

# BC GAME JAM

## SPONSORSHIP OPPORTUNITIES



# WHO WE ARE



We are BUS; a student-run organization with the goal of promoting game development to students in British Columbia. We connect and work with various student groups to provide better educational resources and opportunities for their members.

We have grown from a joint event by student game development clubs to an organization with the knowledge, structure, and experience to bring students together in ways others can't.

## ABOUT THE BC GAME JAM



A game jam is an event that unites game developers across multiple disciplines (story writers, designers, animators, programmers etc.) to develop games within a limited time frame.

What differentiates the BC Game Jam from other similar events is the focus on inviting high-school and post-secondary students to participate. We provide our participants support, mentorship, and the opportunity to showcase their games at the end of the event to create a true learning experience.

# WHY YOU SHOULD SPONSOR US



We invite you to sponsor the BC Game Jam through monetary or in-kind support.

By providing your support, expertise, and passion, we can inspire the next generation of game developers.

This would be an opportunity to showcase your organization to passionate students on their way to join the games industry.

# SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER	BRONZE	CUSTOM
Monetary	\$6,000	\$3,000	\$1,750	\$750	
Branding Logo Size	Large	Large	Medium	Small	
Social Media Promotion	✓	✓	✓	✓	
Provided Meals	✓ (max 5)	✓ (max 5)	✓ (max 3)	✓ (max 1)	Provide Alternative Support or Tailor Your Benefits
Sponsor T-shirts	✓ (8 shirts)	✓ (6 shirts)	✓ (4 shirts)	✓ (2 shirts)	
Attendee Tickets	✓ (6 tickets)	✓ (4 tickets)	✓ (3 tickets)	✓ (2 tickets)	
Presentation Time	180 sec	120 sec	60 sec	✗	
Sponsor Table	✓	✓	✓	✗	
Sub-Theme Challenge Submission	✓	✓	✗	✗	
Prime Venue Bragging Location	✓	✓	✗	✗	
Achievement Pin Submission	✓	✗	✗	✗	
NewsCast Feature	✓	✗	✗	✗	
Food Titles	✓	✗	✗	✗	

# SPONSORSHIP OPPORTUNITIES

## Branding Perks

### Social Media Promotion

You will be featured on our social media promotions. ie. Facebook, Instagram & Twitter

### Branding Logo Size

The size of your brand in the promotional material published for the event. eg. T-shirts, Passes, Website

### Presentation Time

You can show all the wonderful attendees how awesome you are during the opening ceremony.

## Fun Perks

### Sub-Theme Challenge Submission

Attendees will get the opportunity of a lifetime to accept your sub-theme challenge on top of the main theme challenge.

### Achievement Pin Submission

Decide an achievement pin challenge (with your logo on it if you want) that participants can achieve throughout the jam.

### Provided Meals

We will feed you and your friends.

### Sponsor Table

You can have a table JUST for you and your company.

### Prime Venue Bragging Location

You will get a super shiny, prime spot in areas of your interests outside your own booth to promote your company.

### NewsCast Feature

You will be guaranteed a time slot in the BC Game Jam video created by our video and photography team.

### Food Titles

We'll let everyone know the dinners were possible thanks to you. Thank you.

## DETAILS AND CONTACT



George Padua, Gursaanj Singh  
Sponsorship Coordinator  
[sponsorship@bcgamejam.com](mailto:sponsorship@bcgamejam.com)

Attendees

400

Date

February 14 - 16, 2020

Location

UBC Great Hall

Duration

48 Hours