

DUNGEON MASTERPIECE

By Baron de Ropp



WHO IS DUNGEON MASTERPIECE?

Baron de Ropp, the YouTuber behind Dungeon Masterpiece, is extremely passionate about D&D and other tabletop role playing games. Ropp has over 27 years of experience “Dungeon Mastering” for various RPGs, and an educational and career background in media production and applied geopolitical risk analysis.

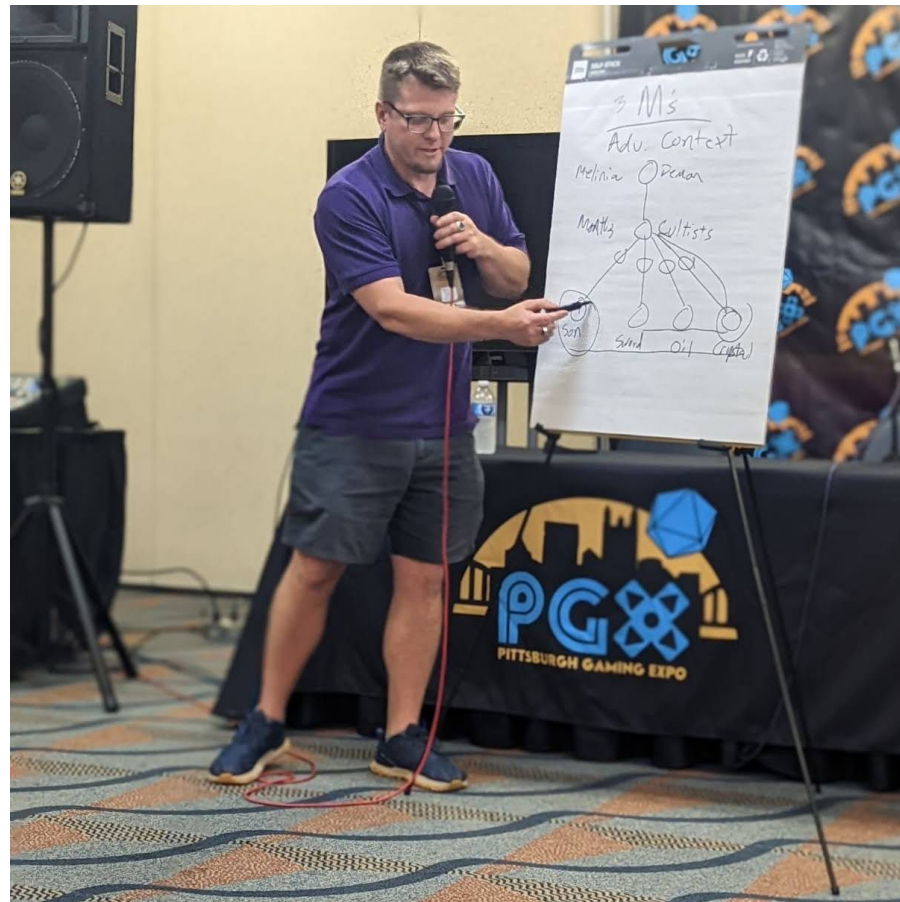
With these skills, Ropp focuses on synthesizing his varied background. Ropp coalesces lessons from cinema, literature, and video games to create richer stories, and uses the school of Applied Geopolitics to develop complex and cohesive fantasy settings on par with the Game of Thrones or Mass Effect franchises.



