

# PTBO GAME JAM EVENT PROFILE

ISSUE DATE

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PREPARED BY

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*We use cute animal pictures to entice social media users to retweet and share our posts to reach and engage a larger audience. The fact that you are reading this block of text already indicates that it works!*

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**PTBO Game Jam**  
Event Profile

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# WHAT IS THE PTBO GAME JAM?

## QUICK FACTS

**Name:**

PTBO Game Jam

**Founded:**

July 26, 2016

**Website:**

<http://ptbogamejam.com>

**Twitter:**

<http://twitter.com/ptbogamejam>

**Facebook:**

<http://facebook.com/ptbogamejam>

**Google+:**

<http://plus.google.com/+PTBOGameJam>

**Staff:**

4

**Animals Harmed:**

0

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.

## FEB 17-19, 2017

PTBO Game Jam 02

The plans are already in motion on the next event.



4

Prizes Awarded



11

Games Made



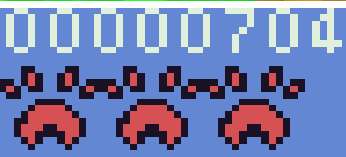
78

Pizza Slices Eaten



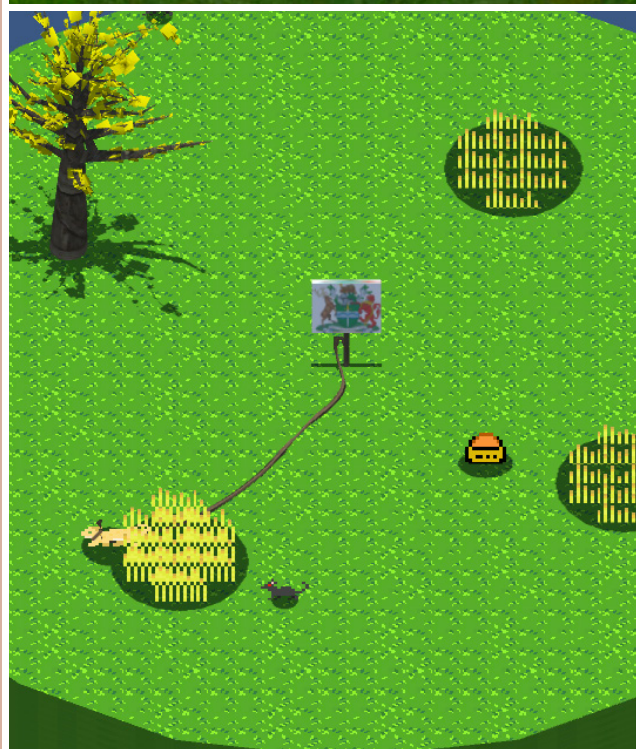
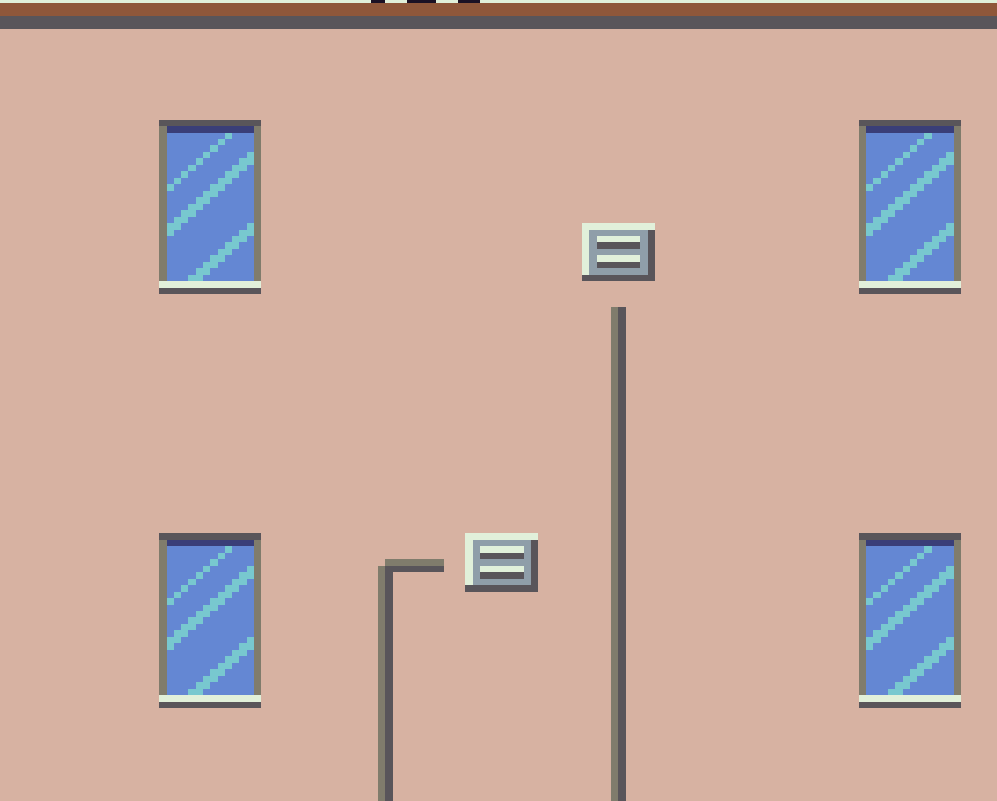
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Hours Slept



