



PTBO GAME JAM EVENT PROFILE

ISSUE DATE

1 DECEMBER, 2017

PREPARED BY

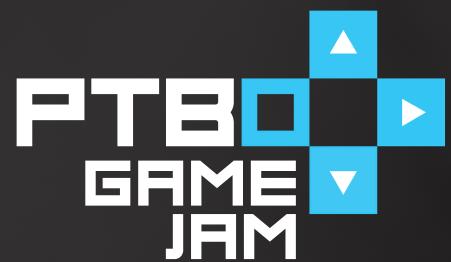
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PTBO Game Jam
Event Profile
1.18.DEC-2017



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WHAT IS THE PTBO GAME JAM?

QUICK FACTS

Name:
PTBO Game Jam

Founded:
July 26, 2016

Website:
<http://ptbogamejam.com>

Twitter:
<http://twitter.com/ptbogamejam>

Facebook:
<http://facebook.com/ptbogamejam>

Google+:
<http://plus.google.com/+PTBOGameJam>

Staff:
8

The PTBO Game Jam is a not-for-profit event managed by industry professionals hosted in beautiful Peterborough Ontario, Canada. It is a gathering of people from all walks of life; from seasoned game developers and students just entering the industry, to hobbyists and enthusiasts all eager to engage and see what they can produce in a short timeframe.

game · jam

A game jam is a gathering of game developers for the purpose of planning, designing, and creating one or more games within a short span of time, usually ranging between 24 and 72 hours. Game developers are generally made up of programmers, game designers, artists, and others in game development-related fields. (Wikipedia)

Where the PTBO Game Jam sets itself apart from other game jams is by offering a block of time at the start of the event dedicated to learning opportunities for those interested in making video games. There is a question and answer period with industry professionals. This model has proven to be engaging with the local community and drive individuals to participate that normally would not, or would talk themselves out of participating. It is our goal to help grow the local video game community by forging long term relationships with the video game industry. This will create jobs, business opportunities, and economic growth in the region.

FEBRUARY 2018

The plans are already in motion for our next event.



107

Hours of Jamming



65

Games Made



778

Pizza Slices Eaten



3

Awesome Events



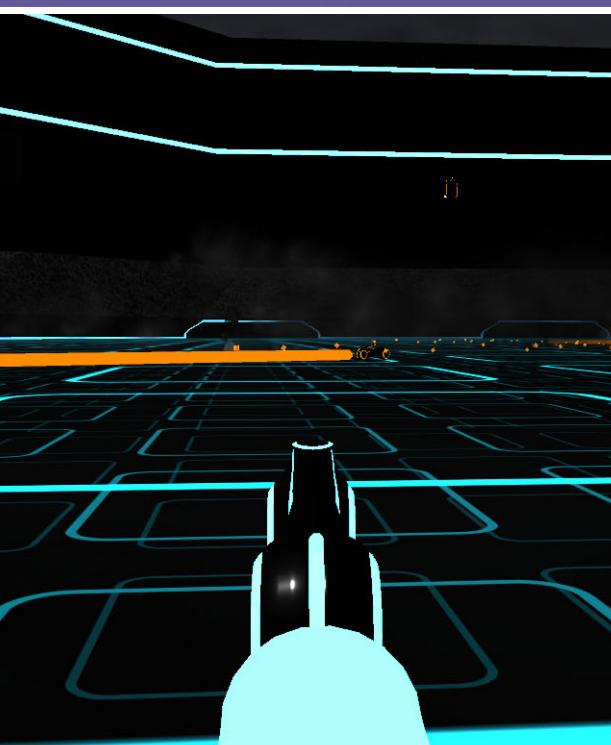
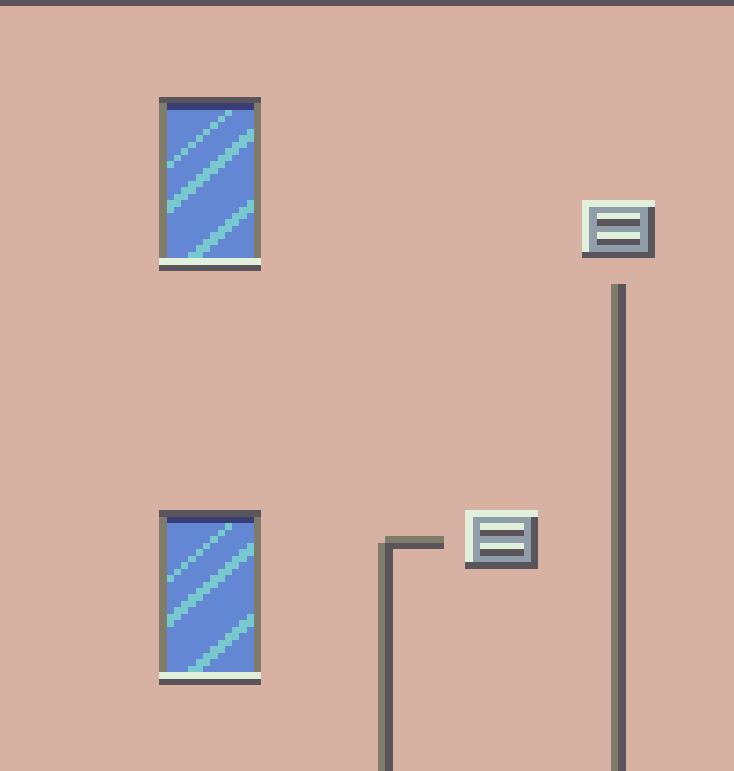
SCORE
650

