PTBO GAME JAM
EVENT
PROFILE

PTBO
GAME
JAM

Every event we are blown away at the awesome creations of the talented jammers. From innovative gameplay mechanics to unique and wonderful art styles, our reward is seeing our jammers succeed. To the left is Mike, he made a "couch competitive" game that spanned 6 monitors, and used a seventh for the scoreboard. How cool is that?

We are conscious of artist's rights and intellectual property. As such all images not of our own, are licensed from Getty Images or their respective owners.

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WHAT IS THE
PTBO GAME JAM?

QUICK FACTS

Name:
PTBO Game Jam

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Founded:
July 26, 2016

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Website:
http://ptbogamejam.com

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Twitter:
http://twitter.com/ptbogamejam

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Facebook:
http://facebook.com/ptbogamejam

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

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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.

AUGUST 4-6, 2017

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The plans are already in motion on the next event.
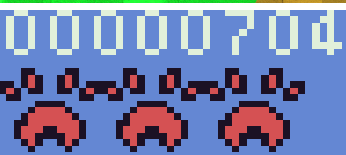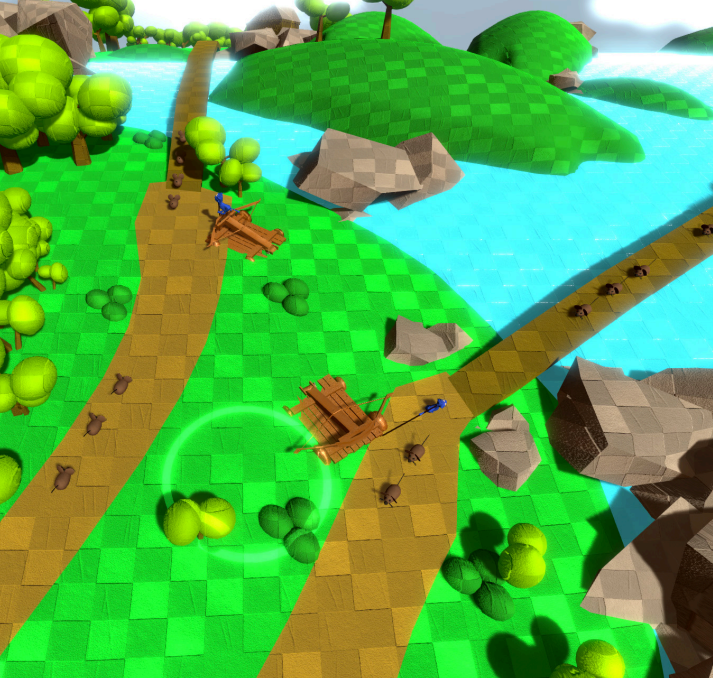
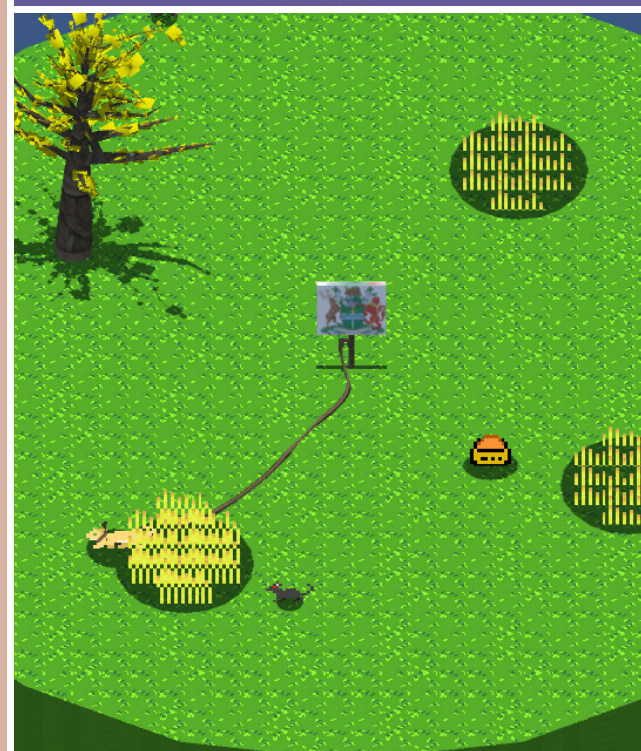**9**
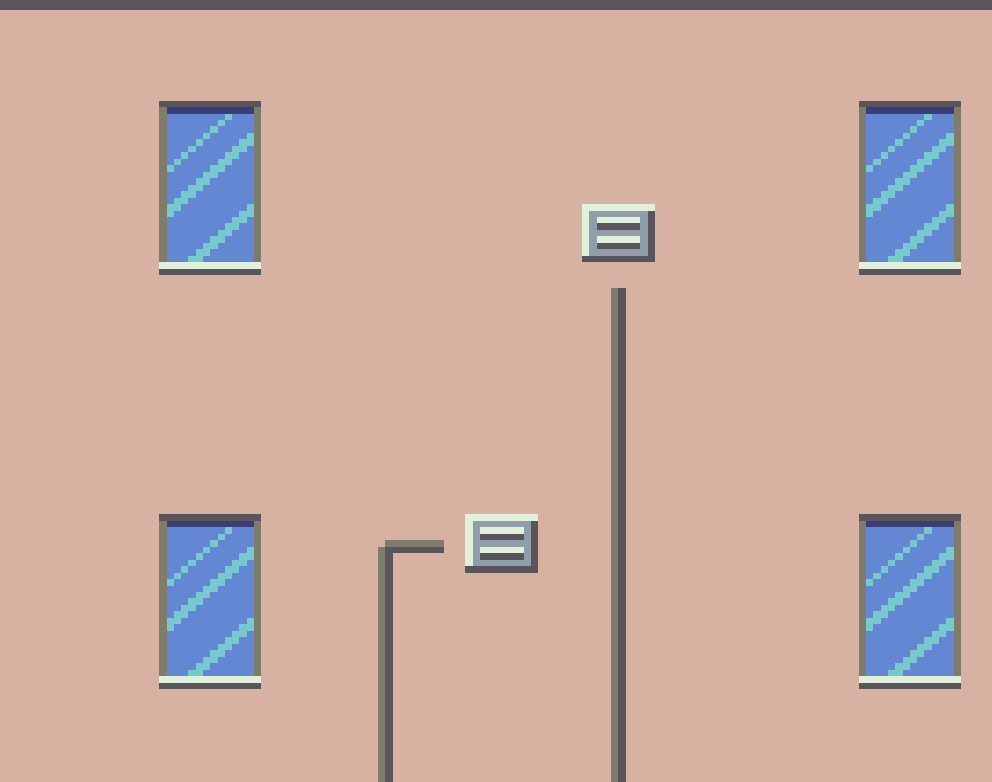Prizes Awarded