For sponsorships & all other enquiries: baron-de-ropp@dungeonmasterpiece.com

AS FEATURED ON

- Convention guest speaker at:
 - GenCon
 - Pittsburgh Gaming Expo
 - Save vs Hunger
 - Mythicon
- Guest speaker on:
 - [Worldbuild With Us](#)
 - [Me, Myself And Die](#)
 - [Dungeon Damsel](#)
 - [Infernal Schoolhouse Games](#)
- Featured on:
 - [The Guardian](#)
 - [CBC](#)



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CHANNEL ACHIEVEMENTS

- First video published June of 2021
- 5k subscribers in March of 2022
- 30k subscribers in May 2022
- 65k subscribers in September 2023
- “Gaming Creator on the Rise” (Featured on YouTube Homepage)
 - April of 2022
 - May of 2022



Dungeon Masterpiece
@DungeonMasterpiece · 67K subscribers · 97 videos
Baron de Ropp 🏆 demonstrates how to run better D&D sessions by critically analyzing ga... >
patreon.com/dungeonmasterpiece and 4 more links

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Popular videos ▶ Play all

- FAERUN GEOPOLITICS**
From Baldur's Gate to Waterdeep: The Geopolitics...
375K views · 2 years ago
CC
- WRITING CAMPAIGNS WHY WE WASTE TIME**
Write your Campaign in Just One Evening!
220K views · 1 year ago
CC
- HEXCRAWLS WHAT WE GET WRONG**
D&D HexCrawls! How To Do Exploration RIGHT!
219K views · 1 year ago
CC
- STAR WARS KNIGHTS OLD REPUBLIC**
Start Your D&D Campaigns like Kotor, NOT Skyrim!
175K views · 1 year ago
CC

Fantasy Geopolitics ▶ Play all

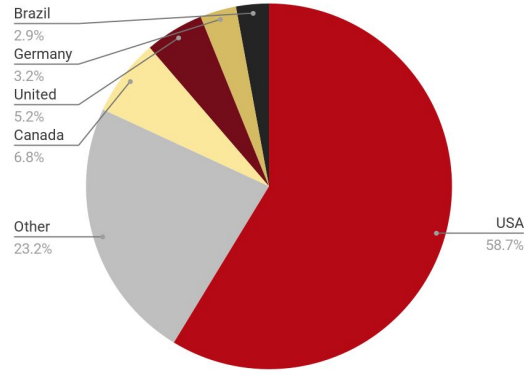
- insta-quest hooks FROM RIVERS?**
Your Fantasy Map is Already Full of Quest Hooks
Dungeon Masterpiece
70K views · 1 year ago
CC
- FAERUN GEOPOLITICS**
From Baldur's Gate to Waterdeep: The Geopolitics...
Dungeon Masterpiece
375K views · 2 years ago
CC
- THIS IS DARK SUN**
Geopolitics of Dark Sun: Athas
Dungeon Masterpiece
78K views · 1 year ago
CC
- GREYHAWK GEOPOLITICS**
Is Greyhawk Geopolitically Consistent?
Dungeon Masterpiece
50K views · 1 year ago
CC

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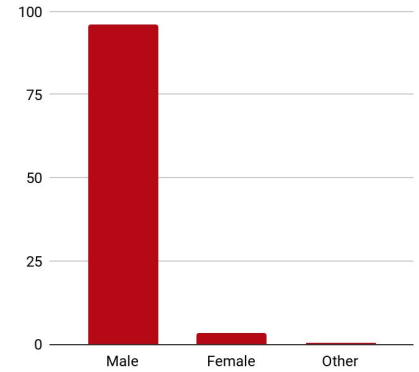
AUDIENCE ENGAGEMENT

- Dungeon Masterpiece viewers are interested in Dungeons & Dragons, Fantasy Worldbuilding, and Geopolitics.
- The channel averages 30,000 views per video.
- 87% of viewers are still watching after the first 30 seconds.
- 71% of each video is watched on average.
- 63% of viewers watch videos in their entirety.
- 24% of community post impressions result in interactions.