LIVES
3



DID YOU KNOW?

In 2012 a private college started a video game development program in Peterborough. With zero invested into marketing they managed to start the first semester with 20 students. Not bad, eh



SPONSORSHIP PROSPECTUS

DEMOGRAPHICS

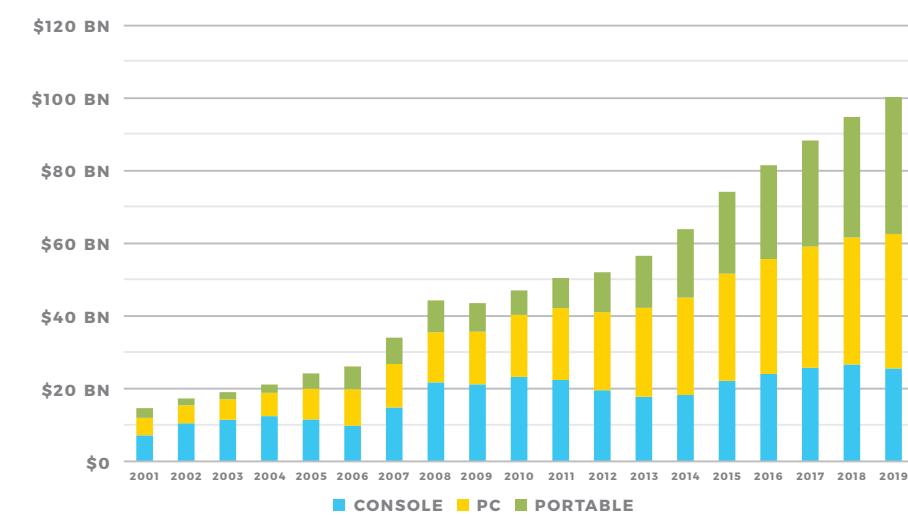
GAMER ①

**19 MILLION CANADIAN GAMERS**

54% CANADIAN POPULATION

33 YRS AVERAGE AGE OF A GAMER

WORLDWIDE VIDEO GAME SOFTWARE MARKET ②



INDUSTRY SPONSORS

PAST EVENTS



DEMOGRAPHICS

GAME DEVELOPER ③

**36,500 CANADIAN GAME DEVELOPERS**

<1% CANADIAN POPULATION

31 YRS AVERAGE AGE OF A DEVELOPER

LOCAL SPONSORS

PAST EVENTS



SPONSORSHIP TIERS

Previous event sponsors in good standing with the PTBO Game Jam will be given preference on subsequent event sponsorship tiers.

Here is the **bang for your buck** of what we can offer you in return for your support, besides that nice warm fuzzy feeling you get deep down inside knowing that you are contributing to the betterment of humanity and doing something really cool with the video game industry. We are currently hoping to raise funds in excess of \$10,000 CAD for our fourth event.

UNLIMITED SPOTS	20 SPOTS	3 SPOTS
\$500-\$1,499 PER EVENT <i>IN CASH OR IN-KIND VALUE</i>	\$1,500-\$4,999 PER EVENT <i>IN CASH OR IN-KIND VALUE</i>	\$5,000+ PER EVENT <i>IN CASH OR IN-KIND VALUE</i>
BRONZE TIER "We Love You" <ul style="list-style-type: none"> ✓ Visible branding options at the event (sponsor provided) ✓ Logo/Link on event page ✓ Logo on sponsor wall at event ✓ Logo in rotation on live stream ✓ Social media mentions ✓ 1 Event Sponsor Badge 	SILVER TIER "We *Really* Love You" <ul style="list-style-type: none"> ✓ All BRONZE TIER Rewards ✓ +1 Event Sponsor Badge ✓ Up to 5 minute vocal spot to occur during opening ceremonies or during event ✓ 30 second commercial (sponsor provided) played on live stream during commercial breaks 	GOLD TIER "Will You Marry Us?" <ul style="list-style-type: none"> ✓ All BRONZE TIER Rewards ✓ +2 Event Sponsor Badges ✓ Mentions in media releases ✓ Mention in welcome email upon event signup ✓ 5-10 minute speaking opportunity at start of the event ✓ Up to 3 minute commercial (sponsor provided) played on live stream during commercial breaks

