

GAMERUSH

Game Dev Hackathon



University of Colombo School of Computing



The University of Colombo School of Computing (UCSC) is a higher educational institute affiliated to the University of Colombo in Sri Lanka.

Due to the subsequent development and changes taking place in the area of Information Technology as well as the eagerly awaited structural changes in the IT field, there was an immediate need to have a higher educational institute related to computing. With the aim of establishing such a higher educational institute, Vidya Jyothi Professor V.K. Samaranayake established the University of Colombo School of Computing in 2002. Since the beginning, the University of Colombo School of Computing has gained an outstanding reputation as the leading higher educational institution for Computing in Sri Lanka.

The major goal of the UCSC is to prepare students for careers in Information and Communication Technology as Software Developers, Systems Analysts, Network Administrators, Database Administrators, Web Developers, IT Managers, IT Strategic Planners, and IT Policy Makers.

Mission

To advance and enhance computing knowledge, fostering global strategic alliances, promoting cross-disciplinary research, producing socially responsible professionals with entrepreneurial skills, leadership qualities, and integrity contributing to position the country as a knowledge hub in the region.

Vision

Be a Global Leader in Computing, Advancing the Frontiers of new knowledge through Learning and Research.





Institute of Electrical and Electronics Engineers

The Institute of Electrical and Electronics Engineers (IEEE) is a professional association with its corporate office in New York City and its operations center in Piscataway, New Jersey. It was formed in 1963 from the amalgamation of the American Institute of Electrical Engineers and the Institute of Radio Engineers. Today, it is the world's largest technical professional organization with more than 420,000 members in over 160 countries around the world. IEEE and its members inspire a global community to innovate for a better tomorrow through its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted "voice" for engineering, computing, and technology information around the globe.

Mission

IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity.

Vision

IEEE will be essential to the global technical community and to technical professionals everywhere and be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

IEEE Student Branch of UCSC

IEEE Student Branch of University of Colombo School of Computing (UCSC) was established in 2011 and has achieved great success within the past few years. It has been formed with the participation and contribution of all four batches of UCSC and it has been organizing many activities to enhance the professional development of the students. Other than gaining technological experience and knowledge, personality development skills such as organization, leadership, interaction can also be gained by engaging in the activities organized by the IEEE student branch of UCSC. The core purpose of the IEEE student branch of UCSC is to serve humanity through technological innovations.

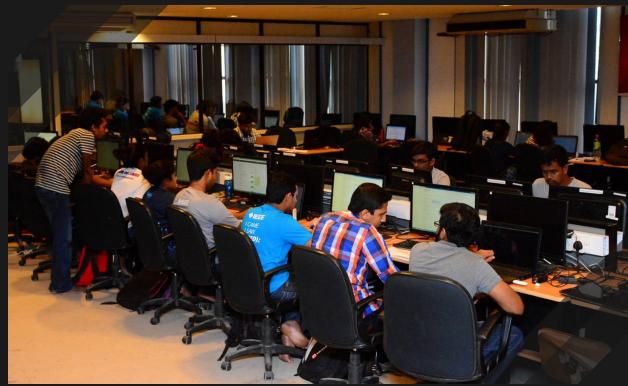
The society organizes a number of workshops and conferences for both UCSC students and members from the IEEE student branches in Sri Lanka with the purpose of enriching them with the most modern technological knowledge in order to survive in the industry and encouraging them to be innovative in the field of technology. Various Tech Talk sessions on topics such as Linux, C++ programming, OOP and Computer Hardware sessions and competitions such as "IEEEExtreme" are being held in order to improve the knowledge of the undergraduates. The student branch also participates in school exhibitions such as Evoke-2015, InforV to give technological knowledge to school students.

Among the events held, the IEEE day is one that is held each year without doubt in the month of October. It not only celebrates what the society stands for but also celebrates the members of the society. From tech talks to personality development sessions, participants are exposed to what the industry requires of them. Each year, hundreds of undergraduates from across the country meet at this event and this gives them a platform to interact and network.





