



# The Global Game Jam

January 29–31, 2010

The Global Game Jam held its inaugural 48-hour Game Jam from January 30<sup>th</sup>–February 1<sup>st</sup> 2009 with amazing success.

Here are some of the highlights of the event:

- 1650 Participants
- 53 locations
- 23 countries
- 14 time zones
- 370 games made
- 100's of news articles, podcasts, webcasts & TV across six continents
- 25 locations streamed the event LIVE via ustream.tv

The 2010 Global Game Jam (GGJ) is going to be even bigger, and we expect three times as many participants with increased outreach to Eastern Europe, Asia, Africa and South America. Based on our recent survey results, 100% of those who hosted the 2009 GGJ said they would do it again. Within a month of the event, we have already received numerous requests to participate in upcoming Global Game Jams in countries and cities that did not participate this year. The 2010 GGJ is also going to add a research component for study and development.

We would like to include you as one of next year's sponsors.

There are numerous benefits for your company in sponsoring the Global Game Jam, to name a few:

1. **Access.** Access to some of the most innovative, creative and talented minds in Video Games.
2. **Exposure.** Your product will be exposed to people who are most likely to use your products or be influenced by your brand. For software and middleware companies, you will reach those who influence the purchase and use of your products in their studio, lab or upcoming Indie project. For publishers, the GGJ offers a way to reach the game development community through its next generation of creators.

3. **Opportunity.** The Global Game Jam is a unique Idea space, where the next innovation in game play will possibly be developed.
4. **Education.** Adding to the collective global goodwill experience by helping the GGJ and the IGDA Education SIG brings unique opportunities in education to students and educators, by providing them an opportunity to know you and know your product/service or brand.

Sponsorship money goes toward things such as logistics, marketing, operations, and opportunities to present the games at international conferences. Our goal is to promote rapid prototyping and game studies while uniting the game development community in a giant experiment in creativity. We are only able to accomplish this task with generous sponsorship from companies such as yours. Our corporate sponsorship packet is attached with information about GGJ website, news articles from major magazines and links to the various social media outlets utilized during GGJ.

I hope that you will be able to provide us with the support needed to make this event become even bigger. Again, thank you for your time and support in helping the GGJ meet its mission of providing educational and creative opportunities to the game developers of today and tomorrow from around the world. If you have any further questions, please do not hesitate to contact us. We look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan Gold". The signature is stylized and cursive.

Susan Gold  
Founder  
Global Game Jam  
+1-415-286-3489  
[susan@globalgamejam.org](mailto:susan@globalgamejam.org)



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## Corporate Sponsorship Tiers

Donations will be used to pay for logistics, advertising and marketing, and the overall costs of pulling off a global event.

### Headline Sponsor \$25,000 (1)

- Identified as Event Underwriter on all related marketing materials, advertising and literature\* with, “Presented By” preceding your brand
- Exclusivity
- Trailer preceding keynote
- Top level logo placement on the Global Game Jam website
- Profile level interview in an email newsletter that reaches all past and present participants on our lists
- Plus all items in the Platinum level sponsor tier

### Platinum \$10,000 (5)

- Acknowledgement in all Global Game Jam press releases and public relations activities\*
- Company name and logo predominately displayed larger than other sponsorship tiers on Global Game Jam participant T-shirt\*\*
- Four Invitations to attend special GDC San Francisco dinner with Global Game Jam organizers
- Mention of company name during program introductions at IGDA Education SIG Workshop at all conferences where we present the GGJ
- Year-round recognition on the GGJ website and the IGDA Education SIG website ([igda.org/education](http://igda.org/education))
- Plus all items in the Gold level sponsor tier

### Gold \$6000 (10)

- Ability to Display/Distribute company promotion materials at all Game Jams
- Company name and logo on all marketing materials and advertising (including home page of the GGJ website along with the IGDA and IGDA Education SIG logos) with hyperlink back to your website for global brand exposure\*\*
- Plus all items in the Silver level sponsor tier

**Silver \$2500 (unlimited)**

- Company name and logo on Global Game Jam participant T-shirt\*\*
- Plus items in the Bronze level sponsor tier
- Acknowledgement in at least one press release

**Bronze \$500 (unlimited)**

- Company name and logo on the GGJ website with hyperlink back to your website for global brand exposure\*\*\*

Sponsorship in the form of merchandise, services and or product donations must be available to all GGJ locations and will be recognized through similar means. Please contact [info@globalgamejam.org](mailto:info@globalgamejam.org) for additional information.

Corporate banners and promotional items must be shipped no later than January 5, 2010, to the host site at your expense, (location of host sites will be made available prior to event). We suggest a green approach, please consider digital distribution and we can help you coordinate with local vendors for any production needs.

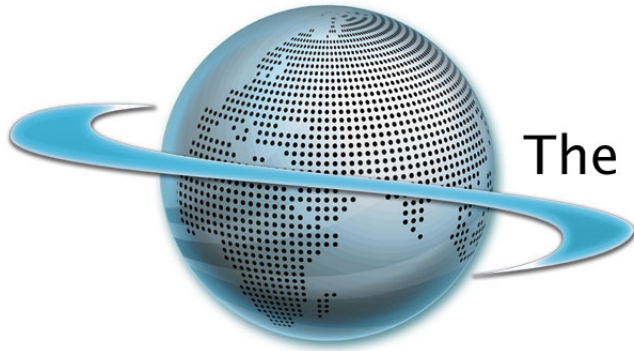
\*\*\* Logo Delivery Instructions: Please e-mail your logo as a high resolution .eps file and, if possible, at least 3" wide at 300 ppi.

