WHat is the GCA

WHy is the GCA awesome

What are the past GCA results

What value can the GCA offer the sponsor

What will we do for the sponsor ( how we will customize the GCA for the sponsor)

**Event Overview**

Where: Nationwide, taking place at UNiversity and College campuses

What is the point:

why would people participate:

**how does the sponsors investment get them closer to their customers and achieve their specific objectives?**

**Who are our participants**

They are young university and college students with a high level of technical skills, but are lacking the experience to work in a professional video game studio.

Age: 17-30

location:

income level:

Interests:

**What value can we offer sponsors**

We can put them directly in front of the 18-25 year old university and college student demographic.

A game built around their brand, or a game with their brands elements present

Allowing them to tap into a new community (game devleopers) and/or to expand and stregthen their exisitng community

Significant editorial coverage in Canada (previous coverage includes EP Daily features,

articles in Globe and Mail, campus newspapers

and more)

Access to 750+ game makers for recruitment

Access to 40+ campuses for experiential

marketing, sampling, promotions and more

Extensive advertising and promotion via our media partnerships

**What we offer sponsors**

**Platinum Level**

Branding/naming rights over GCA5

(e.g.Your Co presents: the Great Canadian Appathon 5)

Advisory role in creative execution of GCA5

(think “light touch, high impact”)

**Gold Level Sponsor**

* Primary recruitng access to all GCA participants
* Grand prize presented by our Gold Sponsor
* Receive 1 spot on the GCA judging panel
* A custom news release will be written about the Gold Sponsors role in making the GCA possible.
* Quotes from Gold Sponsor can be included in news release
* Gold Sponsor products or services will be integrated into the GCA
* Gold Sponsor’s logo will be on all GCA media releases
* Gold Sponsor’s logo will be on all GCA signs, banners and printed materials and GCA swag (t-shirts, bags, hats and more)
* Gold Sponsor’s logo on all of the official GCA swag
* Product placement in GCA swag bags
* Gold Sponsor brand integration into GCA social media plan

**The GCA Experience**

**"We expect nothing less than the students to emerge from the GCA learning more about commercial software development than any other experience in their student careers." Bill Marshall, Founder and Chair Emeritus of the Toronto International Film Festival and a member of the GCA3 judging panel**

**”It’s great to see the young Canadian talent we have… the innovation, thinking outside the box… for me, this is a real passion." The Hon. Tony Clement, President of Treasury Board of Canada and a member of the GCA4 judging panel**

**Bronze Level Sponsorship**

Sponsor recogntion on GCA HUB signage and all GCA

adver<sing and promo<onal material

Sponsor recogni<on on the GCA webpage and link to

sponsor’s website

Opportunity to provide marke<ng materials and

giveaways in par<cipant swag bags

GCA4 had a combined media reach of 7,699,371 impressions Media that covered the GCA previously: