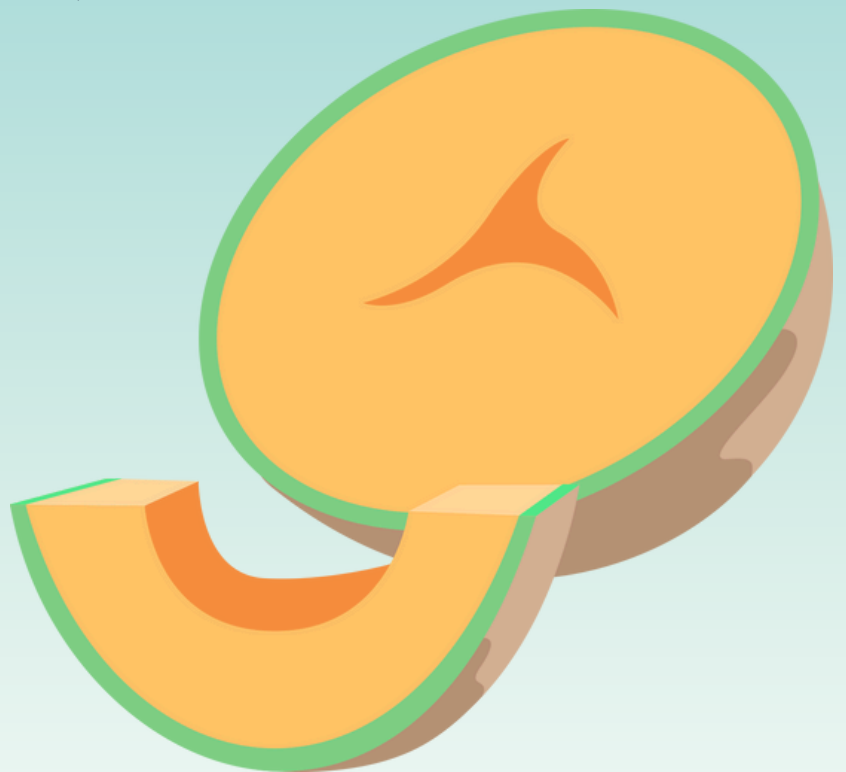


MELONJAM 5

# SPONSORSHIP PROSPECTUS

July 19 - 21, 2024



# About Us



## Where We're From

We reach out to you from Cupertino Game Development Club, a registered club within Cupertino High School that is entirely student-run by officers who have an intense passion for game development and want to spark that passion within others.

## What is MelonJam?

MelonJam is a nonprofit game jam, a type of hackathon where participants are tasked with creating a game in a short time span. MelonJam builds off of the success of the previous 6 Melonjams, which amassed over 3000 participants across the globe. The goal of this game jam is to create opportunities for the youth to be exposed to game development and create games they can showcase to the world. Through doing so, we also hope to show participants how useful the skills utilized in game development are and truly spark passion in this field.

## Our stats from last year... (Winter MelonJam 2023)

**7k** max daily viewers on our itch page

**60k+** total views across all social media platforms

**2k+** total participants (1000% increase from MelonJam 4)

# SPONSORING

## WHY DO WE NEED A SPONSORSHIP?

In order to motivate more people to participate, we need funds in order to pay for prizes and reach more students. Even though we've hosted a few fundraisers, we still need grants of money or products from companies like yours to help us fund the prizes that will motivate more people to participate in MelonJam 5. Prizes could be monetary or products that your company sells. Either way, we would greatly appreciate anything you are able to offer.

## WHY SPONSOR US?

Sponsoring us allows you to build a stronger connection with generations of engineers, artists, and innovators while providing much-needed support for the STEAM community. It will also encourage participants to use your products, and we will display your company's logo on our websites! We are also a 501(c)(3), so your donation will be tax deductible.









## WHAT CAN YOU PROVIDE?

Though we prefer monetary funds, we are open to all forms of support! We would be more than happy to accept physical or digital products, such as software trials, as prizes. Guest speakers, judges, workshops, or anything else you are able to provide are also much needed.

## HOW ARE SPONSOR AMOUNTS CALCULATED?

Sponsorship tiers are calculated by adding the amount of sponsorship money donated, and one fourth of the worth of any product sponsorship donations (up to \$500).

# Sponsorship Tiers

|  | Bronze<br><\$250  | Silver<br>\$250-\$749   | Gold<br>\$750+  |
|--|---|---|---|
| Logo on Website                          | Small   | Medium  | Large   |
| Itch + Devpost Feature                   |    |    |    |
| Video                                    | 30<br>seconds   | 60<br>seconds   | Unlimited   |
| Instagram Feature                        | First slide   | Individual  | Individual  |
| Opening/Closing<br>Ceremony Pitch        |   | Short   | Long  |
| Discord Shoutout +<br>Special Requests   |   |   |  |
| Mailing List                             |   |   |  |
| Mention in Opening +<br>Closing Ceremony |  |  |  |

# THANK YOU!

## QUESTIONS?

Email us at [melonjamgdc@gmail.com](mailto:melonjamgdc@gmail.com) if you have any questions, require more information, or decide to sponsor us.

## MORE INFO

Website: [gamedevclub.tech/melonjam/](http://gamedevclub.tech/melonjam/)  
Devpost: <https://melonjam-5.devpost.com/>  
Itch.io: <https://itch.io/jam/melonjam5>

Instagram: [instagram.com/melonjamgdc/](https://www.instagram.com/melonjamgdc/)  
Discord: [discord.gg/uYmNuZymJ2](https://discord.gg/uYmNuZymJ2)



**THANK YOU, AND WE LOOK FORWARD  
TO HEARING FROM YOU!**