IEEE XTREME is a global competition held annually where the UCSC student branch provides a platform for more than 200 undergraduates each year to participate in this programming competition. Each year undergraduates surpass the previous years ranks and were able to secure the 8th position in the country and a global rank of 135 out of 4019 teams last year (2018).



A one-day gaming competition called "Reid Cyber Wars" was also organized to enhance the popularity of eSports among the state university students. Recently IEEE student branch of UCSC organized CloudHack'17 with the collaboration of Google Developer Group, Sri Lanka. The primary intention of the event was to implant the potential of cloud computing as a powerful tool in developing solutions, having real world implications and demanding computational requirements.



A quick glance at IEEE Student Branch of UCSC



250+

Members

36

Events



8000+

Total Participants

100K+

Reaches on
Social Media



3 Million+

Funds Raised



GAMERUSH

Game Rush

Game Rush is a 24 hour game development hackathon organized by the IEEE Student Branch of UCSC. This is the first time we are organizing this brand new game'athon. This hackathon is open to university undergraduates all over the country. It is more of exploration and experimentation for the participants who brainstormed to develop an idea into a game.

Participants can use any platform they like to develop. Uniqueness, Gameplay and UI interactions will be considered as judging criteria. From the initial participants, a shortlisted list of 10 teams will be invited to the hackathon day. They will code 24 hours straight and on the following day, the winner will be announced. Exclusive cash prizes will be awarded for the 1st, 2nd and 3rd places. Furthermore, participants have the opportunity to get in touch with experts from the industry and take their idea into reality.

As the initial preparation, there are 4 workshops prior to the hackathon. In them, a team of expert people from different fields related to game development will discuss how to develop a game from scratch. We hope these workshops will be very beneficial for the participants in their final output.

Goals and Objectives

- The key objective is to enhance the game development skills of the students and providing them with the opportunity to present their ideas.
- Build edutainment based games.
- Provides an opportunity to present their games to seek partnerships/investments in publishing the game.
- Encourages students from different backgrounds like gamers, programmers, designers to participate in a single course as the process of developing a game involves design and artistic expression.
- Should be unique and interesting.

Game Development in UCSC

We're proud to state that the University of Colombo School of Computing is the first university in Sri Lanka to introduce a separate game development module. Therefore as a field that has been introduced recently in the UCSC context, there could be infinitely more possibilities to the students to improve themselves and create products to that are of high quality and astonishingly innovative. This may enable them to access the competitive market and beyond and make a career out of it.

This is why we have taken it upon ourselves to seek the game developers among our own to inspire them to do their best and even compete with each other to get the best possible product as an output.

Previously in RCW 2.0, we worked with game developers such as Illuso and whileLOOP, who are budding student game developers. This time we hope to involve even more students and give them an opportunity to showcase their games at the event ,let the participants play, enjoy and provide feedback to those developers. This will be a golden opportunity for the them.





Following are some recent achievements of UCSC undergraduates in the field of gaming.