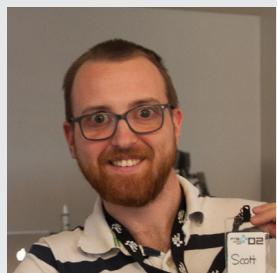
Local businesses that sponsor an event and have a direct one-to-one relation to the PTBO Game Jam attendees will be given an additional option to advertise at the event by way of a provided tri-fold or handout included in the welcome package.

① Essential Facts About The Canadian Video Game Industry (2015), Entertainment Software Association of Canada

② Video Game Market Overview (April 2016), DFC Intelligence

③ Developer Satisfaction Survey (2015 Summary Report), International Game Developers Association

ATTENDEE TESTIMONIALS

**SCOTT TROMLEY**

Cat Breakout

At first the idea of attending the game jam just filled me with excuses. I had no experience making games. I completely exceeded every expectation I had. Not only did I learn a lot, but I ended up with a game that is legitimately fun to play, and I had a super fun time doing it. Game Jams are awesome!

**BRENDAN QUIGLEY**

CatsonLeashesBQ

When I first heard of [the] Game Jam I wasn't sure if I was going to go. I had never done any game development. When I arrived I had nothing but a tiny understanding of how everything worked. I'm proud to say with the help of fellow participants I was able to create my very first game!

**DENNIS CARLSTROM**

Get Off My Lawn!

PTBO Game Jam 01 was an irreplaceable experience for me. I was working solo this time. There was a real energy in the room that I think pushed us all to finish our games within the 30 hours. I really enjoyed the whole experience and I'm looking forward to the next game jam.

**258**

Attendees

**8**

Hours Of Instruction

**107**

Hours of Jamming

We love to see people succeed and do our best to provide them with an inclusive environment that fosters the very best in each and everyone one of us. From beginner to expert, we are all under one roof trying to make something.

EVERYONE CAN MAKE GAMES. WE JUST HELP WITH THAT FIRST PUSH.

EVENT 03 HIGHLIGHTS



A.Y.Y.
KORI88

Selected as the "Jammers Choice" submission of PTBO Game Jam 03, this doom inspired game caught everyone off guard with its unique art style and great gameplay mechanics. A.Y.Y. is a great representation of the growing quality of games being produced by our jammers.



FLOWER POWER
ROBERT HAILMAN

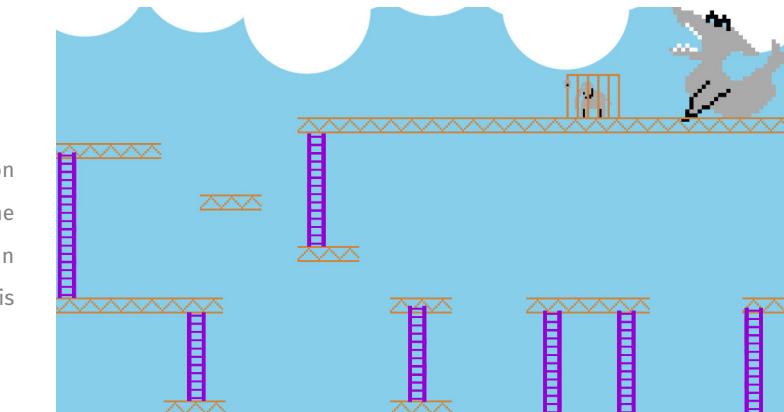
Robert consistently comes out to our events and creates great pieces of unique art which capture the attention of its viewers. This submission did not fail short of the mark, delivering on a fun and engaging experience.



