



# **THE MCGILL GAME JAM**

## **SPONSORSHIP PACKAGE**

Visit us at [McGameJam.github.io](http://McGameJam.github.io)  
or e-mail [chnng.media@gmail.com](mailto:chnng.media@gmail.com)

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# **SPONSORSHIP PACKAGE**

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# ABOUT US



## Mission

The McGill Game Jam, also known as “McGame Jam”, is a game development marathon organized by McGill students for those who love making games, or want to know how. Through game development, McGame Jam seeks to foster creativity, collaboration and hard-work amongst McGill students. At our annual game jam event, diverse groups of students will work together in a short span of time in order to develop an original game. Students have the chance to explore the process of development, whether it be through coding, narrative exploration or artistic creations.

## TEAM VALUES

Respect
Creativity
Collaboration
Hardwork
Diversity
Passion

# OUR TEAM

## **Terrence Ko** **Team Leader**

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Terrence studies Computer Science as well as Anatomy and Cell Biology at McGill University. His natural attraction towards programming pushed him to participate in various competitions at McGill, such as McHacks and McGill CodeJam, where he made it to the final round. In his past time, Terrence enjoys programming random things like games and websites as well as playing the piano. His favourite game is Starcraft and he has played the series for around 10 years.

## **Calem James Bendell** **Team Member**

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Calem studies Computer Science at McGill University. He is primarily a C++11+, Python, Javascript, and Lisp programmer with professional experience in game development, computational biophysics, phone app development, and building automation. He is currently working at Ubisoft and is a UI developer for the game "For Honor".

## **Nicolas Botero** **Team Member**

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Nicolas studies Cognitive Science at McGill University. Apart from his love for science, he is also a devoted Starcraft player, and frequently participates in tournaments. His interests also include organizing events, which is exemplified by his current role as Director of Internal Affairs for Montreal's 2016 Solar Decathlon project.

## **Nicholas Colotouros**

### **Team Member**

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Nicholas is currently studying Software Engineering at McGill University. He has experience developing games using Unity and Unreal 4. When playing games, he enjoys analyzing them with a focus on how mechanics and level design affect the game dynamics. He is also currently participating in the Ubisoft Game Jam.

## **Elie Harfouche**

### **Team Member**

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A first year Software Engineering student, Elie is really interested in non-traditional game controllers. From building arcade machines to making a motion controlled music based improv game for a game jam, he's worked on many things. When he's not dying at the hands of a yeti in Spelunky, he can be found working on too many side projects and participating in hackathons.

## **Gerald Lang**

### **Team Member**

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Gerald is a recent McGill graduate, who started the McGame Jam during his time there. Currently, he is a Co-Founder at Wrecko Studios Inc., a game studio focused on making its first mobile game for iOS and Android. In between his obscene gaming habits and bouts of work, he hopes to help grow the game jam tradition at McGill.

## **Chuong Trinh**

### **Team Member**

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Chuong is a Computer Science student at McGill University with a concentration in Computer Games. Since he was a young boy, Chuong has developed a passion for imagination and expression. As early as 11 year olds, he started developing mods for Warcraft III and Jedi Academy. Now, his creative aspirations has pushed him towards programming video games. On his "free" time, he also enjoys producing music and oil painting. He also interned as a web designer for Sprked, a startup platform dedicated to the curation and recommendation of video games.

# THE EVENT

“

The obvious objective of video games is to entertain people by surprising them with new experiences.

”

- Shigeru Miyamoto -

# LAST YEAR'S COMPETITION



## MARCH 27-29, 2015

Last year, McGill University organized its first ever Game Jam. The event began on a Friday evening and spanned three days through Sunday afternoon. There was a great turn out of 60 participants and even better reception. Those who attended had a lot of fun developing video games around the themes of light and dark, vikings and mechas. There were two guest speakers at the event: Bio Jade Adam Granger, a game designer from Ubisoft Montreal, and Professor Clark Verbrugge, an Associate Professor of McGill's School of Computer Science. Both were great contributors to the event and provided students with valuable knowledge.





## THIS YEAR'S COMPETITION



### DATES

This year's McGame Jam will begin on March 18th, 2016 and end on March 20th, 2016.



### LOCATION

The event will be held at École des-Technologie Supérieure (ÉTS).\*



### EXPECTED AUDIENCE

The competition is open to all McGill students that like to program video games as well as to those who wish to learn. The maximum number of participants is 150.



### THEME

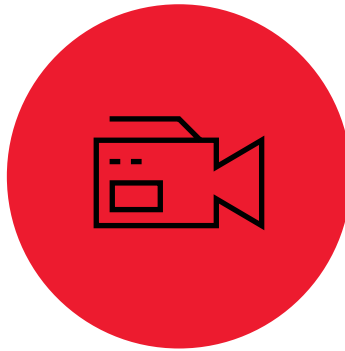
The theme remains undecided and will be sent out to participants at a closer time to the event.

\*The location may be subject to change.