2014

Winners of Microsoft Imagine Cup Sri Lanka Gaming Category

2015

1st Runners Up Microsoft Imagine Cup Sri Lanka Gaming Category

2016

1st Runner Up Microsoft Imagine Cup Sri Lanka Gaming Category

3 out 5 National Finalists in Microsoft Imagine Cup Sri Lanka Gaming Category

2017

1st Runner Up Dialog Gaming Hackathon 2017

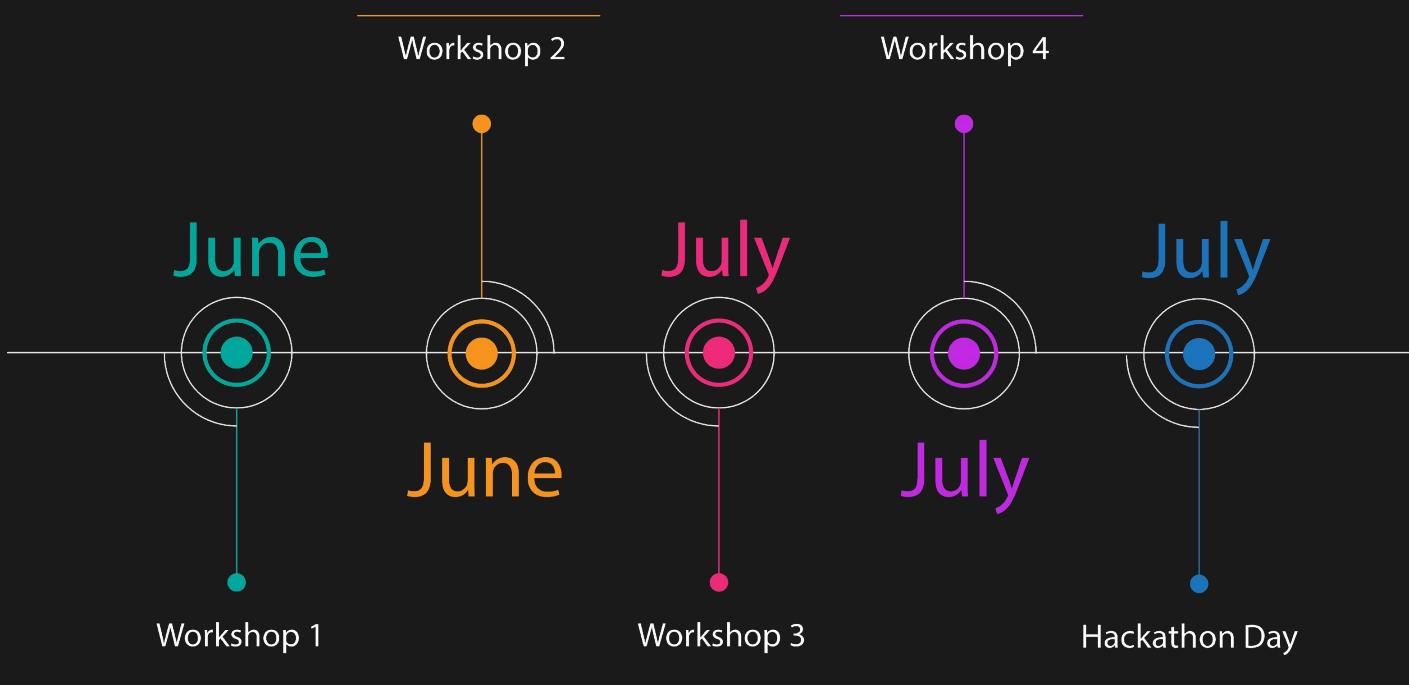
3 teams were invited to develop their games in cooperation with Dialog Axiata PLC



Event Profile

Organized By	IEEE Student Branch of UCSC
Date	3rd and 4th August 2019
Duration	24 hours
Candidates	Undergraduates from local universities
Competing Units	Teams with 4 members
Prizes	Cash prizes for 1st, 2nd and 3rd places

Timeline



Contestants

Undergraduates of all local universities eligible to participate in hackathon. Contestants will compete in teams with a maximum of 4 members each.

Eligibility Criteria

Participants need to certify their studentship by submitting a copy of the identification card issued by their university. The validity of the identification cards must span at least till the last day of the hackathon.

Selection Process

Initial Round - Application Evaluation

Initial selection will be done based on the experience and qualifications of the applicants of each team. All applications will be subjected to evaluation by an experienced panel consisting of lecturers from UCSC and a selected panel of experienced game developers. The applications would be thoroughly screened to select 10 of the most experienced and original teams.

Final Round

The Selection teams will be competing in the 24 hour hackathon. The teams have to develop a game with a theme of their choice. Teams which uses new gaming technologies will have an advantage during the judging sessions. Uniqueness, Gameplay and UI interactions, how to deploy and marketing plan will be considered as judging criteria.

Workshops

All the registered teams will be invited to series of workshops conducted by expert people from different fields related to game development will discuss how to develop a game from scratch. These workshops will be very valuable for teams to select for the top 10 teams.





Inquiry Channels

- Game Rush '19 event page hosted by the IEEE Student Branch of UCSC official page on Facebook
<https://www.facebook.com/IEEE.UCSC>
- IEEE Student Branch of UCSC website
ucscieee.com
- IEEE Student Branch of UCSC email
ucscieee@gmail.com
- IEEE Student Branch of UCSC Twitter
https://twitter.com/IEEESB_UCSC

All the necessary information will be disseminated to the participants, sponsors and all other interested parties via the above mentioned channels. These modes of communication can be used by anyone to communicate to the core organizing team of Game Rush '19 regarding any issues.

