

LEVEL[↑]UP

The Donkey Kong Experience

Technical Deck

JUNE 2025



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Brief Summary

As part of an international call for proposals simulation, Level Up has been invited to develop and pitch a launch strategy for a new video game in the North American market.

The selected title is Donkey Kong Bananza, and the activation will take place in San Francisco, 10 months prior to release.

Level Up's mission is to design and execute a high-impact, immersive, and culturally relevant launch experience, while integrating :

- *An original event concept*
- *A strategic local partnership with a nationally recognized San Francisco-based company*
- *A mix of physical activation, digital communication, and influencer engagement*
- *A full technical and production roadmap*

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Who are we ?

Level Up is an event production company specializing in the world of video games, based in California.

With over 10 years of experience, it has established itself as a key actor in creating immersive, engaging, and spectacular gaming experiences.

Driven by a passion for innovation and storytelling, Level Up transforms every launch and event into a cultural moment blending creativity, technology, and fan connection to deliver events that resonate long after they end.



They trust us



The Team



**Creative
Director**

CLÉMENT



**Communications
Manager**

VALENTIN



**Finance
Manager**

JULES



**Event
Director**

BAPTISTE

Donkey Kong Island

Donkey Kong Island is not just an event, it's Nintendo's next cultural moment.
In a world saturated with digital noise, fans crave real-world connection.

Our mission is simple, turn the launch of Donkey Kong Bananza into a physical, unforgettable experience.

Set in the iconic Golden Gate Park of San Francisco, from July 9 to 16, 2025, Donkey Kong Island blends the thrill of adventure, the charm of nostalgia, and the innovation of Nintendo into one week-long celebration.

Families will explore a jungle brought to life through puzzles, challenges, and gameplay. Influencers will share it. Kids will remember it. The press will talk about it. And for one week, San Francisco will belong to Donkey Kong.



Donkey Kong Island – Event Zones

1. The jungle trail

Adventure Zone | Core experience

- *A guided path with multiple interactive checkpoints.*
- *Physical challenges: barrel toss, balance bridges, climbing logs.*
- *Puzzle stations hidden in the foliage.*
- *QR codes to unlock digital content (animations, clues, trivia).*

2. Banana bites alley

Food Court | Jungle snacks

- *Collaboration with local food trucks.*
- *Banana-themed menu: banana bread, smoothies, chips, grilled plantains.*
- *Jungle-styled eating areas with shade and seating.*

3. Social safari zone

UGC Zone | Content creation

- *Giant barrels, animated waterfall, jungle archways.*
- *AR selfie mirror with Donkey Kong filters.*
- *Retro arcade-style photo booths with DK overlays.*

Donkey Kong Island – Event zones

4. Kong's collectibles corner

Merch Zone | Sales & giveaways

- *Official Nintendo x Donkey Kong merchandise*
- *Exclusive event-only items: plushies, pins, posters, t-shirts*
- *Badge redemption booth (trade full badge set for a reward)*

5. Chill canopy

Rest Area | Families & accessibility

- *Shaded seating areas under tree-like installations*
- *Water stations, fans/misters, and beanbags*
- *Accessibility-friendly paths and guidance points*
- *Relaxing jungle ambiance with DK music loops*

6. Play cabana

Gaming Zone | Game preview

- *First public hands-on demo of Donkey Kong Bananza on Nintendo Switch 2*
- *Cabana-style booth decorated like a jungle hut*
- *Nintendo ambassadors assist visitors*
- *Age-based queues (kids / general audience)*

Bringing Donkey Kong beyond the Park

In the lead-up to Donkey Kong Island, a giant lightweight composite statue of Donkey Kong will be installed on one of the Golden Gate Bridge's lower structures.

Inspired by the original arcade game where Donkey Kong climbs and dominates vertical landscapes, this installation is designed to create an instant visual and symbolic connection with the franchise's roots, climbing, barrels, and iconic heights.

This statue will be installed one week prior to the event, and maintained throughout the entire duration of Donkey Kong Island (early to mid-July 2025). The setup will be conducted overnight under the supervision of safety engineers and in full coordination with the City of San Francisco, ensuring public safety and structural compliance.

Perfectly visible to tourists, commuters, and drone operators, it's designed for aerial shots, viral TikToks, social media buzz, and international press coverage.