RETRO LEAGUE
ROBIN SOUTHERN

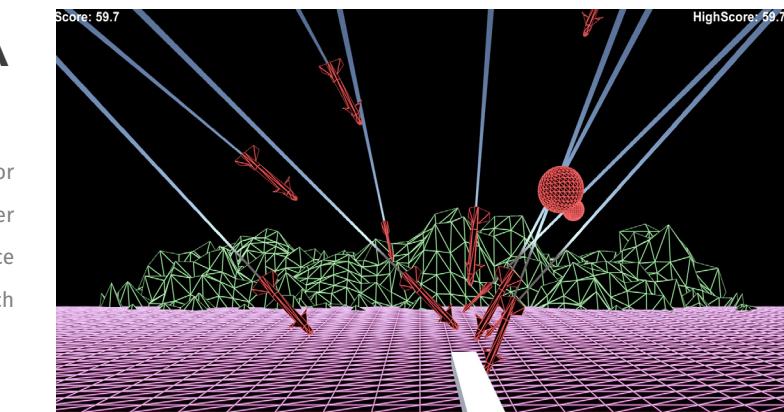
When someone says they are going to take an existing title and make it retro, it is going to turn a few heads. This retro clone of Rocket League truly embraced the theme of PTBO Game Jam 03. Robin continues to use game jams to challenge himself both professionally and creatively.

RETRO FLASHBACK



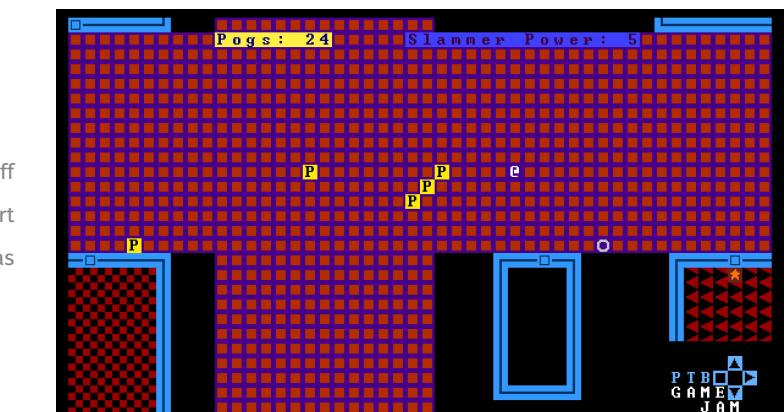
ERNEST THE GREY
SHAUN MCCRUM

At some point everyone wants to make their own version of Donkey Kong. Shaun took the theme of PTBO Game Jam 03 as an opportunity to fulfill that dream. Shaun continues to use the PTBO Game Jam as an outlet for his passion of making video games.



MUSICAL MISSLE MANIA
BEN GOODWIN

Building on his experience from the educational sector and previous game jams, Ben created a musical master piece of gameplay. Combining the classic missile defence with a musical component, Ben developed a game which captured its audiences attention across the senses.



MALL ROGUE
JEFFREY MOORE

Taking the retro flashback theme to the extreme, Jeff embodied video games of past in creating an ASCII art driven game using a modern set of tools. This truely was a labour of love for Jeff.

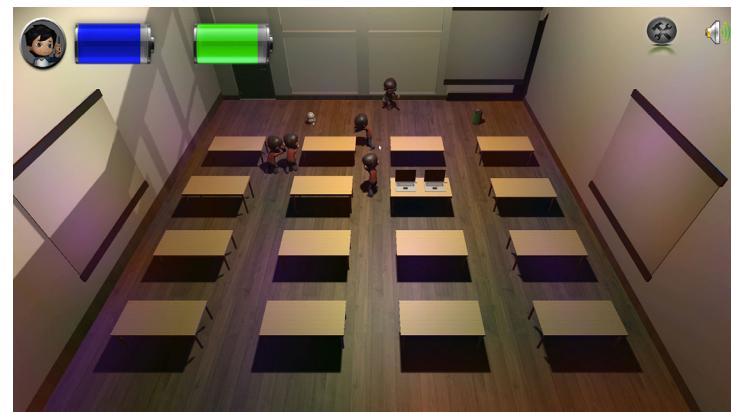
EVENT 02 HIGHLIGHTS



FACT FIGHT

JEFFREY MOORE

Jeffrey never ceases to impress, his comical yet witty game took the theme and created a fun gameplay experience which was quite memorable to both judges and participants. Drawing the obvious parallel to the Trump administration, we were happy to see someone *go there*.



JAMIT

RICARDO BANDALA, CATHERINE RIVERA,
SCOTT TROMLEY

An ad hoc team formed at the event, the team had an ambitious goal right from the start. Catharine, by day, teaches modelling for games at a Toronto college. Having not made a game prior herself, the event provided a safe and productive environment for Catherine to explore the process and get valuable feedback about her work.