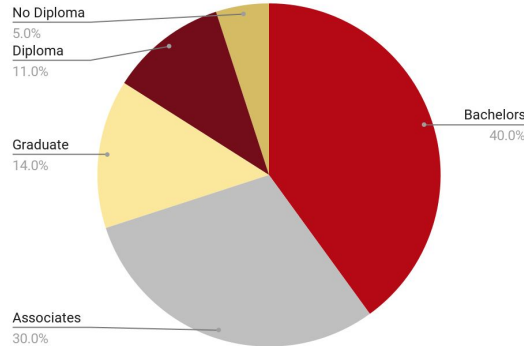
Geography



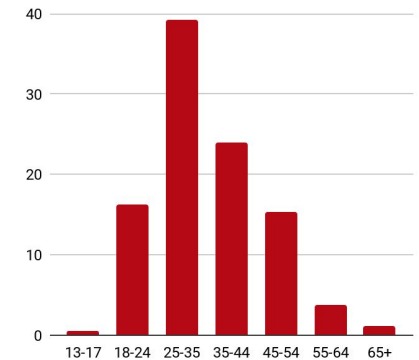
Gender



Education (Self-Reported, Aug 2022)



Age



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SPONSORSHIP CASE STUDY: ENCLAVE TTRPG

From Robby H., Enclave's creator:

"Enclave was my first KS Campaign, running **Aug 8th - Sep 8th 2023** with a goal of **\$5,000**. Of all the people I spoke with, Baron had *by far* the fastest turnaround. He was courteous, professional, and inquisitive over email, responded promptly to every message I sent, and was willing to work with my low turnaround time.

For his subscriber count, average viewership, and sponsored segment length, Baron had by **far and away the best prices of any channel I received a quote from**. If I had to put a number to it, I'd say his rates are as much as **33% better** than the next best deal I received.

To cap it all, working with Baron de Ropp was very pleasant and comfortable, easily the best paid promo experience I have yet attempted in my admittedly fledgling career.

Assuming he is open to it, **I will be going to Baron de Ropp before anyone else for other projects I have planned in the future**. I would highly recommend you do so as well."

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SPONSORSHIP CASE STUDY: ENCLAVE TTRPG

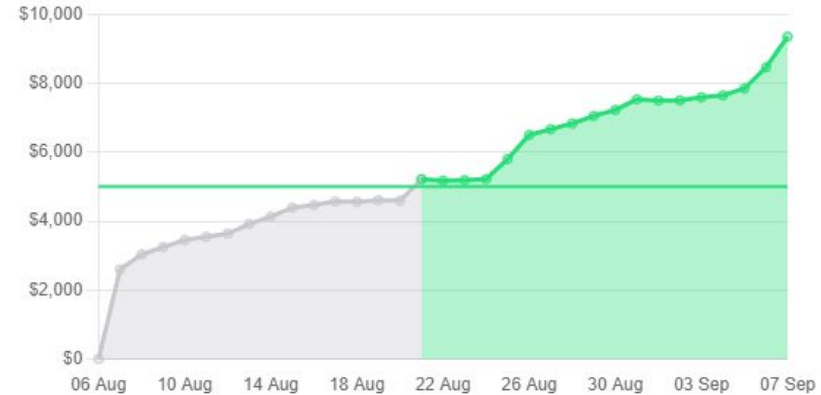
From Robby H., Enclave's creator (cont.):

"The green line shows when the ad went live. Over the next two days I received well over **\$1,000** of funding with a further steady climb thereafter.

I was using other advertising venues at the time, so I definitely can't attribute *all* of this to Baron, but at a guess I would say that at least a further **\$150** was brought in thanks to his sponsored segment.

I received **\$485** through the referral link, by far the highest of any influencer marketing efforts I undertook. Baron was also the **6th highest** funding category overall, only beaten out by my own grassroots efforts and Kickstarter's internal algorithm and accounted for 5% of the total pledges."

Funding progress



"Tremendous. I just watched it through! First off, great vid. Really enjoyed it and am very grateful my ad spot could be a part of it! But secondly, **man you absolutely NAILED it -- seriously, thank you so much for putting forth such a great summary of my game.**"

- Robby's reaction to seeing the final promo

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SPONSORSHIP CASE STUDY: DSCRYB

An award-winning tabletop roleplaying game publisher of lush descriptions, immersive sounds and interactive maps.

Lifetime Promotion Stats (as of Oct 2023)

- Clicks: 3,886
- 387 referred users (free and subscribers)
- total sales (subscription payments) from referred users: \$8787.52

“That was an incredible ad read! What a great idea to incorporate our dragon shanty into your dragon lore video!”