44
Games Made

594
Pizza Slices Eaten

2
Awesome Events

00000704

THE
MASTER PLAN

July 26, 2016	August 13-14, 2016	August 21, 2016	September 2016

INCEPTION

The idea to create an event which empowered the local community by exposing them to the games industry in a way that had not been seen before.

EVENT 01

The inaugural PTBO Game Jam was a resounding success. All expectations were blown away in turnout and the produced games. It was awesome!

POSTMORTEM

Evaluate the execution of the inaugural PTBO Game Jam event recognizing what went well, and areas that we could improve for next time.

USER GROUP

The creation of a local game development user group which would meet periodically. This would help foster and grow the games industry in the area.

OBJECTIVES

1. Develop Industry Partners
2. Develop Local Relations
3. Establish Event

OUTCOMES

1. A Working Plan
2. Industry Sponsors

OBJECTIVES

1. Engage With Community
2. Educate Community
3. Engage With Media

OUTCOMES

1. Successful Event
2. Educated Community
3. Media Contacts

OBJECTIVES

1. Identify Improvables
2. Plan Next Event / Budget
3. Report To Sponsors

OUTCOMES

1. Minor Input Survey Change
2. Created Master Plan
3. Local Relation Building

OBJECTIVES

1. Engage With Developers
2. Create Community
3. Cement Industry Relations

OUTCOMES

1. Identified As GOTO
2. Steady Growth w/ Retention
3. Industry Supported

September 10, 2016	February 17-19, 2017	February 25, 2017	Future

ONBOARDING

Working with sponsors to solidify their involvement in future events as well as developing strategic partnerships with the industry.

