HOW YOUR ORGANIZATION CAN SUPPORT THE IGDA

The IGDA continues to work to engage its game developers and attract new members in a variety of ways, but primarily through both Event-specific Outreach and Ongoing Outreach efforts:

EVENT OUTREACH

- **IGDA Networking Events:** IGDA networking events at major industry events are a key form of outreach, as well as fostering the IGDA global community. Events include GDC (SF), E3, the IGDA Leadership Summit and others.
- **IGDA Lunches/Dinners:** The IGDA hosts special meals for VIPs, SIG/Chapter leaders, Scholars and Sponsors to celebrate their contributions to the organization.
- **IGDA Scholars Program:** This initiative finds the best and brightest aspiring game developers and provides them the opportunity to kick start their careers. IGDA Scholars receive an all-access pass to a games industry conference and are mentored by a seasoned industry professional.
- **IGDA T-Shirts & Swag:** Members love to represent! Helping us produce organization and/or event-specific swag is a popular way to help spread our brand.

ONGOING OUTREACH

The following IGDA activities are some of the primary year-round efforts provide an outlet for IGDA content, discussion and exposure:

- **IGDA Insider:** Published weekly, the newsletter is a key outreach resource for disseminating current activities and news items. Advertising is available, as well as ongoing sponsorships of the publishing effort (to support print versions, especially for events).
- **IGDA Foundation:** The IGDA Foundation is another non-profit arm of the IGDA that focuses on scholarships, such as the Eric Dybsand Memorial scholarship that funds the recipient's education in game development.
- **IGDA Chapters:** If you have an IGDA Chapter in your local area, they always appreciate support and sponsorship of events and initiatives.

BENEFITS

Above and beyond the goodwill associated with supporting developers in our industry, as an IGDA Sponsor, you will also enjoy the following benefits:

- A listing on our IGDA website sponsor/partner page with your logo, link, descriptive blurb and quote.
- A public thank you in the *IGDA Insider* weekly mailer (which reaches over 30,000 individuals each week)
- With events, your name and logo clearly associated with the event on signage, the website, mailers, and so forth.
- The opportunity to offer discounted products/services to IGDA members.
- And more!

Contact sponsors@igda.org for more information on the program or to sign up!