

Global Game Jam 2012 Sponsorship Opportunities

January 27 – 29, 2012

All sponsorship prices are in U.S. dollars. Recognition of sponsors will begin when the contract for your commitment is received. Thank you for your support of the IGDA Global Game Jam!

Event details

- **Over 150 site locations worldwide**
- **30 – 100 attendees per site**
- **Attendees are typically male, 18 - 34 years old**
- **Guaranteed exposure to a minimum of 5,000 gamers for two days**
- **Your logo/branding visible on GGJ website for six months after the event**

1. Headline Platinum Sponsorship - \$25,000 (1 opportunity available)

Benefits:

1. Full page ad in the IGDA monthly newsletter (75,000+ targeted contacts)
2. Rotating banner on IGDA website
3. Top level logo placement on the Global Game Jam website with hyperlink back to your website
4. Acknowledgement of your sponsorship on our Facebook, LinkedIn and Twitter feeds
5. Brand identified as Event Underwriter on all related marketing materials, advertising and literature
6. Pre-roll trailer for the event keynote
7. Profile level interview in the IGDA newsletter reaching all past and present participants on our lists
8. Acknowledgement in all Global Game Jam press releases and public relations activities
9. Ability to display/distribute digital promotional materials at all Global Game Jam locations
10. Company name and logo on all marketing materials and advertising

2. Gold Sponsorship - \$10,000

Benefits:

1. Half page ad in the IGDA monthly newsletter (75,000+ targeted contacts)
2. Rotating banner on IGDA website
3. Company name and logo on the Global Game Jam website with hyperlink back to your website
4. Acknowledgement of your sponsorship on our Facebook, LinkedIn and Twitter feeds
5. Acknowledgement in all Global Game Jam press releases and public relations activities
6. Ability to display/distribute digital promotional materials at all Global Game Jam locations
7. Company name and logo on all marketing materials and advertising

3. Silver Sponsorship - \$6,000

Benefits:

1. Quarter page ad in the IGDA monthly newsletter (75,000+ targeted contacts)
2. Rotating banner IGDA website
3. Company name and logo on the Global Game Jam website with hyperlink back to your website
4. Acknowledgement of your sponsorship on our Facebook, LinkedIn and Twitter feeds
5. Company name and logo on all marketing materials and advertising
6. Acknowledgement in at least one (1) press release

4. Bronze Sponsorship - \$2,500

Benefits:

1. Mention in the IGDA monthly newsletter (75,000+ targeted contacts)
2. Rotating banner on IGDA Website
3. Company name and logo on the Global Game Jam website with hyperlink back to your
4. Acknowledgement of your sponsorship on our Facebook, LinkedIn and Twitter feeds
5. Acknowledgement in at least one (1) press release

5. Copper Sponsorship - \$750

Benefits:

1. Company name and logo on the Global Game Jam website with hyperlink back to your website
2. Acknowledgement of your sponsorship on our Facebook, LinkedIn and Twitter feeds

6. Green Technology Sponsorship - \$ 15,000

Distribute your technology to GGJ attendees to utilize for game creation during the event.

Technologies can include (but are not limited to) engines, tools, distribution mechanisms, and applications for all platforms of game development, including online, mobile, MMO, social, console, PC, and MAC.

Benefits:

1. Ability to distribute technology for use by attendees during event
2. Ability to distribute digital promotional materials at all Global Game Jam locations
3. Half page ad in the IGDA monthly newsletter (75,000+ targeted contacts)
4. Company name and logo on the Global Game Jam website with hyperlink back to your website
5. Rotating banner IGDA website
6. Acknowledgement of your sponsorship on our Facebook, LinkedIn and Twitter feeds
7. Acknowledgement in all Global Game Jam press releases and public relations activities
8. Company name and logo on all marketing materials and advertising

7. Green Upgrade Jam Sponsorship at IGDA VIP Party at GDC - \$5,000

Extend the reach of your Green GGJ sponsorship by staging a special event for users of your technology. Jammers will have 30 days after the GGJ event to improve and finalize their games.

Entries will be displayed at IGDA VIP party the Game Developer Conference 2012.

Benefits:

1. Half page ad featuring event in the IGDA monthly newsletter (75,000+ targeted contacts)
2. Promotion of the event and your Brand will be identified as VIP party Co-Sponsor on all related marketing materials, party invitation, advertising, and literature
3. Acknowledgement of your event sponsorship on our Facebook, LinkedIn and Twitter feeds
4. Acknowledgement in all public relations activities about the event
5. Signage at party featuring your logo
6. Ability to display/distribute company promotional materials at the party

8. Digital Coupon Sponsorships - \$3,000

Distribute your company's digital coupon to 5,000 + highly targeted potential new customers worldwide.

Benefits:

1. Quarter page ad in the IGDA monthly newsletter (75,000+ targeted contacts)
2. Rotating banner on the IGDA website
3. Company and logo on the Global Game Jam website with hyperlink back to your website
4. Acknowledgement of your sponsorship on our Facebook, LinkedIn and Twitter feeds



IGDA Global Game Jam Sponsorship Reservation Form (Please print)

Name: _____

Company/Organization: _____

Address: _____

City/State/Zip/Postal Code/Country: _____

Telephone (include area code): _____ Email: _____

YES! I want to support the IGDA Global Game Jam. I will take the following package:

(Please check one)

- | | |
|--|--|
| <input type="checkbox"/> Headline Platinum @ \$25,000 | <input type="checkbox"/> Copper @ \$750 |
| <input type="checkbox"/> Gold @ \$10,000 | <input type="checkbox"/> Green Technology @ \$15,000 |
| <input type="checkbox"/> Silver @ \$6,000 | <input type="checkbox"/> Upgrade Jam Contest @ \$5,000 |
| <input type="checkbox"/> Bronze @ \$2,500 | <input type="checkbox"/> Digital Coupon Program @ \$3,000 |

Total Amount enclosed or authorized to be charged: \$_____

Early bird Discounts

- Reserve by June 1st, 2011 – 20%
- Reserve by September 1st 2011 – 10%
- 50% down payment required for early bird discounts, with balance due December 1st, 2011

Comments: _____

PAYMENT INFORMATION (check one)

- My check (payable to IGDA) is enclosed.
- Please charge my credit card (check one): Visa MasterCard American Express

Card Number: _____

Expiration Date: _____ Security Code: _____

Signature of Card Holder: _____

Please note: Sponsors are responsible for shipping all physical items to each site location. IGDA will provide sponsors with all shipping and contact information

Return this form via email to susan@igda.org