### DID YOU KNOW?

In 2012 a private college started a video game development program in Peterborough. With zero invested into marketing they managed to start the first semester with 20 students. Not bad, eh



# THE MASTER PLAN

July 26, 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.

### OBJECTIVES

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

### OUTCOMES

1. A Working Plan
2. Industry Sponsors

August 13-14, 2016



## 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!

### OBJECTIVES

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

### OUTCOMES

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

August 21, 2016



## POSTMORTEM

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

### 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

September 2016



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



September 10, 2016

**ONBOARDING**

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

**OBJECTIVES**

1. Raise Funding For Event
2. Find Local Sponsors

February 17-19, 2017

**EVENT 02**

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

**OBJECTIVES**

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

February 25, 2017

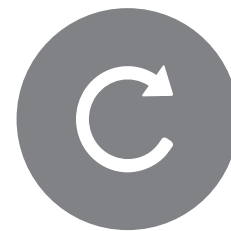
**POSTMORTEM**

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.

**OBJECTIVES**

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

Future

**REPEAT**

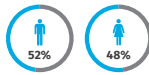
Repeat the established model of onboard, event, postmortem; adjusting where needed, continuing so long as it is still proves to achieve its objectives.

**OBJECTIVES**

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

# SPONSORSHIP PROSPECTUS

## DEMOGRAPHICS GAMER ①



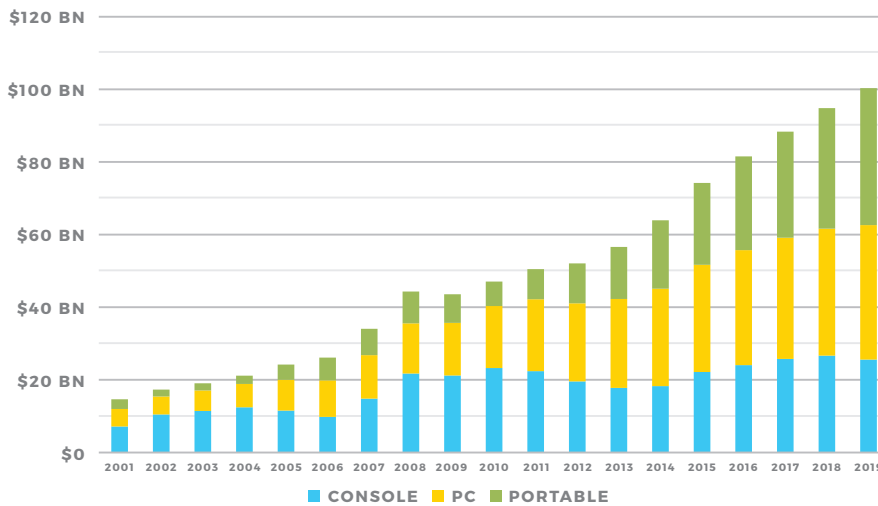
**19 MILLION** CANADIAN GAMERS  
**54%** CANADIAN POPULATION  
**33 YRS** AVERAGE AGE OF A GAMER