\*\* Logos must be received no later than December 1, 2009 for inclusion on the official event T-shirt.

\* Sponsors will have 24 hours to review any Press Releases mentioning them.

All solicited funds must be made out to the International Game Development Association (IGDA) - earmarked for the Global Game Jam The IGDA is an independent, non-profit membership association and is recognized as a 501(c) 6 tax-exempt organization by the US Internal Revenue Service and as a mutual benefit non-profit association under California-state law.

Local sponsorships are also available. Please contact [info@globalgamejam.org](mailto:info@globalgamejam.org) for contact information. Only global sponsors will appear on the main Global Game Jam website.



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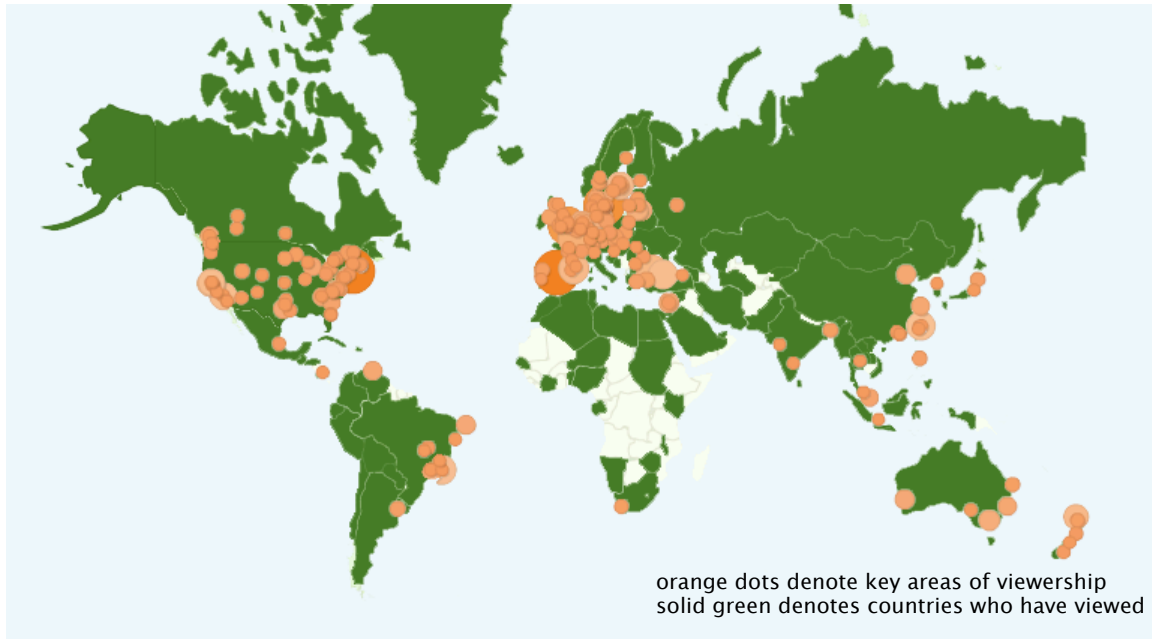
January 29–31, 2010

## Fact Sheet

The Global Game Jam held it's inaugural 48 hour Game Jam  
January 30<sup>th</sup> – February 1<sup>st</sup> 2009

- 1650 Participants
  - 97% of those surveyed would participate again
- 53 locations
  - 25 of which streamed the event LIVE via ustream.tv
- 23 countries
  - 14 time zones
- 370 games attempted/made
  - Several games made that weekend have signed publishing deals
- 100's of news articles, podcasts, webcasts & TV
  - Wired
  - Gamasutra
  - The Escapist
  - BoingBoing
  - BBC Podcast
  - NYTimes Tech Podcast
  - Electronic Playground
  - G4 Channel
- The Global Game Jam is software and platform agnostic
  - Flash
  - .NET
  - OGRE
  - XNA
  - 3DS Max
  - OpenAL
  - Java
  - AudaCity
  - OpenGL
  - Python
  - Blender
  - Photoshop
  - iPhone SDK
  - C++
  - PhysX
  - GameMaker

## Truly Global Web Outreach



- 75K web views in the 1<sup>st</sup> month
- 154 countries



*When I first read the announcement for the GGJ on the IGDA's mailing list, it struck me as such an awesome idea that I absolutely wanted to support it whether or not it would succeed. Now that the event is over, I can safely say that it was a massive success, beyond my best expectations - especially for a first try!* - Olivier LeJade, CEO Mekensleep Studios, 2009 Platinum Sponsor



*Unity has always been about enabling creativity - we started 3 guys in a room and are still to this day in love with the crazy creative energies that game jams foster; hence we are thrilled to be part of the Global Game Jam* - Nicholas Francis Chief Creative Officer, Unity Technologies, 2009 Platinum Sponsor