and increase your game's profitability.



Everdell: Newleaf, Mistwood,
and The Complete Collection

31,463 Backers
\$ 4,831,975 pledged
BGG rating: 8.9

Promotion

Effective outreach is crucial for a successful crowdfunding campaign. It's important to build buzz around your game early on so that people know about it and are more likely to back it. Here are some strategies to promote your game:



- Use BoardGameGeek.com to promote your game by creating a game page, running ads, holding a contest, and participating in forums. You can also post a print-and-play version of your game on BGG.
- Send prototypes of your game to interested reviewers for feedback.
- Share updates, reviews, and other information about your game on social media.

- Start a mailing list early and get people to sign up. Send out email updates with information about upcoming conventions and the campaign launch.
- Attend conventions and have volunteers demo your game to get it in front of the public.



Final Girl Series 2
12,634 Backers
\$ 2,078,484 pledged
BGG rating: 8.4

Promotion

For larger campaigns, consider investing more money into your marketing budget and hiring a professional marketing team with expertise in games. Crowdfunding's list of experts is a good place to start looking for potential candidates.

<https://www.kickstarter.com/experts>

At LongPack Games, we understand the importance of social media in today's world, and we strive to provide our clients with effective social media marketing solutions. Our extensive social media presence allows us to promote our clients' Crowdfunding projects on various platforms such as Facebook, Twitter, and Instagram. Our social media team is well-versed in creating engaging content that highlights the unique features of each project and helps drive traffic to the Crowdfunding campaign.



Aeon Trespas: Odyssey
8,184 Backers
\$ 1,082,551 pledged
BGG rating: 9.14

Aeon Trespas: Odyssey
Second Printing Plus All-New
Content
7,822 Backers
€ 2,865,907 pledged

Promotion-Social Media

In addition to social media marketing, we also offer video marketing solutions through our YouTube channel. We create promotional videos that showcase our clients' games in a visually appealing and engaging manner. Our videos are designed to showcase the gameplay, theme, and unique features of the game, with the goal of generating interest and excitement among potential customers.

Our social media and video marketing services have proven to be a valuable asset to our clients, helping them reach a wider audience and generate more interest in their projects. We are committed to providing our clients with the highest quality services and delivering results that exceed their expectations.



Heroes of Might & Magic III
The Board Game
26,993 Backers
€ 3,834,885
BGG ratings: 7.2

Quotation & Cost

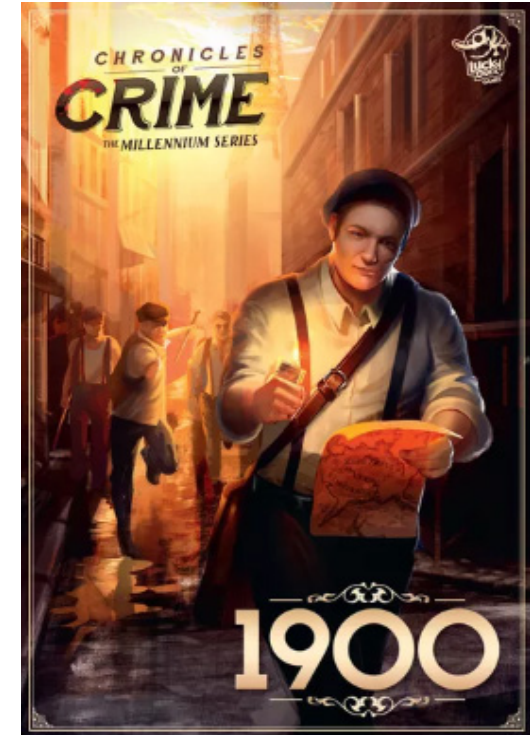
Determining the MSRP (Manufacturer's Suggested Retail Price) of your game is crucial after calculating the manufacturing cost and shipping to your warehouse.

To calculate the landed cost, which is the manufacturing cost plus the cost to ship each game to your warehouse, you can use the formula:

Manufacturing Cost + Shipping Cost Per Unit = Landed Cost.

Most publishers set their MSRP at five times their landed cost, but you can adjust it depending on your game and finances. For example, if Game X costs \$10 to manufacture and \$3000 to ship 1500 games to your warehouse, the landed cost is \$12 and the MSRP is \$60.

Keep in mind that crowdfunding platforms, pledge managers, and credit card processing services charge fees, typically around 5-10% of your funding. Taking all of these costs into consideration, you should be able to set pledge levels, stretch goal levels, and your overall funding goal.



