



Global Game Jam presents

GGJ NEXT[®]

26 JUL – 7 AUG 2021

a game jam for young creators

SPONSORSHIP PROSPECTUS

About Global Game Jam

The Global Game Jam Inc. is a 501(c)(3) nonprofit organization which celebrates game education and creation by organizing and hosting the world's largest maker event in the world, happening annually every January since 2008.

About GGJ NEXT

While our primary GGJ event is aimed at 18+ individuals, GGJ NEXT is uniquely designed for young game creators in the 12-17 year-old range. In our first year of GGJ NEXT, over 800 children at 38 sites in 20 countries around the world learned to create games and had the chance to make their own!

Happening in July and August, GGJ NEXT provides educators and site organizers with a curriculum, lesson plans, and projects to teach young people about game creation and prepare them for a positive jam experience. During the jam, participants will develop their games around a common theme, receive a keynote talk from a notable game industry professional, and sites will have access to mentoring from veteran game designers, artists, and other creators.

Due to the COVID-19 pandemic, GGJ NEXT 2021, like the 2020 edition, will take place in an entirely digital format. The process flow and some curriculum have been redesigned to make it easier for remote instruction and team collaboration.

How you can help

Your sponsorship of GGJ NEXT will help GGJ continue to expand the reach of this event and the positive experience it provide to kids. Funding of GGJ NEXT will help us not only organize and manage the event, but also assist us to do the following:

- Translate lessons into several languages
- Create more lessons in gap areas
- Create more professional and polished videos
- Improve community support on our website for organizers, educators, and mentors

SPONSORSHIP OPPORTUNITIES

INCLUSIONS	HEADLINE SPONSOR \$30,000 US (1 Available)	PREMIER SPONSOR \$15,000 US	PARTNER SPONSOR \$7,500 US	SUPPORTER SPONSOR \$3,500 US
Access to GGJ NEXT logo/branding	✓	✓	✓	✓
Logo on GGJ NEXT website	✓	✓	✓	✓
Logo in keynote presentation	✓	✓	✓	✓
Joint promotion opportunity	✓	✓	✓	✓
Product sponsorship/promotion	✓	✓	✓	–
Sponsored social media	✓	✓	–	–
Website news post	✓	✓	–	–
Email opt-in	✓	✓	–	–
Promo in keynote video	30 seconds	–	–	–
Dedicated newsletter article	✓	–	–	–

We are very open to discussing customized levels and benefits that can meet your goals in supporting GGJ NEXT!

GET IN TOUCH

If you or your company is interested in sponsoring GGJ NEXT, please contact:

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