EVENT 02

A benchmark event for tech in Peterborough. This event will be hosted at a a local tech hub showcasing more community involvement.

POSTMORTEM

Evaluate the execution of the second PTBO Game Jam event identifying areas that were successful and areas which can be improved on for the next event.
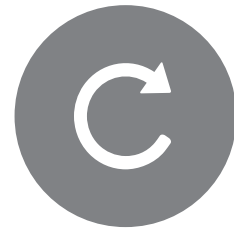
REPEAT

Repeat the established model of onboard, event, postmortem; adjusting where needed, continuing so long as it is still proves to acheive its objectives.

OBJECTIVES

1. Raise Funding For Event
2. Find Local Sponsors

OUTCOMES

1. Industry Financed
2. 65% Local Sponsors

OBJECTIVES

1. Cap Of 150 Attendees
2. Prizes (Money & Swag)
3. Industry Showcase

OUTCOMES

1. Over 150 Attendees
2. $2000 in Cash Prizes

OBJECTIVES

1. Identify Improvables
2. Plan Next Event / Budget
3. Report To Sponsors

OUTCOMES

1. February Proximity To GDC
2. Two Nights Too Much
3. Local Relation Building

OBJECTIVES

1. Event Growth
2. College Level Program
3. Local Studio Development

SPONSORSHIP PROSPECTUS

DEMOGRAPHICS
GAMER ❶

52% 48%
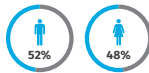
19 MILLION CANADIAN GAMERS

54% CANADIAN POPULATION

33 YRS AVERAGE AGE OF A GAMER

DEMOGRAPHICS
GAME DEVELOPER ❶❸

77% 23%

36,500 CANADIAN GAME DEVELOPERS

<1% CANADIAN POPULATION

31 YRS AVERAGE AGE OF A DEVELOPER

WORLDWIDE
VIDEO GAME SOFTWARE MARKET ❷

CONSOLE   PC   PORTABLE
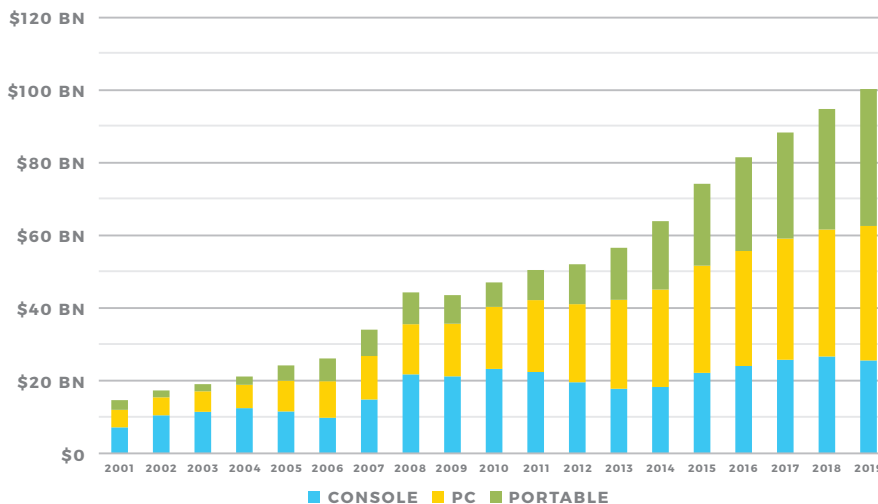
INDUSTRY SPONSORS
PAST EVENTS

audiokinetic   Bunny   EPIC GAMES   Funky RUSTIC

GitHub   IBM   inXile entertainment   LIFTLOCK STUDIOS

unity

LOCAL SPONSORS
PAST EVENTS

acorn30   aramark   ardee XYZ VR Animation Studio   Community Futures Peterborough