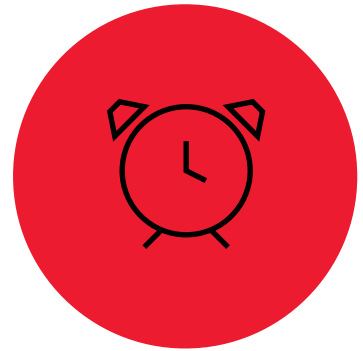
## SALIENT FEATURES



**ONLINE REGISTRATION**



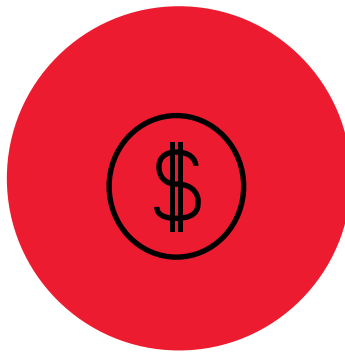
**MEDIA COVERAGE**



**WELL ORGANIZED**



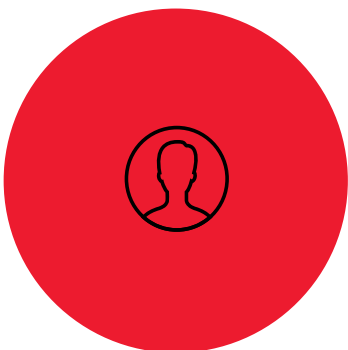
**GIFT DISTRIBUTION**



**FREE PARTICIPATION**



**CREATIVE AVENUE**



**YOUTH AUDIENCE**



**SPEAKER CONFERENCE**

# PROJECT TIMELINE

**SPONSORS**  
**- JANUARY -**

**LOGISTICS**  
**- FEBRUARY -**

**REGISTRATION**  
**- MARCH -**

**LAUNCH**  
**- MARCH 18 -**

## **1. SPONSORS**

During the month of January, we will be hard at work seeking sponsors. We will do this by sending out our sponsorship package to as many small and large businesses as possible and hope that the good word will spread through word of mouth. We will also seek out the help of our teachers to mentor us through the entire process.

## **2. LOGISTICS**

In February, we will be taking care of the logistics for the event: from choice of venue to choice of food, everything will be covered by the end of the month. We will also reach out to students who want to volunteer for the event. Budgetary concerns as well as theme ideas for the competition will also be addressed at this step.

## **3. REGISTRATION**

In the beginning of March, students will be able to register for McGame Jam 2016, either online or in person. We will have to monitor this entire process to ensure that all students are properly registered and given the proper information with regards to the event.

## **4. LAUNCH**

March 18th, 2016, is the long awaited day of the competition! All committee members will be in charge of one aspect of the competition in order to ensure that the event runs smoothly.

# COST BREAKDOWN

Estimated Cost  
**\$5600**

## 1. FULL MEALS\*

Day 1 meals includes pizza

\$ 500

Day 2 meals include breakfast + pizza + Mediterranean food

\$ 2000

Day 3 meals include breakfast + Vietnamese subs + Mediterranean food

\$ 2300

## 2. SNACKS + REFRESHMENTS\*

Chips + Vegetables with dip + Multigrain bars + Samasos

\$ 600

Water + Coffee + Soda

\$ 200

## 3. APPAREL + ACCESSORIES (OPTIONAL)

McGill Jame Apparel (if funding surpasses base amount)

\$ 4800

## 4. PRIZES (OPTIONAL)

Prize packages including developer tools + games

\$ 1000

Game + software donations are welcome

N/A

\*Specific food articles may be subject to change depending on pricing and availabilities.  
Nonetheless, seven meals as well as snacks will be provided to participants over the course of the weekend.

# SPONSORSHIP PACKAGES

## SPONSORSHIP LEVEL

### BRONZE

**Less than  
\$500**

- Your logo will feature in all of our presentations (there will either be one or two presentations).

### SILVER

**\$500 - \$1000**

- Includes perks from previous sponsorship levels
- You can set up a booth with your company's swag in order to raise brand awareness

### GOLD

**\$1000 - \$1500**

- Includes perks from previous sponsorship levels
- You can organize a tech talk during our event on the topic of your choice

### SILICON

**\$1500 and more**

- Includes perks from bronze and silver levels
- You secure a spot for a guest speaker at our opening ceremony. There are only *two* spots available for this, so act quickly!

# **WHY GET INVOLVED?**

## GETTING INVOLVED!

McGame Jam hosts the top college game developers from McGill University. In a span of 48 hours, they will be put together to work on mobile, PC, web, and console games. It is going to be one of the largest game jams in the Montreal area.s

Sponsorship will give you incomparable access to the industry's finest talent. Game jams also give sponsors the opportunity to publicize their brand and products to the most tech-savvy students at McGill. As a sponsor, you will be able to market your brand and give techtalks, then have your representatives bring their experience to the students, helping developers accomplish amazing things.



**STUDENT RECRUITMENT**



**CREATIVE AUDIENCE**



**GOOD CAUSE**



**PROPEL YOUR BUSINESS**



**STARTUP FRIENDLY**



**SOCIAL MEDIA BUZZ**



## FROM THE BOTTOM OF OUR HEARTS

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The McGame Jam team would like to thank all of our sponsors for their support. Every contribution is essential to the success of the 2016 McGame Jam!



### GET EXCITED!

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Montreal's best game jam is about to happen. For news and updates, check out our website:  
<http://mcgamejam.github.io>



### CONTACT INFORMATION

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Primary Contact: Chuong Trinh  
Phone: +1 (514) 778-7862  
E-mail: [chnng.media@gmail.com](mailto:chnng.media@gmail.com)





+(1)514-778-7862



mcgamejam.  
github.io



chnng.media@  
gmail.com