



MACEWAN GAME DEVELOPMENT CLUB

2018 Sponsorship Package

About Us

The MacEwan Game Development Club (GADEC) was founded in October 2015 with the goal of helping students and other individuals interested in game development with their professional development. We work hard to cultivate an environment that allows students to grow their skills and widen their network, preparing them for lucrative career paths after graduation. To do this, we provide opportunities for hands-on, practical, and collaborative learning in the form of workshops and various networking events. We also wish to help fuel the entrepreneurial spirit that we proud Edmontonians exemplify by helping to build up, not just the local game development community, but the larger Edmonton community as a whole.

Our club presents unique opportunities for businesses or individuals to showcase their brand while supporting the club and our events through sponsorship. In GADEC, we don't just want to build up—we want to give back to our city as well. The game development community is growing. More and more people are being drawn into pursuing creative and collaborative endeavours as the tech industry presence here in Edmonton continues to expand. Our upcoming events will allow people to connect and build bridges that will enrich the entrepreneurial ecosystem that has taken root here.

We have several sponsorship options for the upcoming year, and we hope that you will join us in building a stronger community. We thank you for your support, and look forward to working with you!

Sincerely,

The 2017-2018 GADEC Executive Team:

Vanessa Capito, Jonathan Blackley, Reid Whelton, Eric Stratechuk, Evan Funnell, Sabrina Capito, Logan Beach, Eamonn McCormick

Sponsorship Elements

In addition to all elements purchased under this sponsorship package, GADEC would like to recognize our friends and sponsors on our website sponsorship page and in our bi-weekly newsletter.

General Club Sponsorship

The money raised through these sponsorships will go towards covering the club's general costs and development of new programs, events, and initiatives.

Ability to pitch or present at any general club meetings	\$ 100.00
Ad space in club bi-weekly newsletter	\$ 100.00
Ad space on social media accounts	\$ 200.00
Dedicated page on website	\$ 300.00
Credit in published games	\$ 300.00
Access to informational tables in MacEwan University's main traffic hub	\$ 500.00
Central brand on website and all other promotional material	\$ 600.00

Event Sponsorship

Detailed below are the events that GADEC is planning on hosting during our 2018 year. Sponsors of our events either through in kind sponsorships or direct investment will be able to select elements from the General Club Sponsorship equal to the amounts listed below.

Press A to Start (March 24, 2018):

Press A to Start is GADEC's principle networking and showcase event held at the end of every year. We invite out industry professionals to take part in a panel focused on how to break into such a competitive industry and provide our members with an opportunity to showcase the work that they've done throughout the year.

Event Titular Host	\$ 2,500.00
Venue Sponsor	\$ 2,000.00
Food Sponsorship	\$ 2,000.00
Games Centre Sponsorship	\$ 700.00
Informational Booth	\$ 500.00
Networking Centerpieces	\$ 200.00

Student Game Jam (February 16-18 | November 2018):

The Student Game Jam is an event focused on student development in an intense creation-focused atmosphere. We plan to provide a safe learning environment filled with friendly competition with guidance from industry experts. By the end of this event, participants should have a new project they can add to their professional portfolios, as well as having increased both their soft and technical skills.

Event Titular Host	\$ 1,500.00
Venue Sponsor	\$ 1,000.00
Food Sponsorship - All	\$ 1,000.00
Food Sponsorship - Single Meal	\$ 200.00
Food Sponsorship - Beverages	\$ 200.00
Prizes	\$ 500.00

Industry Game Jam (May 2018):

Outside of the Global Game Jam, Edmonton's industry has a lack of large organized game jams. We plan to fill this void by organizing annual game jams to provide networking and learning experiences for all involved. Like the Student Game Jam, participants will have developed their skills further as well as have another project they can add to their professional portfolios.

Event Titular Host	\$ 2,000.00
Venue Sponsor	\$ 1,500.00
Food Sponsorship - All	\$ 1,500.00
Food Sponsorship - Single Meal	\$ 350.00
Food Sponsorship - Beverages	\$ 400.00
Prizes	\$ 750.00