Promotional Channels

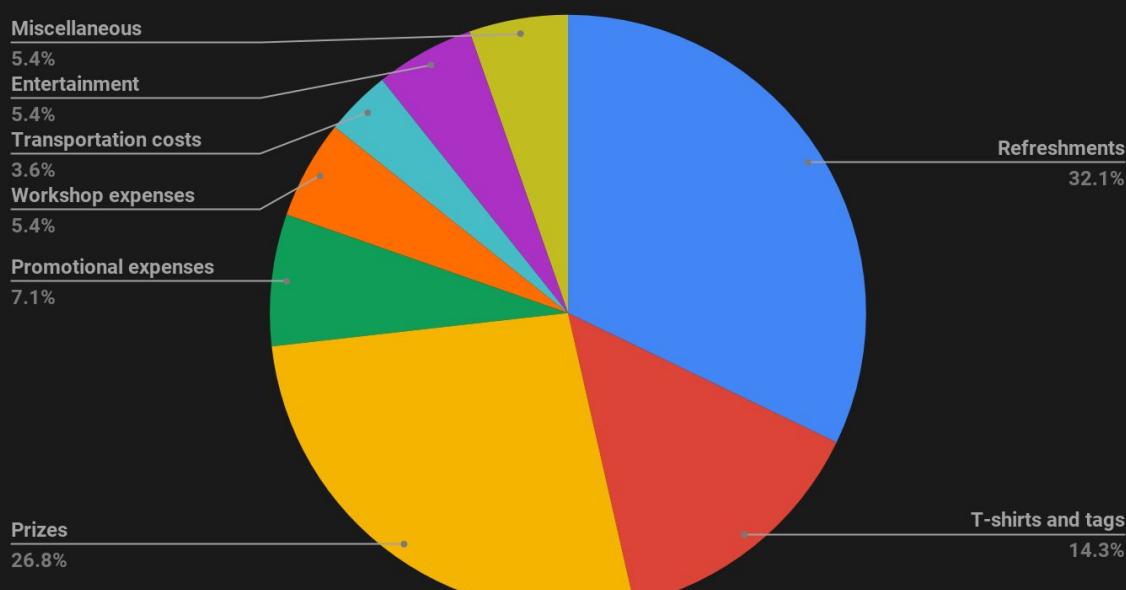
- Game Rush '19 event page hosted by the IEEE Student Branch of UCSC official page in Facebook
<https://www.facebook.com/IEEE.UCSC>
- IEEE Student Branch of UCSC website
ucscieee.com
- IEEE Student Branch of UCSC Twitter
https://twitter.com/IEEESB_UCSC

The promotional activities throughout the event timeline would be carried out in the above mentioned channels.

Budget

Expense	Cost
Refreshments	180,000.00 LKR
T-shirts and tags	80,000.00 LKR
Prizes	150,000.00 LKR
Promotional expenses	40,000.00 LKR
Workshop expenses	30,000.00 LKR
Transportation costs	20,000.00 LKR
Entertainment	30,000.00 LKR
Miscellaneous	30,000.00 LKR
Total	560,000.00 LKR

Budget



Sponsors

What's in it for you?

- Ability to increase the corporate image with the presence during the event and all promotional activities carried out in online platforms.
- An opportunity for the organization to carry out outbound marketing and build up strategic relationships.
- A chance to maximize the promotional opportunity specified in the sponsorship packages.
- A platform to meet enthusiastic undergraduates with a competitive and winning mindset.
- A chance to identify team players and also hard-core programmers which would assist future organizational endeavors.
- An opportunity to provide assistance for upcoming undergraduates to showcase their talents.



