FRIDAY
JAN 26 — SUNDAY
JAN 28

STUDENT GAME DEVELOPER ALLIANCE

GLOBAL
GAME JAM

SPONSORSHIP PACKET

WHO WE ARE

The Student Game Developer Alliance (SGDA) is a partnership between 9 (and growing) student-led game development clubs from universities across California. We are planning to host a site for the Global Game Jam. We aim to:

PROVIDE valuable networking opportunities between students and professional developers. **RAISE** awareness for the various disciplines involved with game development.

GOALS

ALLOW developers to mutually learn from each others' approaches to game development. **ENCOURAGE** students to pursue their passions for game development.

CSUF VGDC

CPP GDDC

CSULB VGDA

CSUN GDC

UCI VGDC

UCSD VGDC

UCR GAMESPAWN

UCSC GDA

SJSU GDC

WHAT IS SGDA GAME JAM

Global Game Jam® is an annual event where game developers create a game in 48 hours! This is an opportunity to bring a large community together to collaborate, network, and make the next big thing.

SGDA will be hosting two sites for this event to provide an amazing experience for student game developers across California.

NORTHERN CALIFORNIA
University of California, Santa Cruz

UC SANTA CRUZ

SOUTHERN CALIFORNIA
University of California, Riverside

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

WHY SPONSOR US

The **SGDA Game Jam** will bring together up to 300 dedicated game development students from universities across Calfornia. The game jam will feature guest mentors, workshops, game demo showcase, and networking opportunities for students and companies alike. Be involved in a growing comunity that strives to bring game developers closer together!

• **PROMOTE** your company and raise awareness about your mission, culture, and products.

• **INSPIRE** the next generation of game developers who are committed to bringing innovation to the video game industry.

• **ENGAGE** with student developers from a variety of disciplines that could be the perfect fit for your company.

• **SUPPORT** a first-of-its kind event organized entirely by and for students (while qualifying for a partial tax-deductible donation to a non-profit organization).

We would love to partner with you to help make this unique event possible. Follow up with us by **January 7** to sponsor the SGDA Global Game Jam site!

Let us know if you would like to support SGDA with a product or service in lieu of a monetary donation.

SPONSORSHIP TIERS

	Diamond $5,000 Limit: 2	Platinum $3,000 Limit: 4	Gold $1,500	Silver $750	Bronze $250
General					
Distribute Promotional Materials	BOTH LOCATIONS	BOTH LOCATIONS	ONE LOCATION	ONE LOCATION	ONE LOCATION
Company Space	PREMIUM	DELUXE	DELUXE	BASIC	BASIC
On-Site Advertising	✓	✓	✓		
Sponsor Giveaway	✓	✓			
Recruiting					
Send Recruiters	✓	✓	✓	✓	✓
Access to Attendees' Resumes	✓	✓	✓	✓	
Advertising					
Logo on Brochure	X-LARGE	LARGE	MEDIUM	SMALL	TEXT
Logo on Website	X-LARGE	LARGE	MEDIUM	SMALL	SMALL
Logo on T-Shirt	X-LARGE	LARGE	MEDIUM	SMALL	SMALL
Promotion on Social Media	PRE/POST EVENT	PRE/POST EVENT	PRE-EVENT	PRE-EVENT	PRE-EVENT
Recognized at Opening Ceremony	✓	✓	✓	✓	✓
Present at Opening Ceremony	2 MIN	1 MIN			

FEATURE DESCRIPTION
GENERAL

Distribute promotional materials: All sponsors are welcome to have promotional material(s) distributed throughout the event. If not attending, the material(s) can be donated and distributed according to the sponsor's discretion.

Company Space: All sponsors are welcome to send representatives to table for informational and/or recruiting purposes.
-PREMIUM (2 Tables with Chairs)
Central location between all events. Closest to food, main entrance, and registration area.

-DELUXE (2 Tables with Chairs)
Access to areas with high volume of foot traffic traveling between events.

-BASIC (1 Table with Chairs)
Strategic locations close to speakers and workshops.

On-site advertising: Gold, Platinum, and Diamond sponsors will receive additional promotion through the use of ads (i.e. flyers, banners, signs) placed around the venue, with increasing visibility for higher tier sponsors.

Sponsor giveaway: Platinum and Diamond sponsors will be given the opportunity to donate items as part of a raffle to give away to attendees. Sponsor representatives attending will be asked to conduct the drawing for their donated item(s).

RECRUITING

Access to attendees' resumes: Sponsors will be given access to a resume binder compiled of resumes from attendees who have agreed to participate. A resume binder will be sent digitally.

Exclusive info session/interview room: Our Diamond sponsors will have a reserved room which they may use at their own discretion. They may choose to host an info session or conduct interviews, etc.

ADVERTISING

Promotion on social media: SGDA will proudly announce all of our sponsors across our social media platforms. Platinum and Diamond sponsors will also be promoted after the event.

Logo on program brochure, website, & T-Shirt: SGDA will openly promote our sponsors using their logos with a variety of mediums. Sizes will depend on sponsorship tier.

Recognized at opening ceremony: All paid sponsors will be recognized and thanked during the opening ceremony.

MORE INFORMATION

DATE: Friday, January 26, 2018 - Sunday, January 28, 2018

CHECK IN: Friday, January 26, 2018 at 4:00 PM

LOCATION:

Northern California: UCSC's Digital Arts Research Center

Southern California: UCR's Winston Chung Hall

WEBSITE: sgda.io
facebook.com/sgdasocal
globalgamejam.org

EMAIL

sponsors @sgda.io

Please send us an email if you are interested in sponsoring, or have any comments or questions.