ALBERTA GAME JAM

2019 Sponsorship Package
August 23 - 25

Calgary (Mount Royal University) | Edmonton
(MacEwan University) | Lethbridge (Lethbridge College)

About Us

Alberta Game Jam is a community initiative created to help unite and empower game developers throughout the province. Game jams provide an environment in which both current and novice game developers can network with one another, learn new skills, and flex their creative muscles by working together to create a game in 48 hours according to a set theme.

Besides providing an opportunity for networking and professional development, Alberta Game Jam also provides a place in which we can encourage and identify talent throughout the province, as well as inspire a culture of mentorship, collaboration, and experimentation. This event is also working to create a more accessible, welcoming community by hosting this event simultaneously in Edmonton, Calgary, and Lethbridge, as well as allowing developers in other cities or towns to create a physical site of their own for others to join. Additionally, we are allowing remote participation to make the event more accessible to those who are unable to attend the physical locations.

We have three sponsorship tiers available for Alberta Game Jam 2019, and we hope that you will join us in helping to make this endeavour a success. We thank you for your support, and look forward to working with you!

Sincerely,

The Alberta Game Jam Team:

Vanessa Capito, Craig Pfau, Allyson Cikor

Alberta Game Jam
itch.io/jam/albertagamejam
abgamejam@gmail.com

Terms of Sponsorship

We are seeking sponsorship in the form of in-kind or cash donations to help cover the costs of food, marketing, and prizes for each of our three event sites. Each tier of sponsorship will provide the benefits outlined in their respective table as well as any benefits outlined in a lower tier (i.e. choosing the gold tier will grant you all the benefits in the gold tier as well as the silver and bronze tiers). Dollar values are representative of either the direct cash sponsorship provided or the value of any in-kind sponsorships.

If preferable by your organization, our team can send an initial draft of an official *Sponsorship Agreement Contract*, to be iterated on between our teams until both parties are satisfied. Social media acknowledgements will be made within 3 business days of receiving the sponsorship dues and the necessary branding elements. Branding elements to be used in print material must be received no later than Monday, August 5th in order to provide enough time for proofs to be made.

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Sponsorship Tiers

Gold: $500 (1 slot left)

Principal Sponsor of Edmonton, Calgary, or Lethbridge event site: Your organization will be listed as the principal sponsor of one of the three physical event locations of your choice. Site choice is on a first-come/first-serve basis as sites are available. As a principal sponsor, you are entitled to:

- Your logo appearing on the Eventbrite page of that specific site, and your organization listed as the principal sponsor of that site.
- Your organization specifically being named and thanked as the *"Principal Sponsor of -X- Location"* during the verbal acknowledgement of thanks at the beginning and end of the event, in the Sponsors section of the orientation powerpoint shown at the beginning of the event before the theme is revealed, as well as all social media thank you posts through our Twitter, Facebook, and Discord server.
- You will be able to create up to three unique *diversifiers*. Diversifiers are optional constraints that event attendees may apply to their game on top of the set theme in order to create a more challenging experience. Diversifiers are an excellent way to advertise your business, as you can use it as an opportunity to have our event participants embed your organizational mandate, values, products or services in their games, which will be promoted to anyone playing them once they have been posted online.
    - *Ex*: Global Game Jam 2019 diversifier: *"Party Maker - Sponsored by AirConsole: Use AirConsole to make a computer game that uses smartphones as controllers"*
    - *Ex*: Potential Alberta Game Jam 2019 diversifier: *"Strong Alone - Stronger Together: Create a team comprised of at least one developer from each site working together remotely"*.
    - [Other examples of previous diversifiers used at past Global Game Jam events can be found at this link.](#)

2-3 minute video clip and/or full page ad: In addition to your organization's logo, a full page ad (16:9) will be included in the orientation powerpoint shown at the beginning of the event at all three sites, as well as shared on our Discord server for remote participants. Additionally, you will also be able to include a short 2-3 minute video ad promoting your business in the orientation powerpoint if you so choose.

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Silver: $250 (3 Snack Table Slots, 4 Pizza Meal Slots available)

Snack Table *-or-* Pizza Meal sponsor: Your organization will be listed as the main sponsor of the snack table of one of the sites of your choosing. Your logo will be printed and placed on the snack table, and a verbal acknowledgement of thanks will be made for providing yummy and healthy snacks to help keep the attendees going! Additionally, we will take pictures of attendees by the snack table with your logo in view, and share a tagged thank you post to our social media channels. Attendees will also be asked to thank and tag your organization through their own social media accounts.