Chronicles of Crime -
The Millennium Series
13,353 Backers
\$ 1,015,253 pledged
BGG rating: 8.1

Manufacturing Solutions

At LongPack Games, we offer solid manufacturing solutions to help our clients achieve their designs.

For Casting Shadow, we recommended using a density meter in the paper product process, ensuring precise and high-quality output. This technology allows us to control the density of the paper products, ensuring consistency in the material's thickness and weight. This process helps us deliver the best possible products to our clients.

The production of the three-layer die-cut board in Casting Shadow was a complex process with a high risk of misalignment. However, we overcame this challenge through several rounds of modifications and achieved a flawless end product. Our team's expertise and attention to detail allowed us to create a perfectly aligned and accurately cut board. We pride ourselves on our ability to solve even the most challenging manufacturing problems, delivering exceptional quality products to our clients.



Manufacturing Solutions

During the design phase of Spintronic, the resistor had a flaw that made it susceptible to oil leakage. Our expert team engaged in extensive discussions and analysis to determine the best course of action. After careful consideration, we decided to replace the original resistor with a sealed bearing that not only increased resistance accuracy but also passed the constant temperature test with flying colors. We also added a rubber ring sealing to further enhance its performance and ensure it is resistant to oil leakage. The end result was a high-quality product that exceeded expectations and met the client's exact specifications.



Command of Nature
27,450 Backers
\$ 2,090,034 pledged
BGG rating: 8.25

Manufacturing Solutions

The project Spintronics also encountered an issue with the turntable pointer on the vinyl record player wearing down. Our team discussed and tested different solutions and ultimately decided to replace the original material with nylon, effectively resolving the problem. At LongPack Games, we prioritize effective communication with our clients and collaborate closely with them to provide innovative solutions that meet their unique manufacturing challenges.

The plastic tray design for The Witcher was incredibly complex, requiring two boxes to be combined into one larger box. This was a combination that had never been attempted before. Initially, we attempted to create a single large box, but encountered issues with internal space, height, alignment, and the potential for errors caused by the figurines, leading to uneven bottoms and insufficient slots. After multiple rounds of calculation and verification, we rearranged the forming on the bottom and ultimately achieved the client's desired result.



Andromeda's Edge
10,138 Backers
\$ 1,645,205 pledged
BGG rating: 8.25

Fulfillment

Fulfillment is a crucial step to ensure backers receive their rewards promptly and accurately. While some creators do their own fulfillment, many opt to use a fulfillment company for shipping to backers.

Choosing the right fulfillment company is crucial, so check with multiple services to find the best fit. Shipping rates for fulfillment depend on the size, weight, and number of SKUs you're shipping, so ask about rates beforehand. Your Project Manager can help estimate the weight of your game for calculating fulfillment charges. You can offer individual shipping to backers after your Crowdfunding campaign through third-party services at a discounted rate.

LongPack can split your shipment between multiple fulfillment partners or destinations, which is especially helpful for international backers to avoid taxes and tariffs. Keep in mind that final weight and shipping costs may differ, but your Project Manager can provide more accurate estimates during production.



Slay the Spire:
The Board Game
29,661 backers
\$ 3,939,337 pledged
BGG rating: 7.5

Delivered by LongPack

At LongPack Games, we take pride in providing customized production plans that cater to the unique needs of each project.

For the Casting Shadows project, we worked closely with the client to develop a shipping plan that maximized efficiency in product loading and transportation. Our team of experts accurately calculated the optimal way to pack the different-sized products to ensure maximum transport capacity while reducing costs. We also ensured that production and transportation occurred simultaneously, greatly improving efficiency.

Our fulfillment services played a pivotal role in ensuring the success of The Witcher project. We provided prepack solutions that prevented costly local re-packaging and significantly reduced the occurrence of Re-packaging errors. Our meticulous approach was evident in the way we carefully packaged the games in various combinations to accommodate the different options players may purchase.



Casting Shadows
36,562 Backers
\$ 4,064,068 pledged
BGG rating: 6.8

Launch

Launching a successful Crowdfunding campaign requires preparation and ongoing engagement with backers.



Submitting files that meet LongPack's printing requirements is crucial, and early design verification can help ensure a smooth production process. Interacting with backers frequently,

providing updates on the campaign's progress, and addressing their questions and concerns can build trust and excitement. Criticism is to be expected, but transparency and responsiveness can help maintain backers' support. Ongoing promotion and encouragement of backers to share the campaign can boost its success.

If the campaign doesn't see initial success, canceling and relaunching with changes is a viable option that has worked for many projects.



Throw Throw Burrito

53,643 Backers

\$ 2,559,458 pledged

BGG rating: 7.0

Thanks

longpack.com