Fleming College School of Trades and Technology   GOTTA HOT PIZZA   igniter tickets   KAWARTHA LAKES

PAGEFOLIO   PETERBOROUGH TECH ADVISORY COUNCIL   Ricky's ALL DAY GRILL

❶ *Essential Facts About The Canadian Video Game Industry (2015), Entertainment Software Association of Canada*
❷ *Video Game Market Overview (April 2016), DFC Intelligence*
❸ *Developer Satisfaction Survey (2015 Summary Report), International Game Developers Association*

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 $15,000 CAD for our third event.

UNLIMITED SPOTS	20 SPOTS	3 SPOTS
$500-$1,499 PER EVENT *IN CASH OR IN-KIND VALUE*	**$1,500-$4,999** PER EVENT *IN CASH OR IN-KIND VALUE*	**$5,000+** PER EVENT *IN CASH OR IN-KIND VALUE*

BRONZE TIER
"We Love You"

- ✔ Visible branding options at the event (sponsor provided)
- ✔ Logo/Link on event page
- ✔ Logo on sponsor wall at event
- ✔ Social media mentions
- ✔ 1 Event Sponsor Badge

SILVER TIER
"We *Really* Love You"

- ✔ Visible branding options at the event (sponsor provided)
- ✔ Logo/Link on event page
- ✔ Logo on sponsor wall at event
- ✔ Social media mentions
- ✔ 2 Event Sponsor Badges
- ✔ Up to 5 minute vocal spots to occur during opening ceremonies and/or during event

GOLD TIER
"Will You Marry Us?"

- ✔ Prominent branding at the event (sponsor provided)
- ✔ Logo/Link on event page
- ✔ Logo on sponsor wall at event
- ✔ Social media mentions
- ✔ 3 Event Sponsor Badges
- ✔ Mentions in media releases
- ✔ Mention in welcome email upon event signup
- ✔ 5-10 minute speaking opportunity at the start of the event

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.

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!
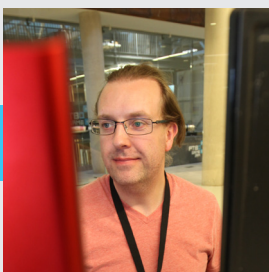
DENNIS CARLSTROM
Get Off My Lawn!

—

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.

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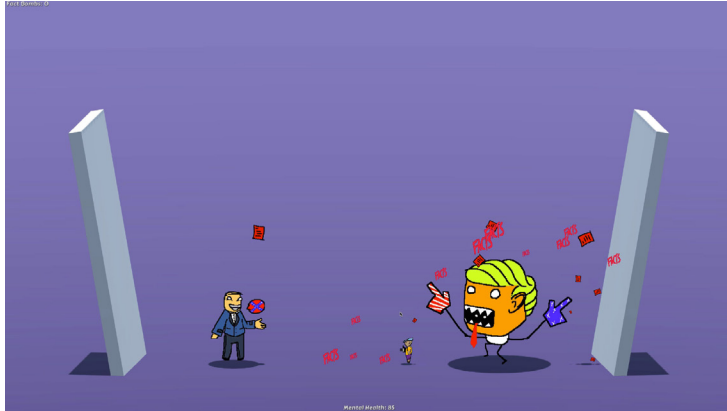Attendees

3
Hours Of Instruction

75
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 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.*
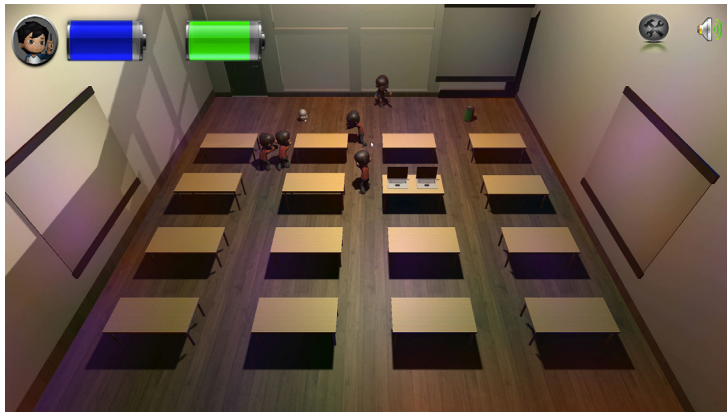
JAMIT
RICARDO BANDALA, CATHERINE RIVERA, SCOTT TROMLEY