Statue at Westfield San Francisco Centre

As part of our broader city takeover strategy, a Donkey Kong statue will be installed in the central atrium of the Westfield San Francisco Centre, one of the most visited shopping malls in the city. Towering at approximately 4 to 5 meters tall, this playful and family-friendly statue will depict Donkey Kong proudly holding a giant banana, a humorous, instantly recognizable pose rooted in the character's legacy.

The statue will be placed in mid-June and remain visible until the end of July, ensuring continuous public visibility before, during, and after the Donkey Kong Island event. Its placement in a high-traffic area maximizes exposure to both locals and tourists, capturing attention from families, teens, and casual shoppers alike.

A QR code integrated into the installation will redirect visitors to the official registration page for Donkey Kong Island, helping to convert curiosity into participation. Nearby retailers (such as the Nintendo Store or GameStop) may also benefit from increased foot traffic and thematic synergy, opening the door to retail partnerships or exclusive in-store promotions.



Donkey Kong mural in the Mission District

As part of our commitment to local culture and artistic expression, a large-scale Donkey Kong mural will be created in the heart of the Mission District, on 24th Street, one of San Francisco's most iconic neighborhoods for street art and community storytelling.

The piece will be designed and painted by a local artist from the Mission community, offering a unique fusion of Nintendo's playful universe and the bold, colorful style characteristic of the area. This public artwork will celebrate both Donkey Kong's legacy and the creative spirit of San Francisco.

Vibrant, accessible, and photo-worthy, the mural will become a lasting tribute to the event and a symbolic link between the brand and the city's cultural landscape.



Influencer strategy



Limited edition invitation boxes



To generate buzz ahead of the Donkey Kong Island launch, we will send a selection of exclusive, limited-edition influencer boxes to a curated list of content creators known for their engagement with Nintendo franchises and family-friendly gaming.

Each box will include :

- *A personalized event invitation to Donkey Kong Island (Golden Bridge Park, July 9–16).*
- *Donkey Kong-themed goodies (custom pins, plush keychain, banana snack pack, collector card).*
- *A premium item (e.g., jungle-themed hoodie or mini arcade barrel figurine).*
- *A press leaflet teasing the full immersive experience.*

These boxes will be both Instagrammable and story-worthy, crafted to encourage unboxing content across platforms.

Influencers will be offered priority access to the event, press kit materials, and opportunities for live content creation on-site.

Few influencers



Ludwig



ZackScottGames



Arlo



AntDude



Pokimane

Communication plan

Month	X (Twitter) 	Instagram 	YouTube 	Facebook 
September 2024	2-3 posts	2 posts	1 short teaser	1 post
October 2024	3-4 posts	2-3 posts	1 short clip	2 posts
November 2024	4-5 posts	3 posts	2 short	2 posts
December 2024	5 posts	3-4 posts	2 short	2 posts
January 2025	5 posts	4 posts	1 short character	2 posts
February 2025	5-6 posts	4 posts	1 short sound demo	2 posts
March 2025	6-7 posts	5 posts	1 short fun or interactive	2 posts
April 2025	6-7 posts	5 posts	2 short feature clips	3 posts
May 2025	7-8 posts	6 pots	2 short influencer box	3 posts
June 2025	10 posts	8 posts	6 trailers of event zone	5 posts
July 2025	12+ posts	10 posts	3-4 videos	6 posts

Posts examples

Nintendo of America (@NintendoAmerica)

Donkey Kong Bananza, a brand-new 3D platforming action adventure is coming exclusively to #NintendoSwitch2 on July 17! #NintendoDirect



X • 02/04/2025 16:11

Nintendo of America (@NintendoAmerica)