## DEMOGRAPHICS GAME DEVELOPER ②③



**36,500** CANADIAN GAME DEVELOPERS  
**<1%** CANADIAN POPULATION  
**31 YRS** AVERAGE AGE OF A DEVELOPER

## WORLDWIDE VIDEO GAME SOFTWARE MARKET ④



## INDUSTRY SPONSORS PAST EVENT



## LOCAL SPONSORS PAST EVENT



① Essential Facts About The Canadian Video Game Industry (2015), Entertainment Software Association of Canada  
 ② Video Game Market Overview (April 2016), DFC Intelligence  
 ③ Developer Satisfaction Survey (2015 Summary Report), International Game Developers Association



## SPONSORSHIP TIERS

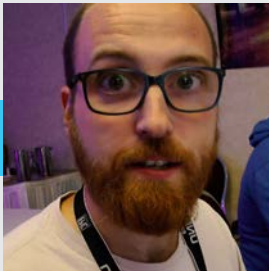
*Previous event sponsors in good standing with the PTBO Game Jam will be given preference on subsequent event sponsorship tiers.*

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 \$25,000 CAD for our second event.

UNLIMITED SPOTS	20 SPOTS	5 SPOTS
<p><b>&lt; \$1K</b></p> <p>PER EVENT</p> <p>IN CASH OR IN-KIND VALUE</p>	<p><b>\$1-5K</b></p> <p>PER EVENT</p> <p>IN CASH OR IN-KIND VALUE</p>	<p><b>\$5K+</b></p> <p>PER EVENT</p> <p>IN CASH OR IN-KIND VALUE</p>
<p><b>BRONZE TIER</b></p> <p>"We Love You"</p> <ul style="list-style-type: none"> <li>✓ Visible branding options at the event (sponsor provided)</li> <li>✓ Logo/Link on event page</li> <li>✓ Logo on sponsor wall at event</li> <li>✓ Social media mentions</li> </ul>	<p><b>SILVER TIER</b></p> <p>"We *Really* Love You"</p> <ul style="list-style-type: none"> <li>✓ Visible branding options at the event (sponsor provided)</li> <li>✓ Logo/Link on event page</li> <li>✓ Logo on sponsor wall at event</li> <li>✓ Social media mentions</li> <li>✓ Up to 1 minute vocal spots to occur during opening ceremonies and/or during event</li> </ul>	<p><b>GOLD TIER</b></p> <p>"Will You Marry Us?"</p> <ul style="list-style-type: none"> <li>✓ Prominent branding at the event (sponsor provided)</li> <li>✓ Logo/Link on event page</li> <li>✓ Logo on sponsor wall at event</li> <li>✓ Social media mentions</li> <li>✓ Mentions in media releases</li> <li>✓ Mention in welcome email upon event signup</li> <li>✓ 5-10 minute speaking opportunity at the start of the event</li> </ul>

*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.*

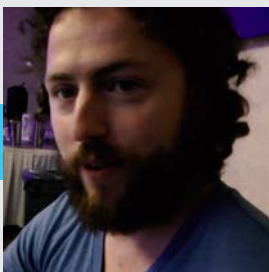
# ATTENDEE TESTIMONIALS

**SCOTT TROMLEY**

Cat Breakout

—

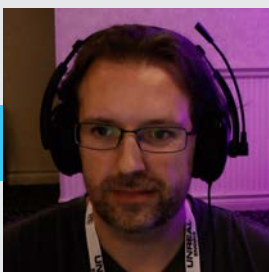
At first the idea of attending the game jam just filled me with excuses. I had no experience making games. I completely exceeded every expectation I had. Not only did I learn a lot, but I ended up with a game that is legitimately fun to play, and I had a super fun time doing it. Game Jams are awesome!

**BRENDAN QUIGLEY**

CatsonLeashesBQ

—

When I first heard of 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.

**43**

Attendees

**1**

Hour Of Instruction

**30**

Hours of Jamming

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*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.*

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**EVERYONE CAN MAKE  
GAMES. WE JUST HELP  
WITH THAT FIRST PUSH.**

# 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 to. 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 LIFTLOCK STUDIOS

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.

