The Global Game Jam® has changed the worldwide face of game development since its foundation in 2009. The annual event meets developers where they are, spurring them to create communities where once there were none. Now in over 80 countries, GGJ continue to increase inclusivity in games, while igniting imagination and innovation around the planet. The Global Game Jam has proven itself a uniting force for inspiration; bringing together thousands of people to create more than 5000 games - Global Game Jam is the largest weekend of game development in the world. We have spent the last seven years driving global creativity in game development. Your sponsorship money helps us deepen our capacity and widen our ability to serve the growing community of game developers everywhere.
Fact Sheet

*The largest game jam in the world* is the Global Game Jam®.

28,000 people participate annually in the Global Game Jam®.

With more than 500 local sites in more than 80 Countries and hundreds of game community leaders, Global Game Jam® is truly an international organization.

Participants create more than 5,000 games in a single weekend.

Founded in 2009, Global Game Jam® is 501(3)c Non-profit.

Our Community

We manage a growing list of more than 120,000 participant profiles:

- 33,000 college students making games
- 35,000 independent game developers
- 70,000 assorted professional artists, designers, audio technicians, and allied practitioners

GlobalGameJam.org includes 17,000 game pages for 280,000 unique users per month.

Our organization has more than 10,000 Twitter followers, hundreds of news articles, and access to thousands of game community leaders via email.
Recognition

The Global Game Jam® is the most widely recognized brand in international, non-profit game jams.

Games made during the Global Game Jam® have been recognized by the most prestigious awarding organizations in the world, including the Independent Games Festival (IGF) and IndieCade. Games made at our event include GlitchHiker, 4 minutes 33 seconds of Uniqueness, Mirror Moon, Surgeon Simulator, Soulfill, and Keep Talking and Nobody Explodes to name a few.

Consistent year over year growth at a rate between 20% and 50% per year.

Thousands of media mentions - news articles, podcasts, and TV coverage - describing the event and games, including prominent press in leading outlets including: Gamasutra, One Life Left, NPR, Kotaku, Wired, BBC, Popular Mechanics, The Guardian, Rock Paper Shotgun, and Polygon.
Sponsorship Benefits

Align your brand, service or product with the biggest game jam community in the world.

- Global marketing and advertising reaches our nearly 30,000 participant community, in 540 locations, with more than 1 million website users in nearly 1.5 million sessions annually.

Sponsorship Reach

- 20,000 game-makers watch the keynote video, a requirement for all participants.

![GlobalGameJam.org Visitors Graph]

- 26 is the average age of Global Game Jam® participant.

![GlobalGameJam.org Web Sessions Graph]

Nearly 30,000 committed game makers participate in Global Game Jam® every year.

Previous sponsors have included Intel, Microsoft, Unity and Facebook. Sponsors were prominently advertised to our ever increasing global audience.

61%

Of our community chooses Global Game Jam as the only Jam in which they participate

55%

of GGJ participants use the event to learn a new software tool. • 54% of these participants expected to use the new tool they learned again.
General Sponsor Overview

Sponsorship aligns your brand, service or product with the globally recognized premier Game Jam.

Engaging with highly motivated independent game developers, artists and community organizers

Prominent advertising to the game-making community.

Sponsorship Types

- **Bronze: $1,000**
  - Exposure via web-site banner to the nearly 1 million globalgamejam.org website users per year.

- **Silver: $5,000**
  - Bronze benefits plus:
  - Inclusion in the widely distributed Global Game Jam® keynote, watched by more than 25,000 participants and archived on YouTube for an average of 10,000 views.

- **Gold: $10,000**
  - Silver and Bronze benefits plus:
  - Inclusion in all external communications from Global Game Jam®, 3,900 member newsletter, international press releases and targeted messaging.

- **Platinum: $15,000**
  - Gold Benefits plus
  - Dedicated platform and virtual space on the globalgamejam.org website and YouTube channel.

- **Headliner: $25,000**
  - Platinum Benefits plus
  - Exclusive messaging to the Global Game Jam® community and exclusive agreements.

Special Sponsor Programs

Global Game Jam® Exchange:
An opportunity to sponsor experienced game jammers to go to participate and collaborate in Global Game Jam® Locations outside of their home country. Each exchange is tilted with the sponsor’s name. the game(s) that the exchange participant creates will bear the sponsor’s logo (at the sponsor’s discretion).

Global Game Gift
Global Game Gift is a special project to help connect studios with nonprofits to create games that benefit humanity. Please visit GlobalGameGift.org for additional information.
Leadership

2015-2016 Global Game Jam® Board of Directors:

**Gorm Lai: President**
Senior Creative Technologist, Kotori Studios Limited
London, United Kingdom

**Lindsay Grace: Vice President**
Associate Professor/Director American University
Game Lab
Washington, District of Columbia, USA

**Dustin Clingman: Treasurer**
Co-Founded Together Games
San Francisco, California, USA

**Susan Gold:**
Professor of the Practice of Game Design,
Northeastern University
Boston, Massachusetts, USA

**Foaad Khosmood**
Forbes Professor of Computer Engineering
Polytechnical State University
San Luis Obispo, USA

**Giselle Rosman**
Business Administrator at Hipster Whale
Melbourne Australia

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Executive committee Membership

**Executive Producer: Ciro Duran (United Kingdom)**
Ashley Alicea (USA-Puerto Rico) | Bruno Campagnolo de Paula (Brazil)
Rebecca Fernandez (Netherlands) | Ian Schreiber (USA)
Sponsorships Contact

When you are ready to learn more about the Global Game Jam® and sponsorship opportunities, please contact the people below.

North and South America:

Susan Gold
Boston, Massachusetts, USA
Susan@globalgamejam.org

Dustin Clingman
San Francisco, California, USA
Dustin@globalgamejam.org

Africa, Asia, Europe and others:

Gorm Lai
London, United Kingdom
Gorm@globalgamejam.org

Previous Sponsors have included:

Sponsors are advertised to more than 500 sites in nearly 80 countries around the world. Each location is full of game-makers looking to determine which software to use next, which process is best for their needs and what companies support their love of games.