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 STRETTEN, ROB WAITE

The Lumberjacks, toted 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.
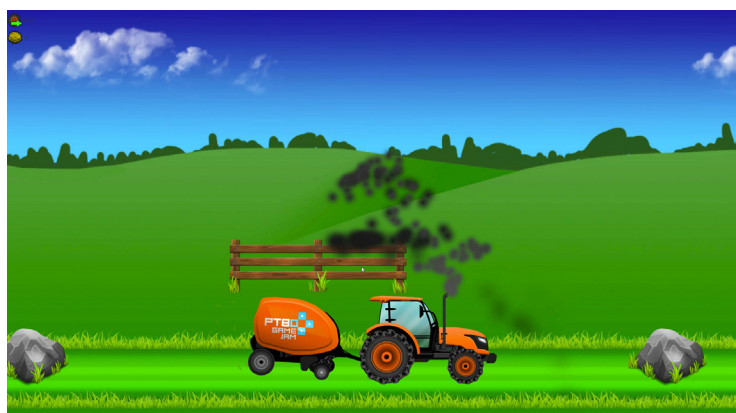
EVENT 01
HIGHLIGHTS

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.

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.

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.

CATS ON LEASHES

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.

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.

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.

THE TEAM

MATTHEW DAVEY

FOUNDER & ORGANIZER

Matthew is a senior game developer with over 14 years of experience programming, supporting and operating projects in and around the games industry with over 100 shipped projects. Matthew holds positions on numerous educational institutes' advisory boards for game development related programs, and continues to produce industry recognized open source tools. Matthew is the founder and organizer of the PTBO Game Jam as well as it's sister initiative, the PTBO Game Dev meetup.

"There is nothing more rewarding then hearing the stories of first time game developers sharing their games with their children and feeling that sense of pride for the first time. I've been working in the video game industry since 2002. Quietly working in the background on titles big and small, forming relationships in and around the industry. Organizing the PTBO Game Jam was all about giving back to the local community. I want to expose as many people as I can to the video game industry and give individuals that extra push to make their first game."

Matthew Davey

DAVE BOWEN

OPERATIONS

Dave is a veteran team leader, avid technologist, bringing years of experience working in and around the computer hardware industry. He has experience balancing a high demand clientele while providing an industry recognized level of support that is unparalleled. Dave is one of the valued forward facing volunteers at the event.

ROBERT FRENCH

EDUCATIONAL ADVISOR

Robert is a seasoned developer with over three decades of experience. He has been an educator since the late 1990's and his fun but direct approach to everything he does is both efficient and effective. Robert is a man of integrity, a great team player and a valuable asset to our endeavour. Robert facilitates the educational component at the event.
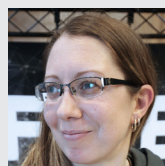
PHIL LALIBERTE

SPONSOR LIAISON

Phil is a veteran software architect with an impressively long list of clientele and experience to match. In a past life, Phil ran numerous not-for-profit events and facilitated sponsor relations. It was only natural that Phil handle making sure our sponsors are happy and feel loved.

AMANDA ROCHON

OPERATIONS LEAD

Amanda is a full time professor at Fleming College in the Advanced Biotechnology Program. She has over 10 years of research experience, including 7 years as a lab coordinator; designing, creating, and running courses in biochemistry and molecular biology . Amanda assists with coordinating all things during the actual events.

CAN WE HAZ SPONSORZ?

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SOCIAL

http://twitter.com/ptbogamejam

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