–David S., founder of dScryb

VIEWER COMMENTS

“That was **one of the best sponsor segways I’ve ever see[n.]**”

–Duolingo055

“That was a **smooth sponsorship**, holy hell.”

–davidstrife165

“Not gonna lie, I watch a couple people sponsored by Dscryb, but you and the way you did **your sponsor spot** combined with the dragon shanty **has gotten closest to making me really think about getting it.**”

–andrewdiaz3529

“I don't normally compliment inset sponsorship ads - BUT well done.”

–TheSoling27

“The sponsored bit fit in too well. **I don't think an ad ever got me more interested than that one.**”

–ocirMZ

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VIEWER REACTIONS TO PROMOTIONS

On video: [D&D City Geopolitics, Explained!](#) (sponsored by Keeps Hair Loss)

“Hahahaha **brilliant transition** to the sponsor ad, I was not expecting that.”

-*liamcullen3035*

“My response to Keeps sponsorship: A razor and a scalp tattoo.”

-*kevinsmith9013*

“That’s my plan too.”

-*magdalene2229 (thread response)*

“Speaking of giving “props”, that was **one of the most well placed sponsor plugs I’ve ever seen.** Seriously well done, and what a cool idea on top of that!”

-*averysmith8662* On video: [Building a D&D Stronghold! Now What?!](#) (sponsored by Established Titles)

On video: [My 9 Favorite RPGs That Aren't D&D!](#) (sponsored by Surfshark VPN)

“That **sponsor transition was so smooth** I slipped on it and was caught by the alien horror chasing me”

-*15098D*

“**Flawless sponsorship integration.**”

-*Sleeper_6875*

“That was a **clever sponsor transition :)**”

-*TravisHowell*

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VIEWER REACTIONS TO PROMOTIONS

"I initially chose Spelljammer, but **then I saw you had a sponsored option, and I chose it instead.** For such highly professional and unique analyses you do here, using academic knowledge to better understand the worlds of D&D, I think you deserve to be sponsored!"

-*Marcosmiotti7399* (on a community posted sponsored by Raid Shadow Legends)

"I had no idea this existed and wouldn't have paid any attention to it based on cover, title and blurb ('cause I think I probably ignored it on Kickstarter). **Thinking I'm heading over to DriveThruRPG now.** There's some great work and brilliant options here. Thanks for the mad scrolling and chat!"

-*Wraithing* (on Galders Gazeeter, non sponsored)

"Tables? *Looks into Kickstarter deets*Ooh-ho-ho; TABLES! ***Slams money into backing***"

-brucemaximus3797 (on Knave 2e kickstarter)

"I contributed to that [Chamomile] kickstarter on your previous recommendation."

-*grimgrimly*

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SPONSORSHIP OPTIONS

~~Video Sponsorships (USD)~~

- ~~● 30-60s midroll ad - \$900~~
- ~~● 15-30s pre-video soundbite - \$1,350~~
- ~~● 30-60s pre-video ad (subject to channel fit) - \$1,800~~
- ~~● Community post (limited to 1-2 per month based on best fit for the channel) - \$200~~

Substack email list sponsorships (USD):

- Classified ad (1-2 sentences) - \$30
- Featured ad (~1 paragraph) - \$50
- Dedicated email - \$150

“That was **the best sponsorship placement we have ever had by far!** Do you mind if we use a clip of this video for our own marketing?”

-Devon C., StartPlayingGames

**CURRENTLY NOT ACCEPTING
VIDEO SPONSORSHIPS**

We can also discuss custom options such as affiliate promotions, dedicated videos, giveaways etc, and we are happy to negotiate rates, especially for multi-video sponsorship contracts.

Please provide a media kit with details about your product, guidelines, what you'd like highlighted, B-roll footage/images and any other relevant info, as well as a minimum of 2 weeks notice for a video sponsorship after we've received all the info.

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