## 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.



## CATHEMON GO

### STRAIGHT OFF THE COUCH

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

### HATS ON LEECHES

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

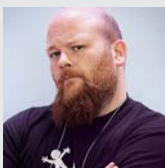
### FOUNDER & ORGANIZER

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Matthew is a senior game developer with over 13 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*

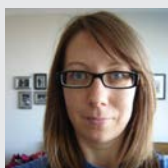


## ROBERT FRENCH

### EDUCATIONAL ADVISOR

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Robert is a seasoned developer who has been making games for just over three decades. 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.

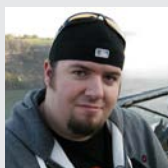


## AMANDA ROCHON

### EVENT LEAD

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Amanda is a full time professor at Fleming College in the Advanced Forensics Program (formerly the BTF Program). She has over 10 years of laboratory 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.



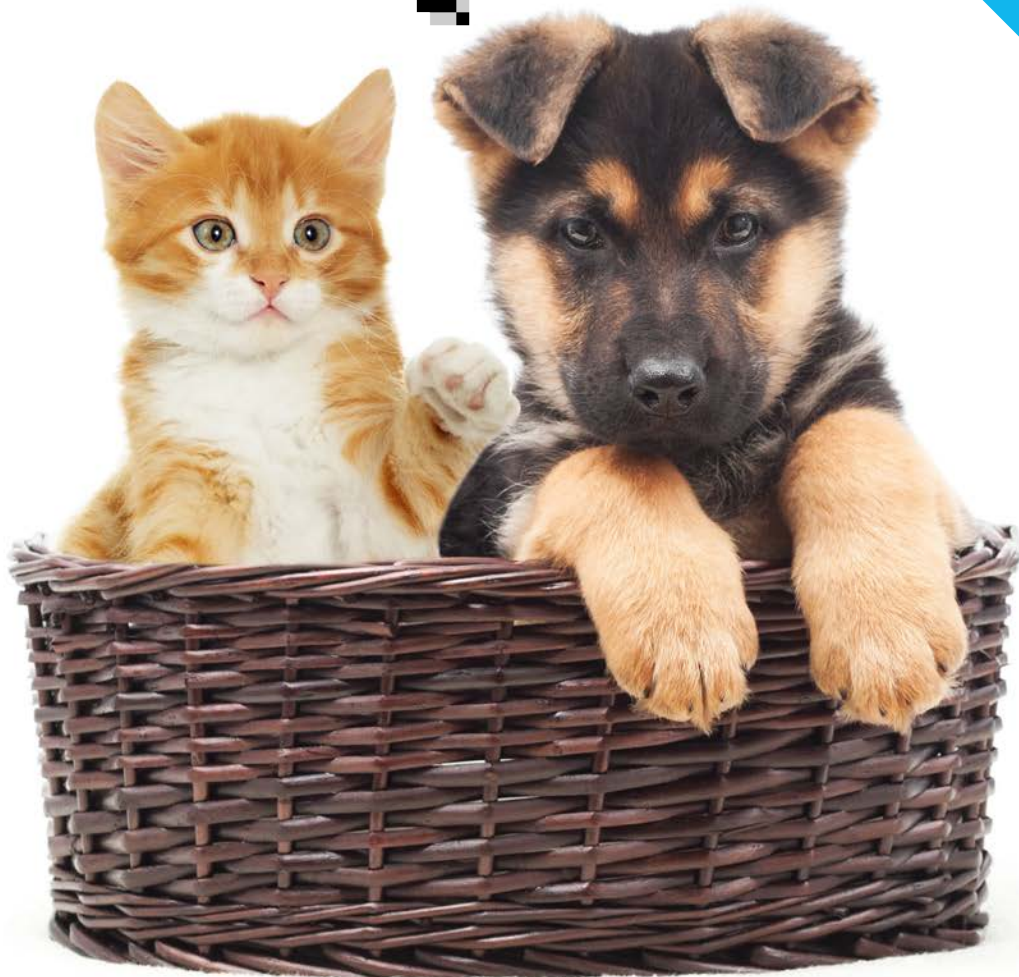
## DAVE BOWEN

### VOLUNTEER LEAD

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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 manages all volunteers at the event.

CAN WE HAZ SPONSORZ?



## CONTACT



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Canada



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matthew.davey@dotbunny.com

## 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