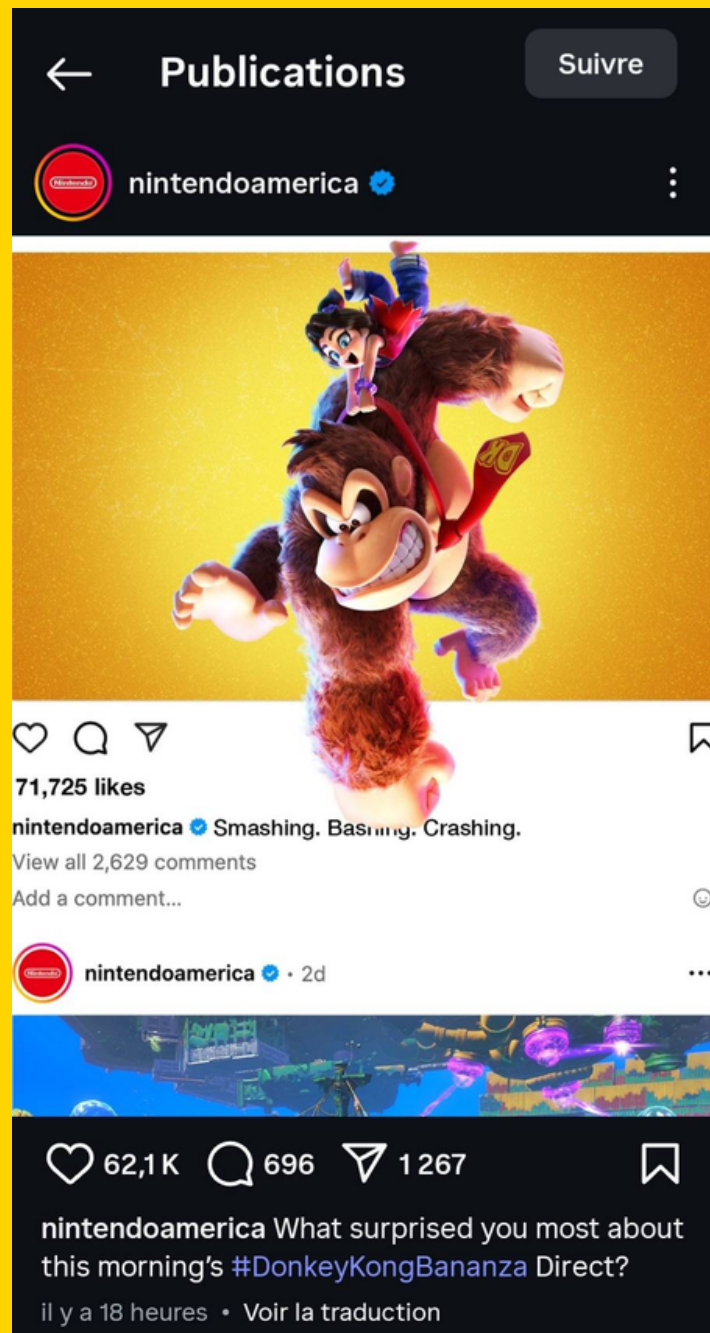
Tune in at 6 a.m. PT on June 18 for a livestreamed #DonkeyKongBananza Direct presentation, featuring roughly 15 minutes of information about the upcoming Nintendo Switch 2 game. #NintendoDirect