If a Pizza Meal is chosen instead of the Snack Table, your logo will be printed and placed by the pizza once it's been set up and delivered. We will take pictures of attendees enjoying the delicious pizza with your logo in view, and share a tagged thank you post to our social media channels. Attendees will also be asked to thank and tag your organization through their own social media accounts.

Diversifier: You will be able to create one unique *diversifier*. Diversifiers are optional constraints that event attendees may apply to their game on top of the set theme in order to create a more challenging experience. Diversifiers are an excellent way to advertise your business, as you can use it as an opportunity to have our event participants embed your organizational mandate, values, products or services in their games, which will be promoted to anyone playing them once they have been posted online.
- *Ex*: *Global Game Jam 2019 diversifier: "Party Maker - Sponsored by AirConsole: Use AirConsole to make a computer game that uses smartphones as controllers"*
- *Ex*: *Potential Alberta Game Jam diversifier: "Strong Alone - Stronger Together: Create a team with at least one member from another city or town in Alberta working remotely."*
- [Other examples of previous diversifiers can be found at this link.](link)

Logo Stickers: Your organization logo will be printed off as a sticker to be given away for free to attendees alongside the Alberta Game Jam dinosaur logo stickers at all three physical event locations.

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Bronze: $100

Social Media: Your sponsorship will be acknowledged and thanked through our social media channels, Facebook, Twitter, and Discord. This social media acknowledgement will take place within 3 business days of receiving your sponsorship due and necessary branding material.

Website: Your organization's logo will appear in the sponsors section of our itch.io page.

Orientation Powerpoint and Verbal Acknowledgement of Thanks: Your organization's logo will be included in the Sponsors section of the orientation powerpoint, shown at the beginning of the event at all three sites as well as shared on our Discord server for remote participants. Additionally, a verbal acknowledgement of sponsorship will be made at the beginning and end of the event.

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Event Info:

Alberta Game Jam is taking place in Calgary, Edmonton, and Lethbridge on August 23 - 25. In order to expand the reach of the event throughout the province and to make it more accessible, remote online participation is allowed for attendees who are unable to make it to any of the physical event sites. Additionally, developers in other towns or cities are able to contact the Alberta Game Jam team if they would like to create a physical site of their own for developers in their area to participate in.

Participants will have from 6 pm on Friday, August 23 to 5 pm on Sunday, August 25 to successfully make a game set around a predetermined theme. This theme is kept a secret until the end of the orientation presentation. Once the theme has been announced, the game jam participants are set loose to network with each other and create small, interdisciplinary teams. Teams may also choose to use diversifiers in addition to the theme in order to make their experience more challenging or fun. To provide extra incentive for attendees to use the diversifiers, for every diversifier they successfully integrate into their project they are able to enter in an extra entry in the draw for prizes.

At 5 pm on Sunday, each team will present their games and share their experiences as well as talk about what they learned. If there are prizes, then the prize draw will be held after the presentations have finished. All games will be available for the public to play through the [Alberta Game Jam itch.io page](#).

Demographic Info:

Alberta Game Jam is open to developers of any and all experience levels— from novice and student beginners to seasoned professionals already working in the industry. The predominant age bracket of the attendees for all three sites will be in between the ages of 18-35.

Game development is interdisciplinary, and participant competencies will range from programmers, artists, designers, musicians, and writers. The majority of participants will likely be post-secondary students or professionals working in game development or in an adjacent field.

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Maximum turnout per site:

- Edmonton: 65
- Calgary: 50
- Lethbridge: 40

Why the Dinosaur?

The dinosaur on our logo isn't just any dinosaur—it's an Albertosaurus, first discovered in Horseshoe Canyon, Alberta in 1884 by Joseph B. Tyrrell, the namesake of the Royal Tyrrell Museum of Paleontology in Drumheller, Alberta. The Albertosaurus was chosen as our team wanted to choose a symbol that was unique to Alberta but not tied to any particular location in order to best represent our mandate of uniting developers across the province. Besides being named after the province, the Albertosaurus is also featured on the new Alberta driver's licenses and identification cards. Additionally, it is believed by some paleontologists that the Albertosaurus moved and hunted in packs, which fits with the themes of unity and empowerment driving Alberta Game Jam.

(Plus dinosaurs are just plain cool!)

Albertosaurus at the Royal Tyrrell Museum of Paleontology located in Drumheller, Alberta.
Photo taken from:
https://www.thecanadianencyclopedia.ca/en/article/royal-tyrrell-museum-of-palaeontology

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