TUBER TYRANTS

KAI AHMED, KWASI ASANTE, KAILEE
BRYANT, KEVIN GARLAND, PETER TRAN

The Tuber Tyrants game caught our eye as an example of individuals coming together at the event, forming a team, and creating something unique that stood out. The team was extremely happy with what they created, it is these sorts of organic team developments that are crucial for future business development.

#ALTERNATIVEFACTS

GWAYAKOTAM

MATTHEW GREER, NATASHA MONK

When we played an early version of this game, we immediately knew it was on to something special with its use of the theme and its recreating of familiar mechanics with an alternative side which were both charming and infuriating.



ALTERNATIVE AXE

JODIE EAGLESON

When we caught wind of Jodie's story, we instantly knew it was one that should be told. Jodie had never made a game, but her husband liked playing them, so she decided to try her hand at making one. With the full support of her husband, who looked after their infant child, Jodie worked tirelessly to create her first game.



HAY FEVER

BRENDAN QUIGLEY, JOSH REYNOLDS,
CHRIS STRETTON, ROB WAITE

The Lumberjacks, touted as the "dream team" expanded on one of their teammate's game mechanics from our first event, while adding in additional art and audio resources based on other member's experiences. Their finished product embodied the theme of the game jam with an elaborate branching system.



EVENT 01 HIGHLIGHTS

CATS ON LEASHES



CAT BREAKOUT

SCOTT TROMLEY

Scott came to our inaugural event having not made a game before; he left with a completed game that he could be proud of. He had so much fun making his game he has already started looking at making another.

HUNGER STRIKE

JEFFREY MOORE

An exemplary demonstration of what can be created at a game jam. Jeffrey built a multi mechanic based game which delivered a challenging gameplay experience simulating the everyday life of a cat, but with the added impact of being restrained.



GET OFF MY LAWN!

DENNIS CARLSTROM

Dennis had never made a game, but he had always wanted too. The event gave him that little extra push to create his first game. Now he is investigating a possible career change into the game development industry.

CATCHEMON GO

MATTHEW DAVEY, CAL WASYLOWICH

An ad hoc dotBunny team created this game extending out the introductory seminar concepts with a little bit more flare. This game demonstrates what you can do with a little bit of iteration and time on a simple idea.



VOXXON

ARIN BLUE, ROBERT FRENCH

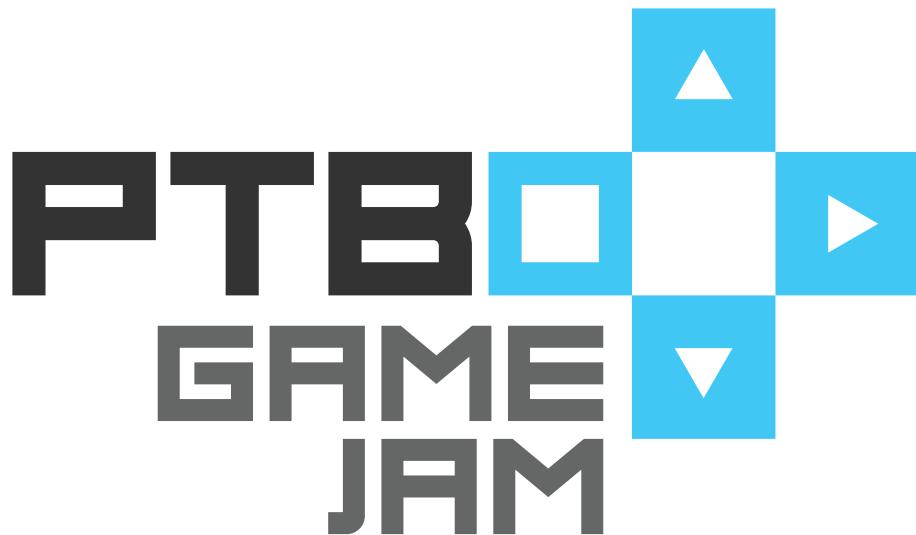
A local indie studio created a Zaxxon clone pushing the envelope of what could be done in the short period of time at the inaugural event. Their use of voxels definitely inspired a few of the other developers at the event to start playing with them.

LEASH CLUB

PHIL LALIBERTE, JOSH REYNOLDS

Created by a team of web application developers, this was their first experience making a video game. The team had their game play working within a couple hours, spending the remaining time refining the gameplay.





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SOCIAL

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- <http://facebook.com/ptbogamejam>
- <http://plus.google.com/+PTBOGameJam>

SOURCES

- 2015 Essential Facts About The Canadian Video Game Industry
ESAC
- April 2016 Research Brief
Video Game Market Overview
DFC Intelligence
- 2015 Summary Report
Developer Satisfaction Survey
IGDA