Watch here: <https://t.co/PlBJOI8lj8>

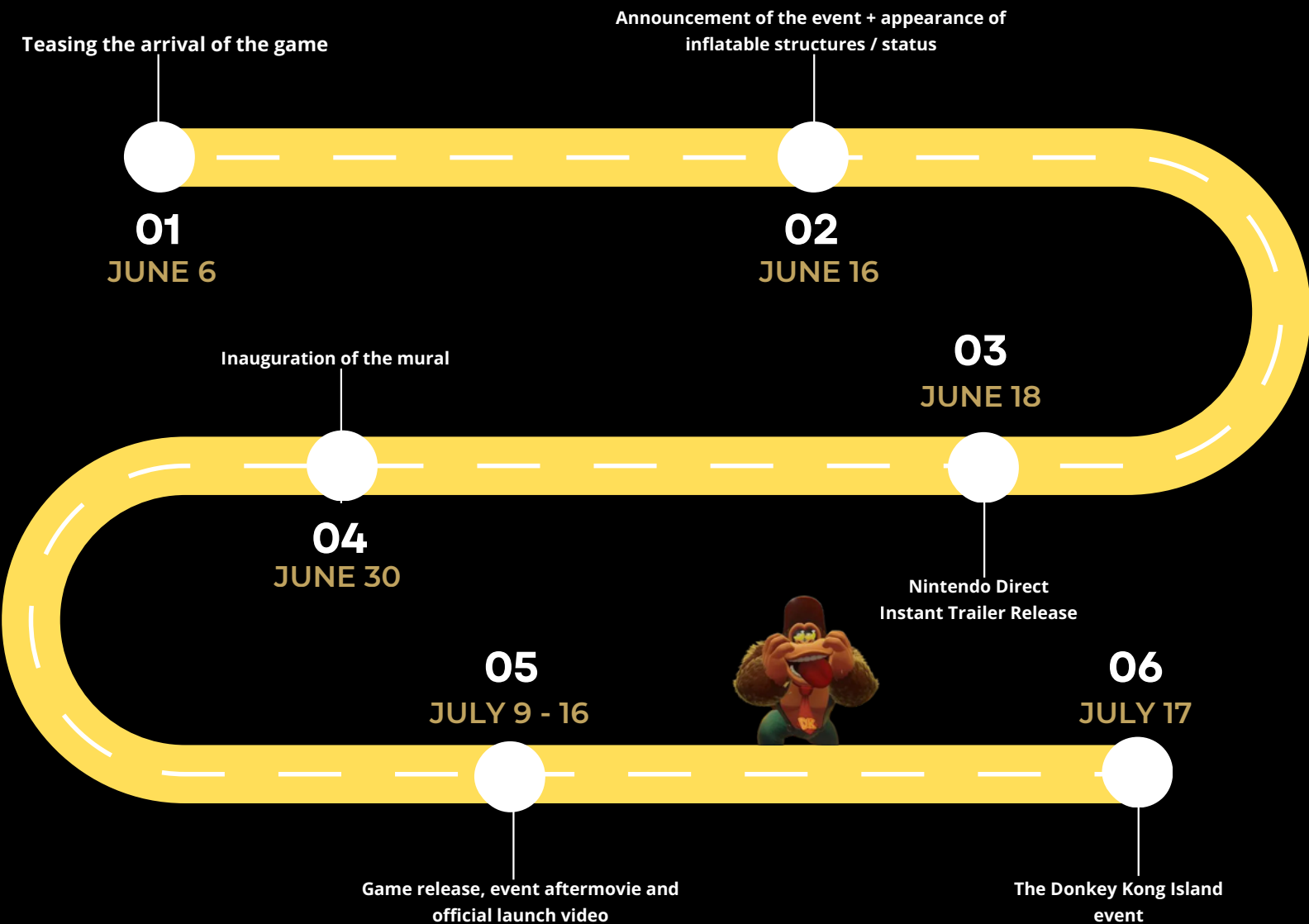


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Posts examples



Roadmap



Budget and price

To bring Donkey Kong launch to life and generate impact throughout San Francisco, the budget has been carefully distributed across strategic event pillars.

	Value	Percentage
Main Event	230 000\$	45%
Activation 1 (mural)	20 000\$	5%
Activation 2 (statues)	150 000\$	30%
Marketing & communication	100 000\$	20%
Total	500 000\$	100%

