



The University of Michigan  
**WolverineSoft**  
2020 Sponsorship Guide



# About Us



WolverineSoft is the University of Michigan's rapidly growing game design and development student organization.

We are the hosts of a multidisciplinary student game studio, guided tutorials, design talks, game jams, and conference trips.

## Our Mission

Our aim is to sustain and foster the game development community on campus by providing students of all backgrounds hands-on multidisciplinary experience in game design, feature implementation, asset creation, and production.



The above is original cover art for Dreamwillow, a production of 30 WolverineSoft members in the Fall semester of 2019.



# Our Studio



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Last semester, WolverineSoft's multidisciplinary student studio was made up of about 30 artists, programmers, designers, producers, and musicians. This semester, that number has tripled.





# Our Timeline

Every semester marks the beginning of a new project and the release of a finished one for WolverineSoft Studio. From the start of these 14 weeks, our objective is clear.

## Week 1

Recruitment and the selection of leads begins. Every other semester, elections occur for our student leaders.

## Weeks 2-3

Preproduction and the onboarding process begins. Members are divided into pods that determine their focus within the project.

## Weeks 6-9

After the MVP is complete, the studio works on alpha (feature lock). Our project's alpha showcases all features that will be in the final game.

## Weeks 4-5

Members begin work on an MVP (minimum viable product). This small "snapshot" provides the overall feeling of our project.

## Weeks 10-12

Once the alpha is done, the process of creating our beta (content lock) is initiated. After this point, nothing new will be added.

## Weeks 13-14

Now, all that's left to do in the project is bug fixes and asset polish. In our final weeks, we prepare for release and presentation.

**During this time,** WolverineSoft also hosts its Labs Initiative. Labs are small guided projects and meetings that students unfamiliar with game design and development are assigned to as an onboarding method.

# 2020 Goals



## IGDA Ann Arbor

IGDA, the International Game Developers Association, has a branch in Ann Arbor that meets monthly. Our goal is to send a small group of WolverineSoft members to IGDA each month to represent our student org.



## GDC 2020

In March 2020, WolverineSoft intends to send some of its student leaders and members to the Game Developers Conference in San Francisco. There, they can represent WolverineSoft and the University.



## Game Jams

In 2020, WolverineSoft aims to host four 48-hour game development competitions, including its official registration as a site for the 2020 Global Game Jam. Our rapid growth in membership means that these game jams will be some of the biggest that WolverineSoft has ever seen.



## Project Showcase

In the Winter semester of 2020, WolverineSoft hosts a student studio of 90+ members - the biggest in its history. At the end of its development, the finished project will be showcased at the University's EECS 494 game showcase and published on itch.io as well as on the student organization's website.



# Your Support

At the start of 2020, WolverineSoft Studio will not even be a year old, yet its membership has grown exponentially. In this critical period of growth for our student organization and the Michigan games industry, there are a multitude of meaningful ways that you can contribute to our continued success and expansion. Because we are a certified 501(c)(3) and a rapidly growing group of young adults about to enter the industry, there are also many ways that we in turn can return your generosity. Our student leaders would be happy to organize events in collaboration with your company and discuss any other courses of action.

## Bronze (\$100 - \$499)

- Donor logo and tagline on WolverineSoft website
- Donor listed in credits of game in development at time of donation

## Silver (\$500 - \$999)

- Donor logo and tagline on WolverineSoft website
- Donor logo on T-Shirt back
- Donor listed in credits of game in development at time of donation

## Gold (\$1000 - \$4999)

- Donor logo, tagline, and description on WolverineSoft website
- Donor logo on second highest tier of T-Shirt back
- Donor featured in special thanks of game in development at time of donation

## Diamond (\$5000+)

- Donor logo, tagline, and description on WolverineSoft website
- Donor logo on highest tier of T-Shirt back
- Donor featured in special thanks of all future games

# Your Support

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## Our Donation Link

If you choose to join us, the embedded link below will take you to our official University of Michigan gift-giving portal:

<https://www.giving.umich.edu/give/939333>

## The Process

Once payment is received by the university (credit card or check), it is entered into the system, processed to provide you with the tax deduction paperwork, and then sent to our SOAS (school finance) account. This process can take around 2 to 3 weeks.

In order to speed up the process, we request that you clearly state the following in an email to [wsoft.officer.active@umich.edu](mailto:wsoft.officer.active@umich.edu) and/or [arenton@umich.edu](mailto:arenton@umich.edu):



"[Your company name] confirms that their donation of \$\_\_ is a charitable donation to the University of Michigan in support of WolverineSoft."

## Our NPO Tax ID #

**38-6006309** (same as that of the University of Michigan)

After that, all is done! WolverineSoft will notify its members of your generosity, and update its website, T-shirt designs, etc. accordingly!

# Thank you so much!

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