Sponsorship Packages at a glance

	LKR 100,000	LKR 175,000	LKR 250,000
	SILVER	GOLD	PLATINUM
No. of Packages	3	2	1
Banners inside Venue	2	2	2
Banners at entrance/event premises	1*	2*	2
Opportunity to distribute company leaflets	✓	✓	✓
Display one company video advertisement		2 mins	3-4 mins
Branding logo on OC tags and team tags		✓	✓
Branding logo printed on T-shirts		✓	✓
Venue for promoting company products			✓
Display own backdrop			✓
A report of coding / presentation / teamwork aspects of each participants evaluated throughout the hackathon			✓

Platinum Package



Sole Partnership

LKR
250,000



2 Banners at the entrance

- 2 Banners inside the venue.
- Branding the logo on all of our promotional material (posters/videos... etc.)
- Any ideas from the sponsor is negotiable.
- Entitled to display one company video advertisement (3-4 minutes) for 5 iterations.
- Your branding logo will be printed on the back of the participant and the organizing committee t-shirts.
- You can bring your own backdrop.
- Company logo to be included in the footer area of each photo of the official photo album which will be uploaded on social media.
- Prizes to be presented by your representative.
- Opportunity to distribute company leaflets/merchandise to participants.
- Your branding logo will be displayed on the Organizing Committee tags and Team tags.
- Venue for promoting company products/exhibits among the students and participants.
- We will give you a report of the coding/presentation/teamwork aspects of each participant evaluated throughout the hackathon.

Gold Package



- 2 Banners inside the venue.
- Branding the logo on all of our promotional material (posters/videos... etc.)
- Any ideas from the sponsor is negotiable.
- Entitled to display one company video advertisement (2 minutes) for 5 iterations.
- Your branding logo will be printed on the back of the participant and the organizing committee t-shirts.
- You can bring your own backdrop.
- Company logo to be included in the footer area of each photo of the official photo album which will be uploaded on social media.
- Prizes to be presented by your representative.
- Opportunity to distribute company leaflets/merchandise to participants.
- Your branding logo will be displayed on the Organizing Committee tags and Team tags.
- Venue for promoting company products/exhibits among the students and participants.
- We will give you a report of the coding/presentation/teamwork aspects of each participant evaluated throughout the hackathon.

Silver Package



- 2 Banners inside the venue.
- Branding the logo on all of our promotional material (posters/videos... etc.)
- Any ideas from the sponsor is negotiable.
- Entitled to display one company video advertisement (3-4 minutes) for 5 iterations.
- Your branding logo will be printed on the back of the participant and the organizing committee t-shirts.
- You can bring your own backdrop.
- Company logo to be included in the footer area of each photo of the official photo album which will be uploaded on social media.
- Prizes to be presented by your representative.
- Opportunity to distribute company leaflets/merchandise to participants.
- Your branding logo will be displayed on the Organizing Committee tags and Team tags.
- Venue for promoting company products/exhibits among the students and participants.
- We will give you a report of the coding/presentation/teamwork aspects of each participant evaluated throughout the hackathon.

Other Packages

Hard Banner

- 10,000 LKR

Opportunity to display a banner of the company at the event premises.

Video Banner

- 15,000 LKR

Promotional video clip under 2 minutes will be displayed for 2 iterations in the main screen

Official Refreshment Partner

- Sponsor for a single meal for participants and the volunteers

Exclusive recognition of the company as an "Official Refreshment Partner" of the event

Official Beverage Partner

- Sponsor for a single round of beverage for participants and the volunteers

Exclusive recognition of the company as an "Official Beverage Partner" of the event

Official Gift Partner

- Award a gift for a chosen sub-theme (Eg: Best education category game)

Exclusive recognition of the company as an "Official Gift Partner" of the event

Official Workshop Partner

- Conducting a technical workshop for the initial pool of candidates

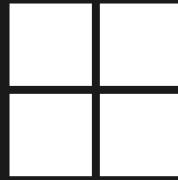
Exclusive recognition of the company as an "Official Workshop Partner" of the event

Official Media Partner

- Perform media coverage throughout the event

Exclusive recognition of the company as an "Official Media Partner" of the event

Previous Partners



Contact Us

Don't see a package that fits your needs? Have a unique idea?

Reach us and we'll develop a tailored sponsorship package that fits your goals

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