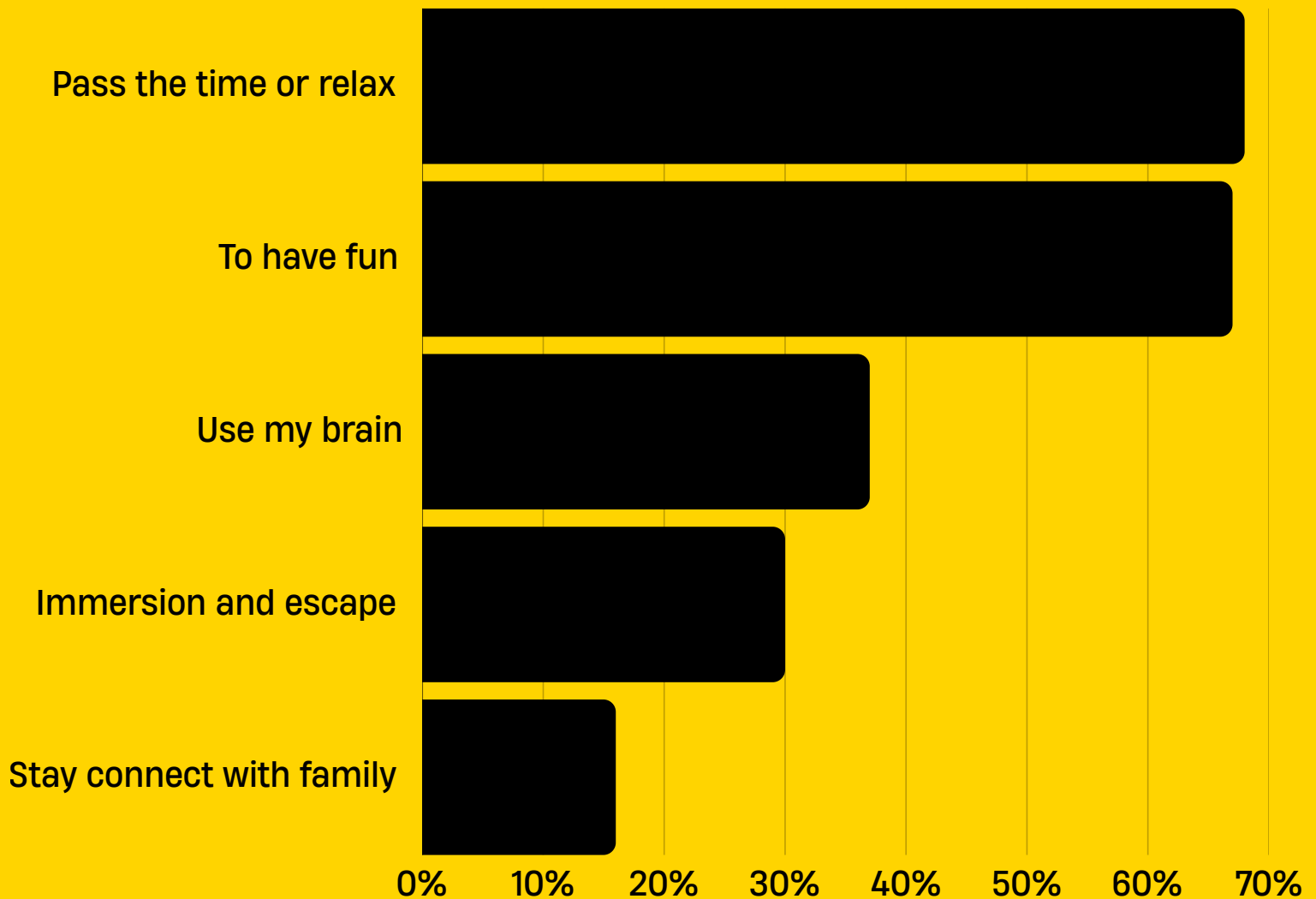


Budget main event

Category	Budget (\$)
Venue & Permits	10 000\$
Security & Logistics	8 000\$
Scenography & Decor	32 000\$
Technical & Power	8 000\$
Gaming Zone	25 000\$
Interactive Trail	12 000\$
Staff & Entertainment	18 000\$
Marketing & Promotion	50 000\$
Content Capture	8 000\$
Merchandise & Giveaways	18 000\$
Food & Beverage	10 000\$
Project Management	25 000\$
Contingency	6 000\$
Total (\$)	230 000\$



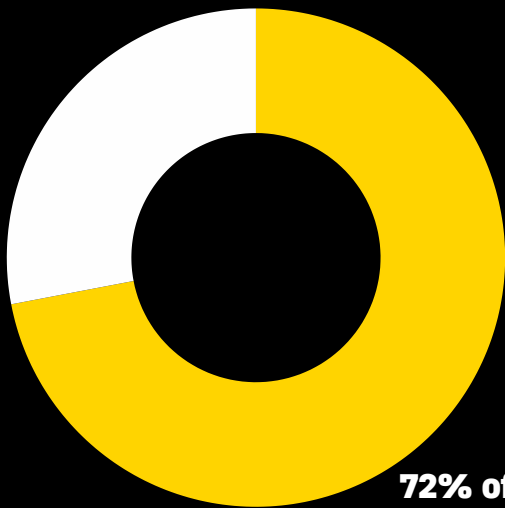
Market data



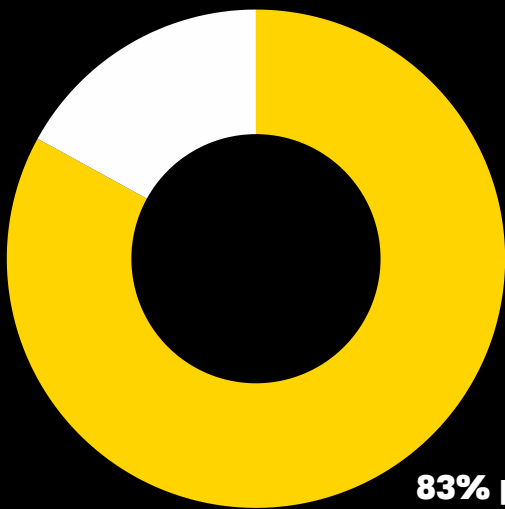
Market data

Games help forge family bonds.

Families who play video games together help strengthen ties between parents and children



72% of parents play video games



83% play video games with their children

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Thanks you !

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