

ABOUT THE IGDA®

The **International Game Developers Association** is the largest non-profit membership organization in the world serving individuals who create video games. Our mission is to advance the careers and enhance the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

THE IGDA® IMPACT

Since 1994, the IGDA has been actively engaged in elevating the profession of game developers, advocating on their behalf whenever necessary and providing a pathway for the next generation. This list highlights some of the key accomplishments of the IGDA in just 2014 and early 2015:

- Spoke out about the King.com trademark controversy and subsequently published a “**Position Paper on Trademarks**” to educate developers about IP and trademark issues.
- Designed and conducted the new, annual **Developer Satisfaction Survey** aimed at better understanding the perspective of individual game developers on issues such as industry diversity, their quality of life and employment conditions.
- Supported our **international developer communities**, such as open opposition to a potentially intrusive game ratings system in Mexico as well as the Australian government’s withdrawal of financial support for its game industry.
- Enacted a new, explicit **Inclusivity Policy** to be applied to all IGDA-related communities and activities.
- Facilitated **IGDA Scholars** groups at GDC, E3 and TGS to help upcoming graduates gain positive exposure to the game industry and be partnered with key mentors in their fields.
- Coordinated with the FBI on **cybersecurity threats to game developers**, including the grievous harassment and doxing issues that came to light during the #GamerGate controversy, and launched an Online Harassment Resource Center.
- Partnered with Intel in their broad-based multi-year “Diversity in Technology” initiative to **increase the number of women and people of color in the game industry**.

WHY YOUR COMPANY SHOULD BE AN IGDA® PARTNER

The IGDA Partner Program is a key method by which non-game development companies in the game industry can support the mission of the IGDA and help us continue making a positive impact worldwide. By joining the Partner Program, your company sponsors the IGDA while gaining the opportunity to reach thousands of IGDA members worldwide. By signing up as an IGDA Partner, you are empowering the IGDA and are openly supporting the IGDA’s mission to improve the game industry through the well-being and professional growth of individual game developers.

PARTNER PROGRAM F.A.Q.

Who/what can become an IGDA Partner?

Any company or organization that is not directly producing game titles is eligible to sign up as an IGDA Partner. Examples include middleware vendors, hardware manufacturers, book publishers, other trade organizations, etc.

What are my Partnership options?

A number of opportunities exist, from our partner levels (described below), which provide high impact, year-long recognition, to a variety of event-specific sponsorships that can be tailored to maximize your reach.

How can I offer my products/services at a discount?

After signing up as an IGDA Partner, you will be able to provide your products/services to IGDA members, after discussion with IGDA Staff regarding the specific products/services, intended target audience, discount, etc.

How do renewals work?

Partners renew annually to continue enjoying the benefits of the Partner Program.

What payment options are available?

You can pay with a major credit card when you register, or ask to be invoiced.

PARTNER TIERS & BENEFITS (prices in U.S. dollars)

Bronze - \$1,000 annually

- One custom profile page for your company on the IGDA website featuring your logo and company information.
- Opportunity to provide your products/services to the IGDA membership community, preferably with an IGDA member discount.
- Opportunity to distribute products/swag at select events in which the IGDA participates (GDC, E3, etc.; partner is responsible for providing and shipping the items).
- Occasional partner highlight in the weekly *IGDA Insider* email, promoting your latest initiatives.
- Dedicated emails: Opportunity to do dedicated blasts at a discounted Partner rate of \$800/each (normal rate is \$1,000/each).
- Opportunity to help distribute the annual Developer Satisfaction Survey.

Silver - \$3,000 annually

- One custom profile page for your company on the IGDA website featuring your logo and company information.
- Opportunity to provide your products/services to the IGDA membership community, preferably with an IGDA member discount.
- Opportunity to distribute products/swag at select events in which the IGDA participates (GDC, E3, etc.; partner is responsible for providing and shipping the items).
- Occasional Partner highlight in the weekly *IGDA Insider* email, promoting your latest initiatives.
- Opportunity to help distribute the annual Developer Satisfaction Survey.
- Dedicated emails: Two blasts per year; one per 6 month period (additional blasts at a discounted rate of \$800/each).
- Job board: Ability to post up to 5 job openings per year on the IGDA job board (coming soon; additional postings are available at a nominal cost).

Gold - \$5,000 annually

- One custom profile page for your company on the IGDA website featuring your logo and company information.
- Opportunity to provide your products/services to the IGDA membership community, preferably with an IGDA member discount.
- Opportunity to distribute products/swag at select events in which the IGDA participates (GDC, E3, etc.; partner is responsible for providing and shipping the items).
- Occasional Partner highlight in the weekly *IGDA Insider* email, promoting your latest initiatives.
- Opportunity to help distribute the annual Developer Satisfaction Survey.
- Dedicated emails: Four blasts per year; one per quarter (additional blasts at a discounted rate of \$800/each).
- Job board: Ability to post up to 20 job openings per year on the IGDA job board (coming soon; additional postings are available at a nominal cost).
- Webinar: Present a game development topic via an IGDA webinar (no direct sales/promo topics)
- Annual highlight: A Partner highlight in the monthly *IGDA Perspectives* newsletter about your company's offerings, initiatives, etc.

Support game industry professionals and the mission of the IGDA. For more information about becoming an IGDA Partner or to sign up, please email: partners@igda.org